

Battle of the briefs on network inquiry  
Message to medium: TV's lagging behind viewer

# Broadcasting Jun 6


The newswweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

WMAL-TV  
HAS A  
BRAND  
NEW  
CALLING:  
**WJLA-TV**

BUT THE  
PROGRAMMING  
NO ONE CAN  
BEAT...  
GOES  
ON.



**WJLA-TV**  
ABC IN WASHINGTON, D.C.

NATIONALLY REPRESENTED BY PETRY TELEVISION, INC.

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SERIAL ACQ SECTION  
MNTGMRV AL 36112

**To a world  
of television viewers  
it will always be  
the greatest show  
on earth.**





**“I Love Lucy”**



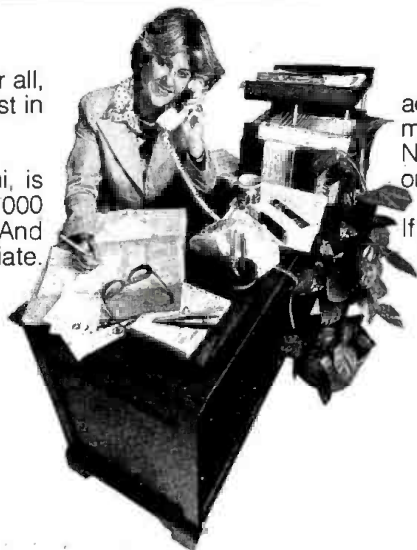
**This media buyer  
just bought ABC to  
reach Miami's  
biggest audience.**

**She just made  
a \$47,000 mistake.**

It's a natural trap to fall into. After all, every buyer knows ABC is now first in prime time throughout the country.

Not so in Miami.

WTVJ, the CBS station in Miami, is way ahead of ABC, delivering 32,000 more prime time adult viewers. And 64,000 more than Miami's NBC affiliate.



WTVJ also beats the others in total adults 9:00 AM-to-Midnight. With 69,000 more than ABC and 56,000 more than NBC. Miami's biggest TV audiences are on WTVJ, morning, noon and night.

Make no mistake about it. If you know your ABC's, you'll buy CBS in Miami.

**WTVJ: STILL #1 IN MIAMI.**

Source: March, 1977, Miami NSI A/Wometco Enterprises, Inc., Station/Represented nationally by MMT Sales, Inc./A CBS Affiliate

# The Week in Brief

**THOUGHTS ON NETWORKS** □ At the deadline passes for comments on the Westinghouse-inspired inquiry, the filings reflect the same arguments offered earlier. But a new element is injected as motion picture interests urge the FCC to re-examine the networks' role in programming. **PAGE 20.**

**CBS AND CIA** □ Several high executives of the company share responsibility for the network's cooperation with the federal agency in the 1950's and 1960's. **PAGE 24.**

**CELSIUS AND KILOPASCALS** □ The metric weather readings are being pushed for stations with a proposed timetable for a gradual changeover beginning next June and running for six months. **PAGE 26.**

**KAHN ACCUSES MA BELL** □ EIA seminar hears his allegation that AT&T is trying to stifle competition in the data and fiber optics fields. **PAGE 32.**

**PROBE OF SATELLITE COMBINE** □ The Justice Department's Antitrust Division is digging into the history of companies involved in the formation of Satellite Business Systems. **PAGE 32.**

**\$601-MILLION PRICE TAG** □ The networks' prime-time production tab will rise 15% over the past year. Union hikes, the demand for better quality and the accelerated bidding for properties are contributing to that situation. **PAGE 34.**

**COMING OF AGE OF THE TV VIEWER** □ Survey by the broadcast consulting firm of McHugh & Hoffman finds that TV programmers are failing to stay in step with the audiences's maturation and expectations. **PAGE 35.**

**BICYCLING AROUND CAMPUS** □ A New York distributor has been selling video tapes of a wide variety of programs to colleges. An on-air pick-up of one of those Ernie Kovacs series has really stimulated business. **PAGE 36.**

**TANGLED IN STORY LINE** □ A controversy broke out when NBC-TV decided to phase out an interracial love affair from a soap opera script. But tensions eased when black actress Tina Andrews was retained in the show with an altered role. **PAGE 38.**

**CABLE FOR HINTERLANDS** □ CATA's Kyle Moore shows up at an FCC open meeting with a device which, he says,

would permit service to rural areas where the paucity of subscribers makes connection charges too high. **PAGE 46.**

**FAULKNER REVERSAL** □ The U.S. Court of Appeals in Washington overturns an FCC decision that denied license renewal to WLBB(AM) Carrollton, Ga. Judge Robinson says the commission law judge made an unwarranted presumption in accepting testimony of one side 'because they were lawyers'. **PAGE 48.**

**WOMEN IN BROADCASTING** □ Participants in a Washington seminar suggest ways that women can get ahead in the world of radio and television. In doing so, they also puncture some myths. **PAGE 49.**

**CPB'S SURVEY** □ Researchers find people want a greater hand in public broadcasting, but don't know how to go about it. **PAGE 49.**

**SOUR AND SWEET** □ The National Education Association complains to the FCC that broadcasters are not adequately ascertaining and serving community needs. However, the commission hears the national Call for Action applaud radio and television for their support. **PAGE 50.**

**PEACE IN PITTSBURGH** □ The nine-year-old court fight between the buyer and seller of WEEP-AM-FM there comes to an end. **PAGE 53.**

**OUTSIDE EXPERTISE** □ Three panels from inside and outside government will testify this week before the House Communications Subcommittee on possible FCC reforms. **PAGE 54.**

**FAST START FOR FALL** □ Sales of network prime-time for next season are off to a good start with cost-per-thousand climbing about 30% above last season. **PAGE 54.**

**GOOD NEWS** □ Outlet Co. stockers hear a report of record sales in the first quarter, get word on a new \$3.1-million headquarters. **PAGE 56.**

**BUYER WITH BLUE CHIPS** □ SSC&B's John Otter is a man with experience on both sides of the counter when it comes to network sales. As vice president and director of network programming for his agency, he will have a prime responsibility for placing of \$70 million this fall. **PAGE 73.**

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**Viacom!**  
**Television's**  
**new major**  
**source for movies.**

*Great*



"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.

## Sitting tight

FCC Chairman Richard E. Wiley may not have to rush his packing. He has informed White House he'd stay on job after expiration of his term, on June 30, if his successor is not confirmed by then. And indications are that President Carter's appointments to succeed Chairman Wiley and Commissioner Benjamin L. Hooks, who is scheduled to leave by Aug. 1 to assume post as executive director of National Association for Advancement of Colored People, will not be submitted to Senate for confirmation much before August recess, which begins Aug. 1, if by then. White House has begun to move on selection process, but President probably will not make decision for week or two. Then add three or four weeks for Federal Bureau of Investigation check and another week or two for pre-hearing work by Senate Communications Subcommittee, and calendar reads late July.

As for who will fill FCC slots, name of Charles Ferris, counsel to House Speaker Thomas P. O'Neill Jr. (D-Mass.) continues to lead all rest. And although persons who claim some inside information expect Mr. Ferris to be named chairman, they say that is not certainty, that he might be named commissioner while chairmanship goes to someone else.

## Only in Hollywood

Motion Picture Association of America's carefully orchestrated news conference to announce filing of its charges against networks (story page 20) encountered one apparently unforeseen problem: bad timing. Network sources, who could find nothing to cheer about in MPAA's charges, could note with some glee that while movie companies were poor-mouthing, prices of their stocks on Wall Street were climbing spectacularly—with no discernible connection between those two events. *New York Times*, which did not cover MPAA charges in its next editions, headlined its Wall Street report: "Movie Stocks Star in a Market Rally as Dow Gains 7.89."

## Sellers' market

"There are plenty of buyers, but we're running out of merchandise." That comment by major station broker is echoed by others. Group owners want to upgrade, particularly those in newspaper crossownerships. But prices are rising to deterrent levels. Sale of KBEQ(FM) Kansas City, Mo., for record \$5.1 million (BROADCASTING, May 30) was cited as

case in point. Reference was made, however, without knowledge of terms or earnings. Of total, \$3,950,000 is to be cash, \$1,150,000 paid to sellers, Mark and Connie Wodlinger, over 10 years as consultancy fee and covenant not to compete. Station this year will produce cash flow of \$800,000, says Mr. Wodlinger.

Crossowners are disposed to work with "swap" prospects, with deals to be implemented if there's unfavorable decision in multiple-ownership case now before U.S. Supreme Court. Petition seeks review of Court of Appeals decision ordering FCC to develop rules forcing divestiture of multimedia holdings in same market.

## Finance a la carte

That record-breaking WMAL-TV Washington deal that is now being reduced to written legal agreement and application for FCC approval began life on backs of menus at Chasen's restaurant in Los Angeles, it's belatedly learned. Joe L. Allbritton, whose Washington Star Communications Inc. owns station, and Combined Communications Corp.'s Karl Eller were dining at Chasen's when they reached tentative agreement. And terms were outlined on backs of bill of fare. It's understood Xerox copies of original scrawls formed part of material lawyers used in beginning to draft agreement in principle.

## Hup, two, three, four

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) may now prefer "review" to "rewrite" as characterization of his Communications Act enterprise (BROADCASTING, May 30), but subcommittee chief counsel, Harry M. (Chip) Shooshan III, says he has been informed of no change in direction and expects none. We're "marching down the same road," he said.

## Carter's BIB

President Jimmy Carter plans replacement of three of five members of Board for International Broadcasting (Radio Free Europe/Radio Liberty). To be nominated are John A. Gronouski, former ambassador to Poland, as chairman (to succeed David M. Abshire, former assistant secretary of state); William E. Griffith, of Cambridge, Mass., educator (MIT) with background in international communications, and Rita E. A. Hauser, New York attorney, Fulbright grantee

prominent in international law. Last two would replace Foy B. Kohler, former ambassador to USSR and former head of United States Information Agency, and John P. Roche, syndicated newspaper columnist. John T. Murphy, long-time president of Avco Broadcasting, incumbent, will continue to serve as will Rhode Island attorney Thomas Quinn. Presumably Sig Mickelson, president of RFE/RL, will continue ex-officio.

## Mr. Publisher

Seth Baker, president and chairman of CHC Corp., which just reached final agreement to sell most of its publishing assets to ABC (see story page 56), is set to become head of ABC's publishing group when deal closes. At moment, heads of ABC's other publishing divisions (ABC Leisure Magazines, including *High Fidelity* and *Modern Photography*, ABC Farm Publications and Word Inc., a religious music and publishing subsidiary) report directly to President Elton Rule. Mr. Baker will take with him from California CHC's vice president of corporate development, Gilbert Le Vasseur, and CHC's chief financial officer, James Allegro, who are to be ABC vice presidents.

## Pay at the top

Washington distributor of pay TV programming is said to be talking with Carter administration aides about installing service in White House and nearby Blair House, where visiting dignitaries stay. Marquee Entertainment Network feeds about six hours daily of movies (none with raunchier rating than R), sports and special events to claimed 40,000 subscribers in hotels and apartments via MDS. Among problems to be settled is placement of microwave dishes to pick up signals from Marquee's MDS transmitter in Bethesda, Md. White House would pay same \$11.95 per month per set that other subscribers pay.

## Prized post

In wake of merger of National Public Radio and Association of Public Radio Stations (BROADCASTING, May 9), search committee for new NPR chief executive officer had received about 300 applications by deadline that just passed. Among those who applied: Matthew Coffey, former APRS president. Among those who didn't: Lee Frischknecht, former NPR president. Both are executive vice presidents under new structure.

# Business Briefly

## TV only

**Schlitz** □ Film star James Coburn makes his TV commercial debut in three 30-second spots for Schlitz Light beer in which he utters only two words, "Schlitz Light." He appears as physical Western hero and delivers words to bartenders in



three different settings: Western bar, German beer hall and boxing arena. Created by Cunningham & Walsh, New York, campaign is underway on three TV networks and on spot TV in major markets.

**Perkins Restaurants** □ Restaurant chain has 52-week TV campaign ready to

start in October. Chuck Ruhr Advertising, Minneapolis, will handle spots in at least 70 markets during day and fringe periods, reaching for adults, 25-49.

### Glidden Coatings & Resins

□ Division of SCM Corp. will feature its Glidden paints in 14-week TV campaign beginning in early July. Meldrum and Fewsmith, Cleveland, will handle spots in 76-78 markets during fringe and prime time periods, seeking women and men, 25-49.

**Louis Marx** □ Toy company has set 14-week TV buy to start in September. Media Investment Services, Chicago, will place spots during children's time periods in six markets to reach children, 6-11.

**Anheuser-Busch** □ Brewery will sponsor Black Athletes Hall of Fame Awards TV special through D'Arcy-MacManus & Masius, St. Louis, produced by CBC Productions with Bill Cosby as host. Program will feature O.J. Simpson, Wilt Chamberlain, Dick (Night Train) Lane and others. Special will air during late summer in 34 markets, including top 10.

**Phillips Petroleum** □ Petroleum products corporation has set 13-14-week TV flight to start in late June. Tracy-Locke, Dallas, will place spots in 41 markets during fringe and prime time periods, aiming towards men, 18-49.

**Pillsbury** □ Company focuses on its Figurines weight control products in eight-week TV promotion starting early this month. BBDO, New York, will buy spots in over 100 markets during fringe time periods, looking for women, 18-49.

**Pearle Visioncenters** □ Optics division of Will Ross schedules six-to-eight week TV campaign for its Pearle Visioncenters starting in early July. Chollick Associates, New York, will select spots in 30 markets during all day parts, aiming towards women, 25-49.

**Beecham** □ Products division arranges five-week TV promotion for Macleans toothpaste starting this month. Kenyon & Eckhardt, New York, will place spots in 26 markets during fringe and daytime periods, to reach women, 25-49.

**Eckerd Drugs** □ Drug store chain is placing four-week TV drive starting in early June. Mike Sloan Inc., Miami, will handle spots in at least 35 markets during fringe and daytime periods, zeroing in on men and women, 18-49.

**Kroger** □ Supermarket chain has scheduled 12-week TV buy beginning in mid-June. Campbell-Mithun, Chicago, will place spots in about 75 markets in day, prime and early fringe time programming, targeted to women, 18-49.

**Product Specialities** □ Company features its Texativ Repair Kit in two-week spot-TV push starting this month. A. Eicoff & Co., Chicago, will handle spots in five Eastern markets during all dayparts, zeroing in on women, 18-49.

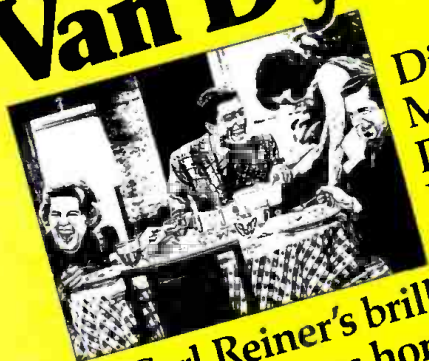
**Armour** □ Subsidiary of Greyhound Corp. features its bacon in three-week TV flight beginning in early June and its hot dogs in three-week TV drive beginning late this month. Young & Rubicam, New York, will place spots in 32 markets for bacon and 19 markets for hot dogs during early fringe, fringe and daytime periods, to reach women, 25-54.

## Radio only

**NBC-TV** □ Network has arranged one-week radio flight in early June for *Today* show on location in London. McCann-Erickson, New York will schedule spots in top-10 markets, to reach adults, 18-49.

**Quaker State Oil** □ Company has

# The Dick Van Dyke Show



Dick Van Dyke, Mary Tyler Moore, Rose Marie and Morey Amsterdam head the all-star cast

of Carl Reiner's brilliantly scripted sitcom that was honored with 14 Emmys and 25 other awards during 5 prime-time seasons. 158 episodes are available.





# ABC RADIO SPOT SALES PROUDLY WELCOMES

**WERE**  
Unique in Delivering All News...  
and  
**WGCL**  
Excellence in Delivering  
Contemporary Music...  
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**RADIO**abc

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(312) 372-2267 □ Dallas, 3626 North Hall Street, Suite 711, Dallas, Texas 75219 (214) 528-8760 □ Detroit, 3000 Town Center, Suite 2002, Southfield,  
Michigan 48075 (313) 353-8283 □ Los Angeles, 3321 So. LaCienega Blvd., Los Angeles, California 90016 (213) 663-3311  
San Francisco, 1177 Polk Street, San Francisco, California 94109 (415) 673-7100

placed 14-week radio flight beginning early this month. Kenyon & Eckhardt, New York, will select spots in about 20 Western markets including San Diego and Phoenix, heading for men, 18 and over.

**Revco** □ Discount drug store chain will place 12-week radio campaign beginning in early August. Nelson Stern Advertising, Beachwood, Ohio, will handle spots in about 10 markets including Charlotte, N.C., and Nashville, seeking adults, 35-54.

**Miller Brewing** □ Company has arranged nine-week radio drive for its beer, beginning in mid-June. McCann-Erickson, Chicago, will pick spots in about three markets, aiming towards men, 18-49.

**Menley & James** □ Company features

its A.R.M. allergy relief medicine in six-to-eight-week radio push starting in late July. Ogilvy & Mather, New York, will place spots in 31 markets including Cincinnati, Detroit, Indianapolis and St. Louis, gearing towards adults, 18 and over.

**Shasta** □ Division of Consolidated Foods Corp. plans five-week radio drive for its Shasta beverage starting in mid-June. Hoefer, Dietrich & Brown, San Francisco, will place spots in about 12 markets including Baltimore, Boston and New York. Demographic target is women, 25-49.

**Max Factor** □ Cosmetic company focuses on its Pure Magic Great Sunshine lipstick in three-week radio promotion starting in early July. SFM Media, New York, will select spots in approximately 20 markets including Chicago, Denver and

San Francisco. Demographic target is women, 18-24.

**Fox Photo** □ Company features its photo-finishing in three-week radio buy beginning in mid-June. Glenn, Bozell & Jacobs, Dallas, will schedule spots in 20 markets including Memphis, New Orleans and St. Louis, to reach women, 18-49.

**Jeno's** □ Food products company plans three-week radio buy starting in early June. J.F.P. & Associates, Duluth, Minn., will pick spots in six markets including Milwaukee and Omaha, zeroing in on women, 18-49.

**San Giorgio Macaroni** □ Subsidiary of Hershey Foods Corp. places two-week radio flight starting in early July. Creamer/FSR, New York, will place spots in seven markets including Philadelphia, seeking women, 25-49.

**Playboy Enterprises** □ Company features its magazine in one-week radio campaign starting this month. CPM Inc., Chicago, will place spots in four markets to reach men, 18-49.

**Lyinks** □ Agricultural division of International Multifoods arranges 13-week radio drive for its seed corn beginning in mid-August. Wm. L. Baxter Advertising, Minneapolis, will select spots in 14 markets, gearing towards farmers.

**Bristol-Myers** □ Company features its high-energy drink, Nutrament, in six-week radio buy starting in early July. Foote, Cone & Belding, New York will place spots in 18 markets, seeking teen-agers.

**Continental Airlines** □ Company schedules four-week radio drive starting late this month. Benton & Bowles, New York, will handle spots in six markets, including Chicago, Denver and Houston, seeking men, 25-49.

**Rosarita** □ Division of Beatrice Foods plans four-week radio promotion for its Rosarita brand frozen and canned Mexican foods, beginning in mid-July. Dailey & Associates, Los Angeles, is placing spots in 14 markets, zeroing in on women, 18-49.

**Southern Bell** □ Telephone company is scheduling four-week radio push to start in early July. Tucker Wayne & Co., Atlanta, is buying spots in 19 markets, targeted to men, 25-49.

**Buick** □ Division of General Motors has scheduled three-week radio buy for its Electra and Le Sabre cars, starting early this month. McCann-Erickson, Troy, Mich., will place spots in at least 40 markets, including Dayton and Cleveland, aiming towards men, 25-54.

**United Brands** □ Company will feature its Chiquita Brand bananas in three-week radio buy beginning in late June. W.B. Doner, Southfield, Mich., will arrange spots in 12 markets including Baltimore and St. Louis, to reach women, 35-49.

## BAR reports television-network sales as of May 8

ABC \$425,265,500 (33.9%) □ CBS \$419,374,200 (33.5%) □ NBC \$408,692,300 (32.6%)

Day parts	Total minutes week ended May 8	Total dollars week ended May 8	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.	162	\$ 1,081,500	2,703	\$ 16,624,500	\$ 13,180,700	+26.1
Monday-Friday 10 a.m.-6 p.m.	1,035	15,624,900	17,935	270,830,800	223,539,500	+21.1
Saturday-Sunday Sign-on-6 p.m.	333	8,495,300	6,228	154,212,800	121,940,500	+26.5
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,711,100	1,854	70,651,400	54,804,700	+28.9
Sunday 6 p.m.-7:30 p.m.	17	798,400	401	21,177,000	17,733,000	+19.4
Monday-Sunday 7:30 p.m.-11 p.m.	432	36,053,900	7,651	638,295,000	515,770,300	+23.7
Monday-Sunday 11 p.m.-Sign-off	213	4,782,000	3,724	81,540,500	68,681,400	+18.7
<b>Total</b>	<b>2,292</b>	<b>\$70,547,100</b>	<b>40,496</b>	<b>\$1,253,332,000</b>	<b>\$1,015,650,100</b>	<b>+23.4</b>

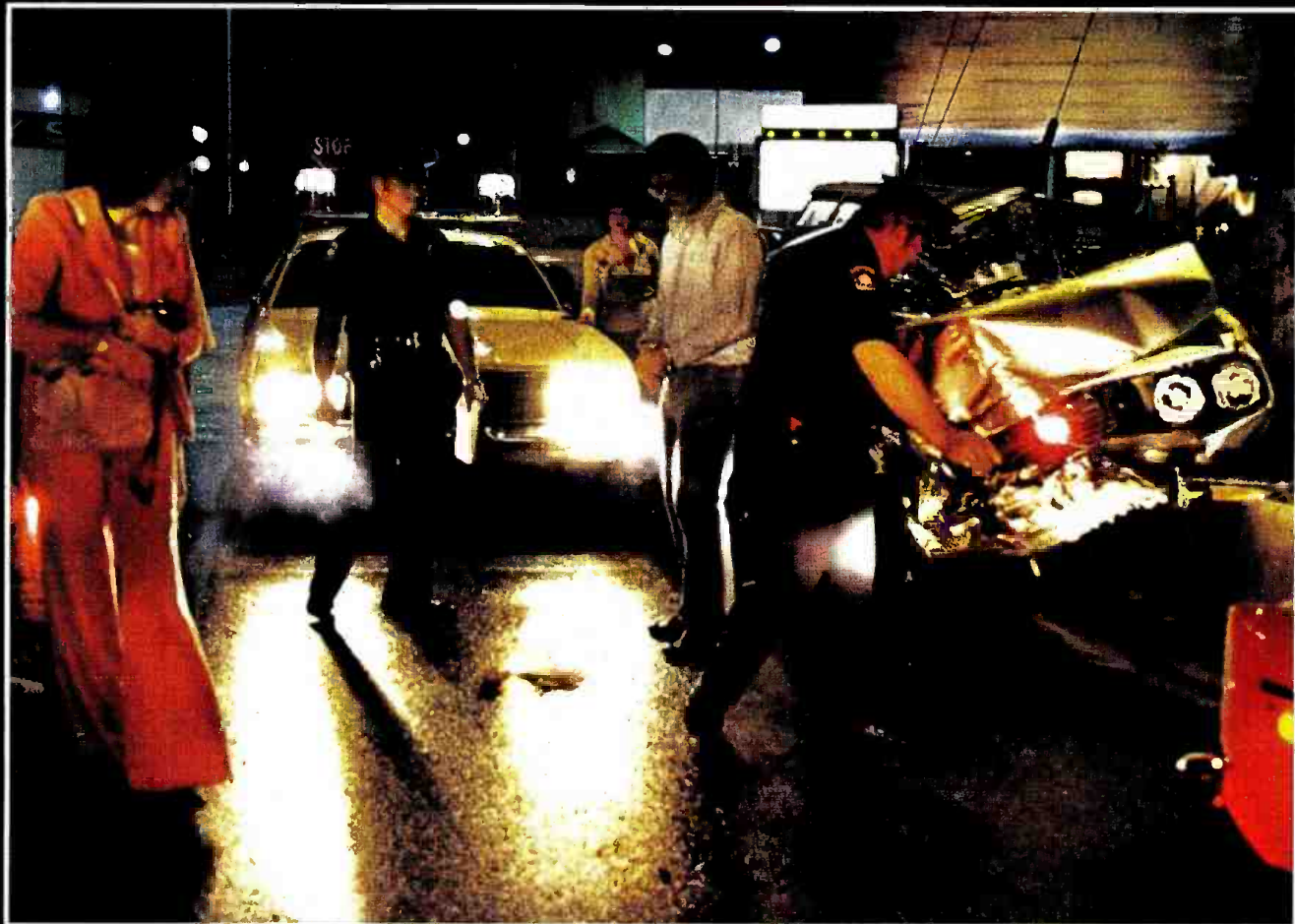
Source: Broadcast Advertisers Reports

## BAR reports television-network sales as of May 15

ABC \$446,427,300 (33.8%) □ CBS \$442,961,400 (33.5%) □ NBC \$433,031,500 (32.8%)

Day parts	Total minutes week ended May 15	Total dollars week ended May 15	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.	161	\$1,079,900	2,865	\$ 17,704,400	\$13,878,800	+27.5
Monday-Friday 10 a.m.-6 p.m.	1,009	15,308,700	18,945	286,139,500	235,956,100	+21.2
Saturday-Sunday Sign-on-6 p.m.	307	6,279,000	6,535	160,491,800	127,477,500	+25.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,729,600	1,955	74,381,000	57,592,100	+29.1
Sunday 6 p.m.-7:30 p.m.	20	1,027,700	421	22,204,700	18,651,900	+19.0
Monday-Sunday 7:30 p.m.-11 p.m.	441	36,366,500	8,092	674,661,500	544,438,400	+23.9
Monday-Sunday 11 p.m.-Sign-off	221	5,296,800	3,946	86,837,300	72,546,800	+19.6
<b>Total</b>	<b>2,259</b>	<b>\$69,088,200</b>	<b>42,759</b>	<b>\$1,322,420,200</b>	<b>\$925,759,600</b>	<b>+42.8</b>

Source: Broadcast Advertisers Reports



## A NEW HIGH-SPEED FILM FOR "AVAILABLE DARKNESS."

When the story's there, but the available light isn't so available, load up with new Eastman Ektachrome video news film high speed 7250 (tungsten).

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

This 7250 film is complementary to 7240, and uses the same Process VNF-1 equipment and procedures.

There was a time when "no lights" meant no story. Now it just means you load your camera with this remarkable new film. Get the story in "available darkness."

For a brochure or a call from one of our sales and engineering representatives, please write: Eastman Kodak Company, Dept. 640, Rochester, New York 14650.

FILM IS GOOD NEWS.



# Monday Memo®

A broadcast advertising commentary from Douglas G. Taylor, Home and Automotive Products Division, Union Carbide Corp., New York.

## The extra efforts that help media deliver the client's message

Like all major advertisers, the Home and Automotive Products Division relies on all its agencies to provide it with a sophisticated marketing mix to reach all its consumers with memorable marketing messages. Because the electronic media offer fast, versatile, high-frequency opportunities to make an impact with buyers, we have come to view TV and radio advertising as the most efficient method at our disposal for telling a product story.

Our multimillion-dollar broadcast schedules over the past several years are testimony to the confidence we have in the electronic media for effectively reaching product users. But besides the normal channels of radio and TV buys, our public relations agency, McDavid/Sykes Associates, New York, has tuned us in, so to speak, to a number of valuable electronic media tools on which we rely to further our reach. With the creative tools they've developed, we've been able to branch out in a cost-efficient manner while increasing our media participation and reinforcing our advertising message.

For instance, the use of the public service broadcast message has worked very well for us. As you know, the FCC requires stations to allot free time for radio and TV public service spots. According to John St. Leger, vice president, media development and media promotion for the Advertising Council, over \$2 billion worth of advertising space and time was used for public service spots last year. Spots like this not only enhance our corporate image, but obtain high visibility for our branded products as well.

MS/A developed a series of public service films on community clean up for "Glad" disposer trash bags. The spots were made available to TV stations across the country and scripts and tapes, developed on the same subject, were offered to radio stations. Positioned to fill the editorial needs of the electronic media, the materials scored high in usage and received praise for the newsworthy information proffered. Last year, Prestone II, in cooperation with the Federal Energy Administration, aired a timely 60-second public service spot tying the Bicentennial in with safe driving within the 55 mile-an-hour limit.

We have found radio contests an excellent means of generating consumer interest in our products. Many stations are anxious to participate in these creative promos because it helps them build a



Douglas G. Taylor, VP marketing, home and automotive products division, Union Carbide Corp., New York, joined the company in 1953 as a salesman in Pittsburgh. He has been involved primarily with Union Carbide's consumer products area. He was appointed general manager of home products in 1971 and VP-marketing, home and automotive products division, in 1974. His special interests include the YMCA of Greater New York Camping Service Council.

strong audience following. The radio stations can, in turn, merchandise high audience response to potential local advertisers for the purpose of increasing ad dollars.

For example, local mass merchandisers co-op air spots which are broadcast at the time of our "Fix the Freeze" radio contest announcements. ("Fix the Freeze" is a weather guessing game aired each fall for Prestone antifreeze/coolant.) This promo also reinforces the Prestone radio ad campaign developed by our advertising agency, Ogilvy & Mather.

Rapport with broadcasters can also be accomplished by supplying local talk show hosts/hostesses with interesting and informative guests who act as representatives for the product. Shortly after the "Man from Glad" was introduced to the American public through the advertising campaign devised by Leo Burnett, MS/A arranged a full publicity schedule for him on local radio and TV talk shows.

Besides the live interview, another ex-

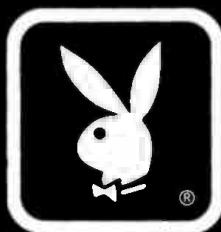
tremely effective broadcasting public relations tool is the simulated interview. With this format, a host, live in the studio, "talks" with our spokesperson via an open-end tape. While the audience listens to the spokesperson's voice, color slides illustrating his comments are projected on their television screens at home. This is a superior method for reaching selected markets where placing a live person would be economically unfeasible. How to "Flush 'n Fill" your car's cooling system was the subject of a popular program for "Prestone II Winter/Summer Coolant."

To fill the insatiable need for good, newsworthy consumer information, McDavid/Sykes has created "TV Topics"—six to eight minute TV publicity packages that enable us to reach a well-defined market with control and economy. The package consists of a script accompanied by props and visuals, along with complete instructions for studio use. Educational and entertaining, the self-contained TV package can be expected to deliver about 100 plays. For example, viewing audiences in 92 top markets saw an interesting segment on fresh ideas for "Back-to-School Lunchbox Sandwiches" for Glad sandwich bags. Viewers were shown how to decorate lunchboxes and given unusual suggestions for sandwich recipes as well.

Because of budget limitations, our Simoniz ad agency, Henderson Agency, has recommended a heavy spot radio/drive time campaign. But to gain visibility on TV, we participate in TV game shows. Our products gain exposure to millions of people through the use of such tremendously popular shows as *Let's Make A Deal*, *The Price is Right*, *The \$25,000 Pyramid*, etc.

Lastly, though it's not a big commercial medium, campus radio is an area of broadcasting that we occasionally make use of to reach specialized audience segments. As an integral part of our safe driver programs, MS/A furnished radio stations with "Tips on Safety" from the Automotive Products Division. We have also made use of syndicated cable TV talk shows. Cable, incidentally, is an interesting broadcast area just opening up its horizons with more sophisticated PR possibilities.

In a highly competitive system, we have to make skillful use of all our marketing resources if we're to increase consumer dollar revenues, enlarge our share of market and maintain market stability. The Home and Automotive Products Division looks to all its marketing agencies to maximize our impact in the electronic media with creative, provocative and, above all, memorable product messages.



# *Playboy's Playmate Party*

A Playboy Production

Thursday, May 12, 1977, 11:30 PM - 1:00 AM (EDT)

**ABC-TV's highest rated  
"Thursday Night Special" ...EVER!  
8.0 Rating, 32 Share.\***

Edward L. Rissien  
Executive Vice-President, Playboy Productions, Inc.

\* Source: A. C. Nielsen, Co. (National Nielsen); ABC-TV

# Datebook<sup>®</sup>

## This week

**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 6-6**—Hearings on cable television before *Senate Communications Subcommittee*. Russell Senate Office building, Washington.

**June 6-9**—*Electronic Industries Association* summer conference in conjunction with the Summer Consumer Electronics Show. Palmer House, Chicago.

**June 7**—*Radio Advertising Bureau* Idearama for radio salespeople. Quality Woodlake Inn, Sacramento, Calif.

**June 7**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Downtown, Topeka, Kan.

**June 7-11**—*Texas Association of Broadcasters* summer convention. Hilton Paladio del Rio, San Antonio.

**June 8-9**—*Advertising Research Foundation* midyear conference. Featured luncheon speaker June 9 will be Gerald Rafshoon, Rafshoon Advertising Inc., Atlanta. Keynote speech will be by James Bulton, senior vice president, Sears, Roebuck & Co. Hyatt-Regency O'Hare, Chicago.

**June 9**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Northwest, Oklahoma City.

**June 9**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Inn South, Orlando, Fla.

**June 9**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott, Los Angeles.

**June 9**—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton National, Washington.

**June 9**—Newsmaker luncheon of *Hollywood Radio and Television Society*. Speaker will be Alex Haley, author of "Roots." Beverly Wilshire hotel, Hollywood.

**June 9-11**—*Alabama Broadcasters Association* spring convention. Olympia Spa and Sheraton Inn, Dothan.

**June 9-11**—Conference on "Women in Communications Management," sponsored by *Boston University School of Public Communications*. Information: Jane Carroll, 640 Commonwealth Avenue, Boston 02215; (617) 353-3450.

**June 9-12**—"Jack the Rapper Family Affairs" black radio and music convention. Colony Square, Atlanta.

**June 10-11**—Third national convention of *Radio Television News Directors Association of Canada*. Quebec City Hilton, Quebec.

**June 11-12**—The Polish-American educational and cultural quarterly, *Perspectives Inc.*, ethnic press conference on "The Media: Image Makers or Image Breakers?" American University, Washington.

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

## Also in June

**June 13**—*Southern California Broadcasters Association* annual golf and tennis "Wingding." Golf and dinner: Los Robles Country Club, Thousand Oaks.

Tennis: Callabassas Tennis Club, Callabassas.

■ **June 13**—Revised date (formerly May 30) for the *Canadian Radio-Television Telecommunications Commission* hearing on pay television. Chateau Laurier, Rideau Street, Ottawa.

**June 13-15**—*Broadcast Promotion Association* 22nd annual seminar. Speakers include John A. Schneider, president, CBS/Broadcast Group (keynoter); Richard O'Leary, president, ABC Owned Television Stations, and John McMahon, vice president, programming, NBC. Beverly Hilton hotel, Los Angeles.

**June 13-15**—Satellite earth station symposium to review status and plans for satellite communications, sponsored by *Scientific-Atlanta*. Special emphasis will be given to new FCC ruling allowing use of smaller 4.5-meter diameter antennas. Attendance is by invitation and is limited to technical and management personnel in cable and broadcasting. Information: Pat Rooney, Scientific-Atlanta, 3845 Pleasantdale Road, Atlanta 30340; (404) 449-2000.

**June 13-15**—*Senate Communications Subcommittee* oversight hearings on cable. Washington.

**June 13-July 1**—*University of Evansville's* second annual summer media institute. Guest lecturers will cover topics ranging from film to cable. Evansville, Ind.

**June 14**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn East, Billings, Mont.

**June 14**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn, Cincinnati.

**June 14**—*Radio Advertising Bureau* Idearama for radio salespeople. Day's Inn, Jackson, Tenn.

**June 14-16**—*Iowa Broadcasters Association* convention. The New Inn, Lake Okoboji.

**June 14-17**—*Public Service Satellite Consortium* first workshop to help public service satellite experimenters discuss and refine their needs and requirements that are responsive to telecommunications technology. Kiandra/Talisman Lodge, Vail, Colo.

**June 15**—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Airport Marina hotel, Dallas-Fort Worth.

■ **June 15**—Regional conference on local public affairs programming for commercial TV stations, sponsored by *Lab for Public Affairs Television, Markie Foundation* and *New York chapter of National Academy of Television Arts and Sciences*. New School Graduate Center, New York. Contact: Cathy Popernik, (212) 741-5950.

**June 15-17**—*Kaman Science's Corp./BCS* user's conference for BCS customer stations. Antiers Plaza hotel, Colorado Springs.

**June 15-17**—*Montana Broadcasters Association* annual convention. East Glacier Lodge, Mont.

**June 15-17**—*National Broadcast Editorial Association* annual convention. Peachtree Plaza hotel, Atlanta.

**June 15-18**—*Virginia Association of Broadcasters* annual meeting. Mariner Resort Inn, Virginia Beach.

**June 16**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, University Center, Knoxville, Tenn.

**June 16**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn (LaGuardia), New York.

**June 16**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Youngstown, Ohio.

**June 16-17**—*Oregon Association of Broadcasters* spring conference. Featured speakers will be Representative Lionel Van Deerlin (D-Calif.), FCC Chairman Richard Wiley and ABC-TV President James Duffy. Bowman's Mt. Hood Resort, Wemme.

**June 16-17**—Third annual technical seminar, sponsored by *New York State Commission on Cable Television* and *New York State CATV Association*. Albany, N.Y. Contact: Bob Levy, NYSCCT, (518) 474-4992.

**June 16-18**—*South Dakota Broadcasters Associa-*

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tion annual convention. FCC General Counsel Warner K. Hartenberger will be luncheon speaker. Ramada Inn, Sioux Falls.

**June 17-18**—North Dakota Broadcasters Association summer meeting. Kirkwood motor inn, Bismarck.

**June 17-18**—Western regional meeting of National Association of Farm Broadcasters. Howard Johnson motor lodge, Salt Lake City.

**June 17-18**—Wichita/Central State Secondary Radio Conference. Hilton Inn, Wichita, Kan.

**June 17-19**—Region 14 workshop of Radio Television News Directors Association. and spring convention of RTNDA of the Carolinas. Kiawah Island, S.C.

**June 17-19**—Alabama Associated Press Broadcasters Association annual meeting and awards banquet. Rodeway Inn, Birmingham.

■ **June 17-19**—North Carolina Association of Broadcasters spring meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

**June 19-21**—National Association of Broadcasters communications seminar for broadcast managers. Airlie House, Airlie, Va.

**June 19-21**—New Jersey Broadcasters Association annual convention. Tamiment Country Club, Pennsylvania Poconos.

**June 19-22**—The Business/Professional Advertising Association 55th annual conference. Holiday Inn, Rochester, N.Y.

**June 21**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Baton Rouge.

**June 21**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn-Northwest, Columbia, S.C.

**June 21**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

■ **June 21**—Association of National Advertisers/Radio Advertising Bureau radio workshop. Waldorf hotel, New York.

**June 21-23**—Armed Forces Communications and Electronics Association 31st annual convention. Sheraton Park hotel, Washington.

**June 22-24**—Florida Association of Broadcasters annual convention. FCC Commissioner James H. Quello and Representative Lou Frey, (R-Fla.) will be luncheon speakers. Ponte Vedra Club.

**June 22-24**—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

**June 23**—Radio Advertising Bureau Idearama for radio salespeople. Marriott, Denver.

**June 23**—Radio Advertising Bureau Idearama for radio salespeople. Hilton Inn, Greensboro, N.C.

**June 23**—Radio Advertising Bureau Idearama for radio salespeople. Marriott, Philadelphia.

■ **June 23-24**—Hearings by Senate Subcommittee on Communications on S.1547, a bill to amend the Communications Act with respect to forfeitures and to authorize the FCC to regulate utility pole attachments for cable television. Room 235, Senate Office building, Washington.

■ **June 23-25**—Southeastern regional convention of National Religious Broadcasters. Choo-Choo Hilton, Chattanooga.

**June 24-25**—Tennessee Associated Press Broadcasters Association annual convention. Glenstone Lodge, Gatlinburg.

**June 25-29**—Georgia Association of Broadcasters convention. Lowell Thomas will be keynote speaker. Lake Lanier Islands.

**June 26-28**—Florida Cable Television Association annual convention. The Breakers hotel, Palm Beach.

■ **June 26-28**—Montana Cable Television Association meeting. Oullaw Inn, Kalispell.

**June 27**—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

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

**June 28**—Radio Advertising Bureau Idearama for

## Major meetings

**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. 20-22; 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: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

**April 12-14, 1978**—National Association of Broadcasters radio program college. Las Vegas.

**April 30-May 3, 1978**—Annual convention of the National Cable Television Association. New Orleans.

**June 1-3, 1978**—Associated Press Broadcasters annual meeting. Stouffer's Twin Towers, Cincinnati.

radio salespeople. Arlington Park Hilton, Chicago.

**June 28**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt House, Des Moines, Iowa.

**June 28**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Watergate, Toledo, Ohio.

**June 28**—Radio Advertising Bureau Idearama for radio salespeople. Oak Hills Motor Inn, San Antonio, Tex.

■ **June 28-29**—Department of State National Foreign Policy Conference for editors and broadcasters. Policy-making officials will make available the maximum possible information on current foreign-policy issues. New Department of State building, Washington. Invitations for domestic media available on written request to director, Office of Media Services, Department of State, Washington 20520.

**June 29**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Portland, Portland, Ore.

**June 30**—Radio Advertising Bureau Idearama for radio salespeople. Inn of the Six Flags, Dallas.

**June 30**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn of Fargo, Fargo, N.D.

**June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Richmond, Va.

**June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Seattle.

**June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hospitality Motor Inn, Grand Rapids, Mich.

■ **June 30**—FCC's new deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

## July

■ **July 6-Aug. 12**—Institute in Broadcast Sports as part of Boston University's summer term. Guest lecturers will include Roone Arledge, ABC vice president, news and sports; Chet Simmons, vice president, NBC Sports; Barry Frank, vice president and executive producer, CBS Sports; Baseball Commissioner Bowie Kuhn and Harry M. (Chip) Shooshan, chief counsel, House Subcommittee on Communications. Boston University, Boston. Information: David Klatell, institute director. (617) 353-3491, or Boston University's summer term, 725 Commonwealth Avenue, Boston 02215.

**July 10-11**—South Carolina Broadcasters Associa-

tion summer convention. Holiday Inn, Hilton Head.

**July 10-12**—New England Cable Television Association summer meeting. Wentworth by the Sea, Portsmouth, N. H.

■ **July 10-12**—New York State Broadcasters Association 16th annual executive conference. Saratoga Springs.

**July 10-13**—National Association of Farm Broadcasters summer meeting. L'Enfant Plaza hotel, Washington.

**July 10-13**—New York State Broadcasters Association executive conference. Gideon Pulnam, Saratoga Springs.

■ **July 11**—Start of House Communications Subcommittee hearings on the broadcasting chapter of the option papers in connection with the rewrite of the Communications Act. Proceedings to run that week and week of July 18. Washington.

■ **July 13**—Sales seminar on radio and newspapers, sponsored by the National Radio Broadcasters Association. Ramada Inn, Logan Airport, Boston.

**July 13-16**—Colorado Broadcasters Association summer convention. Steamboat Springs.

■ **July 15**—Sales seminar on radio and newspaper, sponsored by the National Radio Broadcasters Association. Sheraton, Airport, Memphis.

■ **July 16-17**—United Press International Broadcasters of Louisiana annual convention and awards banquet. Marriott hotel, New Orleans.

**July 17-19**—California Broadcasters Association general membership meeting. Speakers will include FCC Commissioner Margita White and ABC Inc. President Elton Rule. Del Monte Hyatt House, Monterey.

■ **July 17-23**—National Association of Broadcasters sales management seminar. Harvard University Graduate School of Business Administration.

■ **July 20**—Sales seminar on radio and newspaper, sponsored by the National Radio Broadcasters Association. O'Hare Hilton, Chicago.

■ **July 21**—Sales seminar on radio and newspaper, sponsored by the National Radio Broadcasters Association. Marriott at Kansas City Airport.

**July 21-22**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

**July 23**—Region two and three workshop of Radio

Television News Directors Association. Snow Bird Resort, Salt Lake City.

■ July 28-31—Annual conference of the *National Association of Black Journalists*. FCC Commissioner Benjamin Hooks, who also is executive director-designate of the National Association for the Advancement of Colored People, will be keynote speaker. Baltimore Association of Black Media Workers will be host. Lord Baltimore hotel, Baltimore.

## Book Notes

*The Lens In Action*, by Sidney Ray. Hastings House Publishers, New York. 201 pp., \$8.95.

This manual on lenses is a reference for anyone connected with visual communication. The author starts with basic descriptions of the reflection and refraction of light and then goes into the study of lens design, getting into recent technological advances—multilayer coatings, aspheric surfaces and floating elements.

In addition to modern lens construction, the manual discusses viewfinder systems, focusing methods and the limitations incurred.

*Effective TV Production*, by Gerald Millerson. Hastings House Publishers, New York. 192 pp., \$8.95.

The author has condensed the process of producing television shows into one volume, concentrating on practical aspects—what to do and what to avoid—and how to produce shows within the limitations of time and money. He describes the essentials of good camera-work from practical and aesthetic viewpoints and relates them to considerations of audio, staging, lighting, make-up and wardrobe techniques, and the way that a production is developed in approach and style from the initial stages to the moment of shooting. He also points out the pitfalls of certain types of production and scenery, and suggests ways to avoid the weaknesses in presentation that they cause.

The techniques he describes can be applied to studios of all sizes. He gives brief outlines of how to produce various shows, including talk, interviews, games, musicals and drama.

*Using Video Tape*, by J. F. Robinson and P. H. Beards. Hastings House Publishers, New York. 163 pp., \$7.95.

This book details the various applications of video tape and the most reliable methods of operation. The authors describe the machines and their engineering principles, dealing with both quadruplex and helical recorders, the facilities they provide, the accessories available, their limitations and possible faults.

This manual also provides advice on adjusting and servicing the machinery, on fault-finding, editing, dubbing and keeping records.

*The Plug-in Drug: Television, Children and the Family*, by Marie Winn. The Viking Press Publishers, New York. 217 pp., \$8.95.

Concerning herself not with program content, but with the negative effects of

television viewing on children, Marie Winn combines interviews with parents, TV addicts and excerpts from scientific journals. It adds up to a case against TV for affecting children's attitudes, abilities to cope with the real world, educational accomplishments, creativity, etc. The author also points a finger at parents who allow TV to be a baby sitter and who allow the medium to dominate the home.

*Mass Communications: An Introduction*, by John R. Bittner. Prentice-Hall Inc., Englewood, N.J. 512 pp. \$12.95 and \$9.50 (paperback).

In using "An Introduction" in the book's title, John R. Bittner is guilty of understatement. Rather it goes well past the primer stage, offering one of the better analyses of the entire gamut of mass communications. It starts with the beginnings in the Ramapithecus age and goes through the 30-second spot on last night's TV newscasts.

The author, a former media professional and now on the faculty of the Department of Communications Arts at Depauw University, combines his history with knowledgeable comment on the issues and answers as well as the mechanics of all media. Both the student and the professional rounding out his background will find a use for this book.

*American Radio—Fall Report*, by James Duncan. Kalamazoo, Mich. 180 pp., \$22.50.

Everything anyone would want to know about Arbitron Radio's ratings of October and May 1976 is included in this photocopy report. James Duncan, media director for Gilmore Advertising, Kalamazoo, Mich., has compiled comprehensive and detailed tables of Arbitron's national figures. The book covers each of the 75 Arbitron markets in a one-to-two-page analysis, which includes a listing of leading stations in quarter-hour averages among various demographic groups, cumulative audience data, FM radio's share of audience, financial and rate data, programing description and other information.

It also includes a list of the 500 leading radio stations in the country according to Arbitron, the 250 most listened-to FM stations and the leading stations among various age groups including teen-agers, 18-34, 18-49 and 35-64. Group ownerships, radio representative firms and music syndicators also are listed.

*Broadcasting in Sweden*, by Edward W. Ploman. Routledge & Kegan Paul, Boston, in association with the International Broadcast Institute. 65 pp., \$6.75.

This first volume in a new series—"Case Studies on Broadcasting Systems"—uses up-to-date and behind-the-scenes information to present an over-all view of the evolution, present structures and future possibilities of Sweden's broadcast system. Other volumes published in this series are on the countries of Canada and peninsular Malaysia.

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COMMUNICATIONS AND  
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# Where Things Stand

Monthly status report on major issues in electronic communications

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**Agency for Consumer Protection.** Legislation to create Agency for Consumer Protection awaits floor action in both House and Senate. Senate's bill has provision National Association of Broadcasters seeks to prevent proposed agency's involvement in broadcast license renewal proceedings at FCC. House bill does not. Proposed agency could only act as advocate, would have no regulatory authority.

**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). As a result of objections to consent agreement (BROADCASTING, March 30), Justice and NBC modified portions of proposed settlement, and matter is now pending before Judge Robert Kelleher of U.S. District Court in Los Angeles (BROADCASTING, May 16). Judge Kelleher earlier 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 skimming" 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, Bell bill is opposed by National Cable Television Association, which argues it would squelch cable growth, and Association for Independent Television Stations which says bill would increase program-transmission costs.

**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 is currently experimenting with closed-circuit coverage (BROADCASTING, April 11).

**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).

**Carter and broadcasting.** President is going on air at unprecedented clip: eight news conferences, "fireside chat," energy talks from Oval Office and to joint congressional session, speech to UN, NBC's *Day with President Carter*, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT(TV) Los Angeles (BROADCASTING, May 23).

**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.** House Communications Subcommittee is in process of revamping entire Communications Act of 1934, first stage of which, written review by staff of options for rewrite, was completed in April (BROADCASTING, April 25). Subcommittee began hearings on project two weeks ago which will continue into October. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) says subcommittee is "reviewing" whole act, and will change only parts of it. He has therefore shelved word "rewrite" to describe project (BROADCASTING, May 30). Work on new act will consume subcommittee's attentions this year, culminating in draft of bill perhaps in January 1978. Chairman Van Deerlin (D-Calif.) has said bills such as license renewal will be absorbed into over-all rewrite.

**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, FCC, and newspaper publishers are seeking Supreme Court review (BROADCASTING, March 4); commission contended in its petition for review that appeals court "usurped" its power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio) ranking Republican on House Commerce Committee has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownerships in broadcast license proceedings and to prohibit divestiture of crossowned media.

**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). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending before appeals court are petitions by three crossowners for stay of August deadline for divestiture.

**Drug advertising.** Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters.

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings has been clarified by appeals court in upholding FCC decisions involving WABC-TV New York and WMAL-TV Washington (BROADCASTING, April 18).

**Fairness doctrine legislation.** 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 deci-

sions. "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; later, TV code board reversed decision to attempt to strengthen "advisory" program guidelines in TV code, because it felt present language was adequate and that meetings of special committee of TV code review board, with network presidents, Association of Independent TV Stations and Hollywood producers (BROADCASTING, Jan. 3) were sufficient response to public pressure against violence.

**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 24). National Association of Broadcasters, in letter to FCC Chairman Richard Wiley, has asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROADCASTING, May 23).

**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). 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 concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal.

**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 Wash-

ington 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. FCC will appeal decision (BROADCASTING, April 18). Appeals Court, by 5-to-4 vote, rejected FCC's request for rehearing.

**KRLA(AM).** U.S. Court of Appeals has reversed FCC decision granting Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). Court said commission erred in basing decision on basis of most efficient engineering (BROADCASTING, May 16).

**License renewal legislation.** Bills to lengthen broadcast license terms and make licenses more secure against challenges are showing up in both houses of Congress, including ones by Senate Commerce Committee ranking Republican James Pearson (Kan.) and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pearson's bill provides for maximum five-year license term, requires FCC to renew license if licensee's programming was responsive to community and if licensee operated station without "serious deficiencies." Mr. Frey's bill would increase license term to 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 Marino, of commission staff, has been named to head commission staff, and Antonin Scalia, has been named chief consultant (BROADCASTING, April 4). Comments were filed June 1 (see story this issue). FCC has rejected Westinghouse petition for quick action on request for prescreening rule and Group W is asking for reconsideration of that action (BROADCASTING, April 18).

**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 has 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). FCC, networks and National Association of Broadcasters are appealing part or all of that decision (BROADCASTING, April 25). FCC and broadcasters have petitioned Supreme Court to review case. 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 (BROAD-

CASTING, March 21). In Congress, Representative Charles Thone (R-Neb.) has reintroduced resolution of last session opposing "siphoning" of broadcast programming by cable.

**Payola.** FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which resumed June 3, and plans more in other cities.

**Pole attachment legislation.** Consensus on House Communications Subcommittee appears to be to take up cable pole-attachment issue apart from Communications Act on ground that it is unfinished business from last year. 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). That agreement is basis of bill introduced in House by Representatives Timothy Wirth (D-Colo.) and James Broyhill (R-N.C.) May 25 (BROADCASTING, May 16). In Senate, Communications Subcommittee Chairman Ernest Hollings (D-S.C.) introduced pole attachment bill with forfeiture section identical to that in last year's legislation (BROADCASTING, May 23).

**Ratings.** Nielsen prime-time averages, Sept. 20, 1976-May 26: ABC 20.7, CBS 18.1, NBC 17.8.

**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 filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20, 1976). 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). Comments are due Aug. 22.

**Violence on TV.** National Parent Teachers Association, following series of hearings across country, has put networks on "probation" until January 1978, after which, failing to get desired response, PTA will consider boycotting offending TV programs and sponsors, filing petitions to deny at FCC and undertaking civil litigation; 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). Issue dominated Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, May 16). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress (with Senator James Eastland (D-Miss.) prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

## Top of the Week

### Movie majors join attack on networks as sides form in FCC probe

**They line up with Westinghouse in criticizing networks for use of economic power; networks urge FCC to stay out of financial dealings with their affiliates and their program sources**

For the most part, it was more of the same. Westinghouse Broadcasting Co. continued to plead the network-dominance-over-affiliates case that prompted it to request an FCC investigation last year (BROADCASTING, Sept. 6, 1976). And the networks continued to come to their own defense. But as the comment deadline on the FCC inquiry into network practices passed last week, one major new element developed—from outside program suppliers.

In a petition for a declaratory ruling, amplified in a comment on the network inquiry, the FCC was asked to re-examine the effect of its "financial interest rule" which prohibits any network from acquiring financial or proprietary rights in programs of independent producers—and tighten it up. The request came from the Motion Picture Association of America, Columbia Pictures Industries Inc., Metro-Goldwyn-Mayer, MCA Inc., Paramount Pictures Corp., United Artists Corp. and Warner Bros. Inc.

They claimed that the networks are "trampling on the letter and spirit of the commission's 'financial interest rule.'" And to correct the "abusive practices," they requested a declaratory ruling that (1) "bars the networks from entering into any agreements granting options to produce programs at pre-set prices," (2) "bars the networks from entering into agreements granting exclusivity rights to repeat showings of licensed series beyond the first year of broadcast in which an episode is telecast, except as to the time period of the day of scheduled broadcast and title of show," and (3) "bars the networks from restricting the right of producers to create and license derivative works to others and

recognizes at most a right of first negotiation only on such works during the license term of a series."

The group of producers said that during the years 1970 to 1976, "the networks . . . increased their net pre-tax income by almost 500%—yet during this period, the networks' expenditures for outside programming increased only 55%."

Among their complaints, outlined in the network inquiry comment, was that an independent producer "is tied to the price set in the options at the outset of his dealings with the network before there is any indication of the program's popularity." The producer is faced, the filing said, with a "no-win" situation.

On another count, MPAA and the others claimed that current "exclusivity" practices by the network are depriving producers of their right to license repeat showings. "Although a network's right to broadcast a particular episode typically terminates with the first repeat showing, [certain] provisions operate to give the networks veto power to bar the syndication of all episodes for many years after the last broadcast of the episode by the network," they said. Aside from economically hurt-

ing the producer, they asserted, diversity of programming suffers. Among the hits currently "on the shelf, gathering dust" include *M\*A\*S\*H* (88 episodes), *The Waltons* (88 episodes) and *Barnaby Jones* (88 episodes). The exclusivity provisions were said to deny repeat showings outside the networks "when these episodes are of maximum appeal to television viewers and independent stations."

After the MPAA held a press conference in Washington to announce its FCC filings, ABC reserved comment until it had a chance to study the matter further and CBS hadn't yet been informed of the details. NBC, however, was prepared to react.

"The latest FCC figures show that in 1975 the networks had to pay more than \$1.25 billion for their programs and program development," NBC said. "We estimate most of this went to the production community in Hollywood . . ."

"The studios demand and get price increases . . . These increases, for NBC alone, reached \$6.6 million in 1976 to 1977. The producers keep all syndication and stripping rights." And as for the option and exclusivity rights, NBC claimed that they are no different from those found in the motion picture industry, book publishing, sports exhibition and other entertainment areas. The network also emphasized that if a series fails, it still has to pay for it, as well as a replacement.

The networks offered the FCC separate comments but their conclusions were similar. From ABC: "The relationships between network companies and their affiliated stations, on the one hand, and program suppliers, on the other, are essentially healthy." From CBS: "We believe that no further commission action is warranted." And from NBC: "We believe our analyses demonstrate that the network relationship with affiliated stations is a healthy one. . . ."

The comments of the networks ranged from ABC's urging that "the commission consider the First Amendment implications . . ." to CBS's statement that "underlying concerns of this proceeding may be affected by the emerging television industry developments" to NBC's warning that "the commission should not become involved in the financial arrangements between stations and networks."

As they had in earlier comments and reply comments (when the FCC was deciding whether or not to launch the inquiry), the networks stood firm behind their practices. On previewing, for example, NBC listed the programs that had been prescreened during March 1977, claiming they included "virtually every



**Help for Hollywood.** Jack Valenti, president of the Motion Picture Association of America, called a press conference last week to denounce the TV networks for failing to share their profits with program producers. The MPAA and major film studios asked the FCC to trim network bargaining powers.

movie and special ... As to series episodes, those programs which involve mature themes or scenes which might be violent were previewed as well."

ABC, for one, said that "at the very heart of the issues raised by [the FCC] notice with respect to network-affiliate relationships is one compelling fact—network programming is consistently more popular than other programming." And with that in mind, the network went even further to claim that "network schedules, program clearances and financial relationships all mirror the greater popularity of network programs."

As for limiting the expansion of network schedules, NBC used late-night programming to plead its case that "had the commission limited further 'expansion' of network schedules a few years ago, the result would have been to deprive the public." It offered a comparison of the audiences Westinghouse's NBC affiliates, KYW-TV Philadelphia and WBZ-TV Boston, had in the 1-2 a.m. (NYT) slot before and after the *Tomorrow* show was scheduled. In 1972-73 during November-February-March when station programming was presented, NBC said, Nielsen gave KYW-TV and WBZ-TV 18,000 and 22,000 average homes per quarter hour. After *Tomorrow*, in 1975-1976, NBC quoted Nielsen figures at 40,000 and 27,000 respectively.

In direct opposition to a Westinghouse contention, CBS claimed that "decisions to clear network programs are not affected by CBS's compensation plan." Furthermore, it stressed that "clearance patterns vary substantially ..." Turning to Westinghouse's CBS affiliates, KDKA-TV Pittsburgh and KPPIX(TV) San Francisco, CBS said those stations rejected 1,237 and 1,008 half-hours respectively in 1975 and 1,106 and 990 half-hours respectively last year.

ABC argued that comparing direct station compensation with the growth of the TV industry "leaves a misleading impression. While direct station compensation may have shown only moderate increase, the revenues from the valuable commercial adjacencies to network programs have increased in general ratio with the expansion of the television economy."

And from FCC financial data, NBC said that "since 1970 VHF affiliates' profit margins generally have been from three to six times higher than network profit margins." And for examples it cited a 29.5%/4.4% comparison between nonnetwork owned VHF affiliates and network profits on revenues in 1970 and a 28.2%/12.5% comparison in 1975.

As did the other two networks, CBS rebutted charges that network acquisition of shows for their owned and operated stations has had an adverse effect on the syndication market. "Each CBS-owned television station, has, pursuant to a long-established CBS policy, determined separately from each of the other stations what syndicated programming it will purchase," the network said. And, it added, during the 1976/1977 season, only two syndicated program series were carried on all five CBS

O&O's: *Dinah* and *The Muppets*.

In dealing with the inquiry, ABC urged the commission not to look at the networks' present structure without consideration of future developments. Among the developments it asked to be investigated are the "improved picture for UHF;" "new programming initiatives" (including "joint efforts, which hold out the prospect for program services competitive with network offerings"), and pay television.

CBS reminded the commission that it has "recognized that such matters as the profitability of stations or the profitability of producers of network programs are not in and of themselves legitimate concerns of the commission." The commission already has emphasized that the inquiry's purpose is "to gather facts ... to have a thorough understanding of television networking," CBS said, and it quoted the FCC as saying it does not intend to "adopt any regulatory measures which would impair the ability of the networks to serve the public interest."

Westinghouse updated figures and supplemented arguments made earlier but also injected a new element involving network news-service contracts—another example, it said, of the power of networks to impose terms and conditions on affiliates. Group W claimed that the networks lure their affiliates into subscribing to separate syndicated news services (ABC's DEF, CBS's Syndicated News Service and NBC's News Program Service). "There is no express requirement that the affiliated

station subscribe to this service." Group W said, adding however, that "unless the station takes the service, it is not permitted to record excerpts of network news programs for subsequent carriage in conjunction with local news broadcasts."

Group W claimed that there is no reasonable basis for tying together these two news services, and that in effect, it not only limits the choice of affiliated stations, but also has provided an obstacle to the development of independent news services which, in the case of United Press Television News and TVN, "ceased operation because of their inability to attract sufficient customers to make the service economically viable."

On network compensation, Westinghouse made its attack on various fronts. It noted that under present requirements affiliate per-hour compensation can vary greatly depending on the over-all amount of network programming carried. "The estimated average per-hour compensation for a CBS affiliate clearing 20 hours per week is \$64.85," said Westinghouse. "However, if the same affiliate clears 35 hours per week, it would receive an average of \$101.42 per hour—an increase of slightly over 56%. The increases for the other two networks over the same range are smaller: 39% for ABC and 47.4% for NBC."

And to argue that the compensation formula is designed to cause an affiliate to think twice before pre-empting a network program, Westinghouse offered figures purporting to reflect differences in compensation should only one prime-time hour

## How Westinghouse documents its case

**Ammunition.** Westinghouse presented several tables designed to support its assertions of network dominance over affiliates. This table came from FCC reports through 1975 and "to the extent available" for 1976.

	Network sales (\$ millions)	Network* expenses (\$ millions)	Station** payments (\$ millions)	Retained Network income (\$ millions)
1964	1044.8	652.3	214.5	60.2
1965	1141.7	729.2	230.3	59.4
1966	1302.4	825.1	244.2	78.7
1967	1359.1	897.5	247.6	55.8
1968	1424.3	959.0	245.9	56.4
1969	1569.6	1051.4	254.1	92.7
1970	1551.1	1094.5	240.1	50.1
1971	1490.4	1040.4	229.9	53.7
1972	1687.5	1160.4	224.5	110.9
1973	1880.0	1220.1	233.0	184.8
1974	2000.7	1320.8	248.2	225.1
1975	2154.7	1465.3	258.3	208.5
<b>% increase</b>				
1969 vs. 1964	50.2%	61.2%	18.5%	54.0%
1975 vs. 1969	37.3%	39.4%	1.7%	124.9%
1976	2669.7	1821.9	266.9***	295.6
<b>% increase</b>				
1976 vs. 1975	23.9%	24.3%	3.3%	41.8%

\* Excludes station payments

\*\* Including O&O

\*\*\* Includes estimated \$2.1 million from other networks, to make comparison with previous years.

per day be pre-empted. The comparative per-hour rates between 85 hours per week and 78 hours were given as follows: ABC, \$149.10/\$136.55; CBS, \$130.01/\$114.10, and NBC, \$146.99/\$133.82.

Furthermore, Westinghouse maintained that the "free hour" provision—where affiliates waive compensation for certain network hours carried to share in network overhead—is no longer equitable. "Affiliates now bear more than a fair share of the overhead costs of providing network service through artificially depressed network compensation payments. For many years, contractual 'free hour' requirements have served no purpose other than to decrease compensation payments and to encourage the clearance of network programming."

As an example of the alleged inequity, Group W claimed that the "formula under which a station is paid a varying percentage of its network rate depending on which daypart the program is carried in has also been used to pass on changes in network costs to affiliates." One example that was cited claimed that NBC decreased the percentage rate which applies to Saturday morning because of the cutback in the network's commercial content during children's programs in that same time period.

As it had in its original petition suggesting the inquiry, Group W insisted that the current over-all compensation procedure is "unreasonable." And with its new filing, it presented 1976 data to show that "while network revenues and income gain grew substantially, compensation payments to stations remained static." (It again offered the caveat that while "the commission has no role in the determination of the amount of station compensation," it is the FCC's job "to deal with network policies which affect the independence of affiliated stations" as well as "their ability to serve

the public.")

Based on data it has received from the FCC, Group W claimed that "while 23.1% of network revenues went to stations as compensation payments in 1964, that figure had declined last year to only 9.6%. This was a substantial decrease from the 13.4% return of 1975." This, Westinghouse said, is in light of network profits increasing "41.8% over 1975, to a record \$295.6 million."

"Despite a year of unprecedented growth in network revenues and income, compensation payments to affiliated stations remained virtually static," Westinghouse said. "The slight 3.3% rise in payments (from \$258.3 million to \$266.9 million) is largely attributable to increases in the amount of network programming carried by affiliated stations."

On the issue of affiliate previewing of network shows, Westinghouse mentioned its pending petition for reconsideration for an expedited rulemaking to allow "stations a reasonable opportunity (normally four weeks) upon request, to preview a network entertainment program." (BROADCASTING, April 18).

The expansion of network news no longer is a major issue for Westinghouse, as the networks appear to have put aside those plans, at least for the near future. But it claimed that "even more important is the underlying question—the appropriate balance between network and local programming service. This is the issue which should be resolved in this proceeding."

Of current commission plans it said: "Apart from requesting the comments of interested parties, no further procedures are specified. Rather, it is only indicated that questionnaires may be used and that, if necessary to develop a complete factual record, compulsory subpoena powers may be given to the special study staff."

Group W suggested that the commis-

sion employ the methods it used in the so-called Barrow Report in 1957, the last major study of the networks, which was conducted with "investigative tools and techniques" ranging from station visits to examination of network internal records. "Similarly, in this proceeding, it is incumbent on the commission to assume an active role and not to rely solely upon whatever information interested parties may elect to provide," Group W urged.

(The Department of Justice also is expected to call for a hard investigative line. Its comments were delayed and are to be filed this week. The Barrow Report was said to be viewed by Justice as a model for the present FCC to use in order to fully develop the facts. A Justice staffer last week would not discuss the brief in detail. He said it was yet to be approved by higher level Justice officials.)

Although Westinghouse asserted that affiliates aren't receiving a fair shake in their relationship with the networks, the CBS Television Affiliates Association sharply disagreed: "The CBS affiliates believe emphatically," the group said, "that it is not so and that no governmental intrusion into the relationship between [affiliates] and their network is required for the affiliates to fulfill their public-interest obligations. To the extent that the Westinghouse petition may suggest that CBS-affiliated stations are unable properly to carry out their responsibilities under the current arrangements, the CBS affiliates simply disagree." And although the group noted that affiliates are not satisfied "with all aspects of their compensation arrangements with the network . . . [it] is not a subject for commission review."

The ABC Affiliates Association also advised the commission to avoid regulation in these areas, as did the NBC Affiliates board of delegates, which characterized the positions of networks and their affiliates as both "allies and adversaries."

While the National Association of Broadcasters chose not to comment because of possible divergent views among its members, its Hundred Plus Market Television Committee (composed of stations in markets below the top-100) did, and urged the commission to "steer clear of additional regulation of the network-affiliate relationship . . . The present system—unencumbered by the tentacles of big government—works well."

Like Westinghouse, both the National Citizens Committee for Broadcasting and the National Black Media Coalition urged that the inquiry resemble the Barrow Report. In a joint comment, NCCB and NBMC also said the present payola/plugola investigative proceedings also should stand as a guide.

Westinghouse was applauded by these citizen groups for "its initiation of this action," as was the commission for instituting the inquiry. The groups, however, asked the FCC to go even further than Westinghouse requested. "The FCC first must understand exactly how television operates from the initial programming con-

*Continues on page 24*

## Westinghouse backed by Catholic group

### National organization says FCC should reconsider its rejection of plea on prescreening programs

The United States Catholic Conference has gone to the aid of Westinghouse Broadcasting Co. in its effort to persuade the FCC to reconsider its refusal to spin off the prescreening-opportunity section of the over-all network inquiry and act on it immediately.

USCC's secretary of communication, Robert B. Beusse, and the Rev. Patrick J. Sullivan, associate secretary, sent mailgrams to every commissioner last week, announcing USCC's intention to file comments in the inquiry. Comments in the inquiry are due June 1.

But in the meantime, Mr. Beusse and Father Sullivan said, the commission should reconsider its order denying Westinghouse's petition. The commission had said there was no urgency about the matter, since the networks had announced an intention to de-emphasize violence in

programming in the new season and appear to be offering a greater prescreening opportunity than Westinghouse's petition indicated.

It also expressed concern about delaying action on the major part of the proceeding until a decision was reached on the prescreening issue.

But the USCC feels that previewing practices "are neither timely nor adequate to permit licensees to discharge their legal obligations in the matter of network entertainment programming . . . In effect, licensees have abdicated their responsibility for clearing network programming."

That "abdication," the USCC added, comes at a time "when there is continuing national concern over violent, sexual and/or adult material in network programs . . . The need for specific program previewing regulations is, in our view, urgent and requires commission action prior to the 1977-78 television season."

Westinghouse filed its petition for reconsideration on April 22.

## In Brief

**What is White House looking for** as it examines candidates for two FCC vacancies? Barry Jagoda, assistant to President Carter for media and public affairs, who is aiding in talent hunt, cited following qualities, in remarks last week at brown-bag luncheon of National Citizens Committee for Broadcasting: "Clear demonstration of knowledge of common-carrier issues, technical questions, satellites; concern about the quality of programming, and a commitment to the First Amendment." But throughout his remarks, Mr. Jagoda stressed Carter administration's consumer orientation. "When you have people [in White House] working on communications problems who are more worried about displeasing this group than the National Association of Broadcasters," he told NCCB, "you have a different tone [from previous administration] in your appointments." However, he refused to rule out members of industry as possible appointees. To do so, he said, is to suggest "guilt by association."

FCC on Thursday (June 9) will consider adoption of **inquiry into economic relationship between television broadcasting and cable television**. Inquiry, first proposed by Chairman Richard E. Wiley in speech to National Cable Television Association convention in April (BROADCASTING, April 25), is described by staff member who helped draft it as effort to obtain information that will enable commission to base cable-regulation decisions on knowledge where, in some areas, it has relied on "intuition and presumption."

Research study by Eastman Kodak for internal use shows that **video tape has vaulted over film** (both 16 mm and slides) as most popular medium for production of commercials in local markets. There were 515,000 locally produced commercials in U.S. in 1976 (460,000 of which were shot by TV stations themselves), according to Kodak, and 52% were done on video tape, compared to 22% on slides and 18% on 16mm film. Study also found that 88% of stations expected increased use of tape for local commercials (only 4% predicting tape decrease) and 54% expect increased use of film (with 14% forecasting film decrease). Study points up relatively low cost of film. Without getting into tape costs, it says well over half of all 16mm film commercials are shot using less than \$25 worth of film, making film cost no more than one-eighth that of \$200 commercial.

FCC last week approved **small-market-television study** that will cost about \$50,000 and is intended to aid commission in promoting TV service in rural areas and in FCC's deregulatory policy. Research is one of four projects (others in nonbroadcast fields) proposed by Office of Plans and Policy at total cost of \$230,000 and approved by FCC. Funds will come from payroll savings resulting from hiring freeze imposed by White House. Reallocation has been approved by House Appropriations Committee; Senate committee is yet to act.

Radio stations must **continue to pay** at rates specified in old contracts with **American Society of Composers, Authors and Publishers** until current litigation to establish new rates is settled. Old contracts expired Feb. 28. All Industry Radio Station Music License Committee, suing for lower rates in new contracts, had asked that interim payments be same dollar amounts as paid last year, but Judge William C. Conner of U.S. Southern District Court in New York has signed order specifying continuation of old rates, subject to adjustment retroactively to March 1 when new rates are finally established.

National Cable Television Association has petitioned FCC to convert current syndicated exclusivity inquiry into rulemaking with goal of **eliminating all distant-signal carriage restrictions and network nonduplication rules** (BROADCASTING, April 16).

Boards of Cox Broadcasting Corp. and Cox Cable Communications Inc., both Atlanta, announced **change in merger agreement**: for each share of Cox Cable stock, stockholders will receive \$10.83 in cash and fraction of share of Cox Broadcasting, ranging from minimum of .41 to maximum .49 depending on average of closing prices

of Cox Broadcasting on New York Stock Exchange for 10 trading days immediately preceding shareholders meeting. Previous terms were \$10.83 cash and .43 share of Cox Broadcasting for each share of Cox Cable (BROADCASTING, May 16). Stockholders of both companies are to meet July 22 to vote on merger.

**Public hearing on TV violence was scheduled** for last Thursday in Palm Beach, Fla. Some days before, Palm Beach County Council of Parent-Teacher Associations sent out memos stressing that TV "is like a drug; if we wait too long to do something about it, it could have a dangerous effect." Two sentences later: "We regret to inform you of the **cancellation of the public hearing** ... Apathy and extremely poor response to our invitation for persons to address this very important issue has prompted this unfortunate course of action." Instead, council scheduled a seminar on TV violence and urged everyone to attend and speak up.

Broadcaster advisory committee assembled by House Communications Subcommittee (BROADCASTING, Feb. 21) will gather in Washington on Wednesday (June 8) to **discuss option papers** subcommittee staff has prepared in connection with review and possible revision of Communications Act. Group—14 broadcasters from different areas and variety of market sizes—will confer with staff and subcommittee members.

**Waxc(AM) Rochester, N.Y.**, sold by Sande Broadcasting Co. to Brandon-Robison Broadcasting Inc. for \$1.2 million. Principals of seller are Peter Paris, John Sayre and family of late John Nichols who have no other broadcast interests. Buyer is owned by Anthony S. Brandon and father, Lawrence, who own KERN(AM) Bakersfield, Calif., and New York outdoor advertising firm. Waxc is on 1460 khz with 5 kw full time. Broker: Larson/Walker & Co. **Wspr(AM) Springfield, Mass.**, sold by Alan C. Tindal and Kristian Solberg to Northeast Communications Corp. for \$412,500 plus \$92,500 covenant not to compete. Sellers have no other broadcast interests. Principals in buyer are brothers Jeffrey, Phillip and Chris Fisher, who also own WFTN(AM) Franklin, N.H., and have bought, subject to FCC approval, WABK(AM)-WKME(FM) Gardiner, Me. (BROADCASTING, March 24). Wspr is on 1270 khz with 5 kw day and 1 kw night. Broker: Keith W. Horton Co.

FCC has ordered **comparative-renewal hearing** involving McClatchy Newspapers Inc.'s KMJ-TV Fresno, Calif. Challenging McClatchy for license to operate on channel 24 is San Joaquin Communications Corp. Commission consolidated in hearing McClatchy's application to increase KMJ-TV's radiated power. SJCC contends there is existing illegal overlap of service areas of KMJ-TV and McClatchy's KOVR(TV) Stockton, Calif., which would be increased if power increase were granted. However, commission said if pending application to assign KOVR to Multimedia is granted—plans call for swap of KOVR for Multimedia's WRBC-TV Greenville, S.C. (BROADCASTING, March 7)—administrative law judge could issue summary decision as to modification application.

**Jane Cohen**, director of programming, WRC-TV Washington, and former president of American Women in Radio and Television, has been hired by National Association of Broadcasters as **vice president for television** ("Closed Circuit," May 30).



In commencement address to 4,800 graduates at Pennsylvania State University, Frank Stanton, retired vice chairman of CBS and now chairman of American National Red Cross, said "**press and universities are one**" in pursuit of knowledge and maintenance of open society. In picture Dr. Stanton (l) with Dr. John W. Oswald, president of university.

cept until the consumer receives the final product. Then, the FCC must re-examine the effectiveness of its own rules. . . ."

They reminded the commission of their support (along with the Committee for Open Media and the Committee for Community Access) of an expanded inquiry to include an investigation of "the existing barriers to the creation of a fourth commercial network" and "whether the networks should be required to divest their owned and operated television stations.

And within their filing, NCCB and NBMC made the assertion that the networks are so dominant in the programming area that it works to the detriment of the general public, independent producers, local stations and advertisers.

The Office of Communication of the United Church of Christ also came out in favor of the inquiry and like the other citizen groups urged that prime considerations include the issue of localism as well as station ownership by the networks. And even beyond the individual stations' previewing opportunities, UCC claimed that the general public should be better informed in advance of what to expect of program content.

The handful of group owners that commented at deadline generally agreed with Sonderling Broadcasting Corp.'s view that new rules are "neither necessary nor appropriate." Storer Broadcasting Co. asserted that the present "system works remarkably well."

Others who filed were not as satisfied. The National Association of Independent Television Producers and Distributors alleged unfair network competition and as one means of relief, asked that special rules be considered for O&O's. Independent Television Stations (INTV) wanted restrictions lifted on independent carriage of programming not used by the networks, and Worldvision Enterprises agreed with other suppliers that the "letter and spirit" of the "financial interest" rule is not being followed.

**Packwood wants to know.** One of the Senate Communications Subcommittee's freshman members, Bob Packwood (R-Ore.) has initiated his own inquiry into broadcast and cable regulation. He has mailed a seven-page questionnaire to Oregon broadcasters probing many of the same areas that were addressed in the House Communications Subcommittee staff's Communications Act review options papers (BROADCASTING, April 25). It asks broadcasters' thoughts about localism, network practices, First Amendment, cable TV, license renewal and other subjects. A Packwood aide said the senator is not trying to start a Communications Act review on the Senate side, but the questionnaire's foreword questions the "evolutionary approach" to broadcast regulation, and asserts: "Circumstances now require a comprehensive appraisal of broadcast policy and regulation."

## Broadcast Journalism®

# That connection between CBS and the CIA: At time it was the thing to do

**That's explanation of old story that Salant gave L.A. 'Times' about its cooperation with agency**

Several high executives of CBS shared responsibility for the company's cooperation with the Central Intelligence Agency in the 1950's and 1960's, E.K. Meade Jr., CBS vice president for corporate affairs, said last week.

He made the statement in response to questions about a *Los Angeles Times* news story that described him as having tried, in one of the interviews on which the story was based, to "shift" responsibility from CBS Chairman William S. Paley to Sig Mickelson, former CBS News president who now heads Radio Free Europe-Radio Liberty.

"I didn't attempt to shift responsibility," he said. "Why should we? It was an acceptable thing to do back then.

"Sig bears some responsibility. So does Chairman Paley. So does Frank Stanton [then president of CBS] and everybody else involved."

The question was thrust into the limelight after Richard S. Salant, president of CBS News, reported in an interview published by the *Los Angeles Times* on May 27 that CBS had cooperated with the CIA 20 or so years ago by allowing agents to monitor news reports coming into the studios and by letting them have outtakes and blow-ups of news film (BROADCASTING, May 30). The second *Times* story, published May 29, dealt primarily with seemingly conflicting statements in follow-up interviews with Mr. Meade and Mr. Mickelson about responsibility for ties with the intelligence agency.

Mr. Mickelson was quoted as saying he was following Mr. Paley's orders and was acting with President Stanton's knowledge. He cited specifically, as he has in the past, a 1954 meeting which he said occurred in Mr. Paley's office, attended by himself and two CIA agents, at which, he said, the role of a CIA agent who had been given cover as a CBS stringer in Stockholm was discussed.

Mr. Meade again insisted that Mr. Paley has no recollection of any such meeting. He said last week that there had been a meeting in Mr. Paley's office, attended by Mr. Mickelson and CIA agents, but that it did not involve the question of the Stockholm stringer. Mr. Meade said it was

his belief—and Mr. Paley's—that Mr. Mickelson had confused this session with some other meeting or discussion in which Mr. Paley was not involved.

Mr. Meade said Chairman Paley had "only limited knowledge" of CBS cooperation with the CIA. He had certain knowledge of "one specific matter," Mr. Meade said, but declined to identify it except to say it was so minor that it would sound "ridiculous." Presumably it involved the meeting that Mr. Meade suggested had been confused with something else by Mr. Mickelson.

Dr. Stanton meanwhile denied any recollection of incidents involving outtakes for the CIA or alleged "debriefings" of CBS foreign correspondents by CIA officials. He also said he did not recall another incident claimed by Mr. Mickelson: that Dr. Stanton had suggested he have a private telephone installed in his office so he wouldn't have to go outside to a pay telephone to talk to CIA agents, as he said the agents had him do on one occasion.

Mr. Salant meanwhile acted to clear up a quote attributed to him in the *Times* interview that had angered both Mr. Mickelson and the organizations he heads, Radio Free Europe and Radio Liberty.

In the context that Mr. Mickelson had cooperated with the CIA while at CBS, Mr. Salant had noted Mr. Mickelson's present associations and had been quoted as saying "if you want to take a few jumps, it all hangs together," seeming to imply that perhaps Mr. Mickelson was still cooperating at RFE/RL.

The implication seemed especially damaging because for years the CIA was the agency through which RFE was covertly funded. RFE/RL issued a statement saying they have had no association with the CIA since the secret funding was ended in 1971, and Mr. Mickelson said he has had no contact with CIA since leaving CBS.

What he had meant by the observation, Mr. Salant said last week, was that the *Times* reporter he was talking to seemed predisposed to link Mr. Mickelson with the CIA now—and had also failed to report that Mr. Salant also said he thought it "absurd to connect what Sig did 20 years ago with what he's doing now." He said he had written to Mr. Mickelson to set the record straight.

Mr. Salant also said he had "no reason to believe" that Dr. Stanton knew of CBS cooperation with the CIA.

The CBS News head, who said he terminated the CIA relationship when he became aware of it shortly after taking over the presidency in 1961, also answered last week another question a lot of people had been asking: Why now, all these years later, did he disclose these things?

"I was trapped," he told BROADCASTING. He said that Robert Scheer, the *Times* reporter who did the interview, had been preparing a series of articles on TV journalism and had wanted to interview him, but that he refused. Then he met the reporter inadvertently at the CBS-TV affiliates convention in Los Angeles 10 days



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#### SERVICES

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**Denials from other two.** In the wake of CBS News President Richard Salant's confirmation that CBS News cooperated with the Central Intelligence Agency during the 1950s, news executives from ABC and NBC were asked if similar arrangements existed at their networks. All of those who replied declared emphatically that they had never been contacted by the CIA, and they denied having any factual knowledge of CIA contacts with any other executives in their organizations.

Richard Wald, president of NBC News, said that reports that news stringers overseas were also working for the CIA prompted an in-house investigation at the network which turned up no evidence that any NBC correspondents were involved in such double-duty reporting. It was the same type of in-house investigation at CBS, also inspired by news reports, which informed Mr. Salant of CBS's involvement with the intelligence agency.

NBC issued a brief statement following Mr. Salant's disclosures on May 27. It read, "NBC's policy is to never give the CIA or any government agency information which has not been made available to the general public. NBC believes it is important to separate news coverage from government affairs." Julian Goodman, NBC's chairman, could not be reached last week for elaboration on the statement; Mr. Wald's predecessor as head of news, William R. McAndrew, is dead.

William Sheehan, former president of ABC News and now senior vice president of the department, was asked if his network had had any agreements with the CIA. "None whatsoever," he said, "I can speak very positively on that." Mr. Sheehan was also asked about the charge made last year by former ABC correspondent Sam Jaffe (himself implicated in relationships with various intelligence organizations) that Mr. Sheehan, among several other prominent newsmen, had been named on a secret list of CIA contacts. "That, categorically, is not true," Mr. Sheehan said. "I have never had a formal or informal relationship with any government agency."

Elmer Lower, now vice president of corporate affairs for ABC, preceded Mr. Sheehan as head of news, from 1963 to 1974. He, too, said he had never been contacted by the CIA. Asked if he had heard of any CIA involvement while he was with CBS News in the 1950's (as "the number two or three man" to former president Sig Mickelson for a time), Mr. Lower said that he had heard "some barroom rumors, nothing more."

ago and finally agreed, he said, to sit down and talk.

Most of the talk had to do with the projected series on TV journalism, Mr. Salant said, but then the reporter began to get into charges about CIA involvement "and I just couldn't let them stand."

## Metric weather readings pushed for stations by 1979

**Washington meeting will seek consensus on staggered schedule for changeover beginning in '78**

Those occasional metric references of broadcast weatherpersons could become full-time jargon in less than 18 months.

That is the hope of the National Oceanic and Atmospheric Administration/National Weather Service (NWS) which is pushing a "National Weather Service Metrication Plan." It envisions a gradual changeover, beginning in June 1978, which would be completed by Jan. 1, 1979.

The NWS plan is being supported by the American National Metric Council which has announced a June 30 public meeting at the Department of Commerce auditorium in Washington. Media, consumers, educators, industrial spokesmen and government representatives are among those invited to participate.

Comments on the proposal may be made to Michael F. Thompson at ANMC, 1625 Massachusetts Avenue, N.W., Washington 20036, by June 17.

The final plan is to be submitted to the U.S. Metric Board for its sanction before

being implemented.

The conversion timetable:

In June 1978, temperatures will be given in both conventional and metric units; from July on, in metric only.

In July and August 1978, precipitation will be given in dual units; from September on, metric only.

In September and October, wind speed will be given in dual units; from November on, metric only.

In November and December, distances, heights and other elements will be given in dual units; from January 1979 on, metric only.

In each case, new units will be introduced on the first Sunday of the month scheduled.

ANMC also said that NWS will provide news releases, graphic and other information to assist in the changeover to metric weather reporting. NWS field offices will also offer the fullest possible help in their communities for the introduction of the new system, decreed under the Metric Conversion Act of 1975.

## Russia provides material for three NBC programs

NBC-TV will broadcast three special programs—all dealing with Russia—in close succession this summer. They are: a 90-minute debate on human rights, matching three Russian citizens against three American citizens (to air June 12 at 1:30 p.m. NYT); a one-hour "broad-scale survey of human rights," scheduled to coincide with a 35-nation conference which will review the progress achieved under the 1975

Helsinki agreement (to air June 14 at 10 p.m. NYT), and a one-hour show on a Russian dance festival, which NBC says will be a "showcase of Russian culture" (to air July 7 at 8 p.m. NYT). NBC officials say the three programs have no connection with the network's \$85-million deal to broadcast the Moscow Olympics, nor with an agreement to buy programs from Luthar Bock, the West German producer who engineered the Olympics rights package.

## Supreme Court will look at KQED case

**County sheriff in California appeals lower courts' decisions to give TV stations visitation rights to jails**

The U.S. Supreme Court has agreed to hear the case in which reporters and cameramen from noncommercial KQED Inc. San Francisco are seeking access to Alameda county, Calif., jail to investigate conditions.

KQED—which operates KQED(FM), KQED(TV) and KQEC(TV), all San Francisco—won the right of access in a decision by the U.S. District Court that was affirmed by the U.S. Court of Appeals in San Francisco. The Supreme Court agreed to review the case on petition filed by Alameda county sheriff Thomas L. Houchins. The lower courts' decision held, in effect, that journalists had a greater right of access to the jail than the general public, even though Supreme Court, in 1974, held they do not.

Alameda county rules limit the public access to monthly tours of no more than 25 persons, booked several months in advance; ban the use of cameras and sound equipment, and prohibit conversation with prisoners.

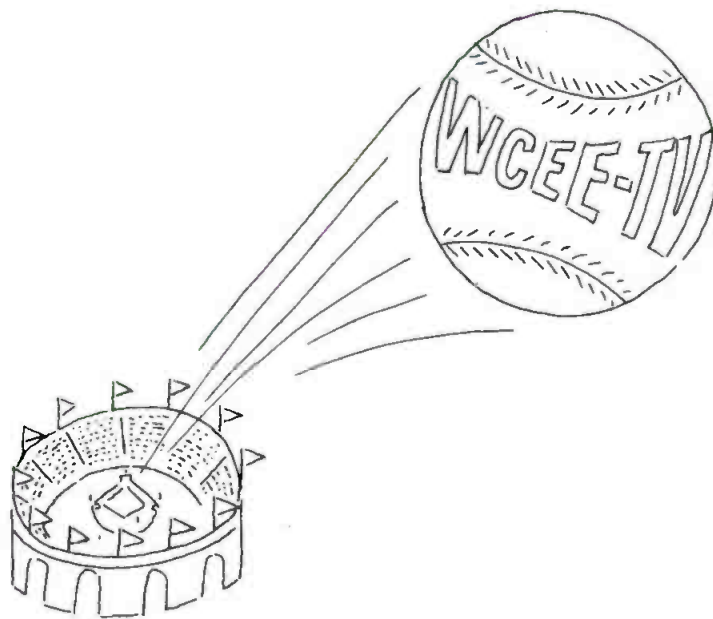
In a separate matter, the court affirmed a decision of a Florida court upholding the right of news reporters and photographers to enter private property to cover fires and similar disasters if officials permit such coverage.

## Top broadcasters to tell what makes sports run

ABC News and Sports President Roone Arledge, NBC Sports Vice President Chet Simmons and CBS Sports Vice President and executive producer Barry Frank will be among the participants in Boston University's "Broadcast Sports Institute" July 6-Aug. 12.

Thought to be the first academic effort to study the connection between sports and the broadcast media, the eight-credit course will also include the views of ABC sports commentator Frank Gifford, North American Soccer League Commissioner Bob Cousy and Baseball Commissioner Bowie Kuhn.

The institute organizer, David Klatell, an assistant professor with commercial TV



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experience, calls broadcast sports the "Wild West" of broadcasting. He says "It is the least-regulated area and thrives on those with big bankrolls and crazy ideas." About 120 graduate students will spend \$625 to probe what Professor Klatell calls the "big and sometimes rotten" business of broadcast sports.

## Carolina news groups keep resisting gag

### Appeal to Supreme Court could seek broadening of '76 high court ruling

A coalition of South Carolina news organizations, including the South Carolina Broadcasters Association, is expected to petition the U.S. Supreme Court to review a case in which the U.S. District Court in Florence, S.C., has issued a "gag order" restricting coverage of a trial of a former state senator.

The order was issued by Judge J. Robert Martin and prohibits persons involved in the trial from mingling or being in the proximity of reporters inside the courthouse, bars trial witnesses from giving statements or information to the press and bans photographs and artists' sketches of jurors inside the courthouse.

The U.S. Court of Appeals in Richmond, Va., affirmed the order, and the Supreme Court later refused the news organizations' request that the order be stayed. The trial of former State Senator Ralph Gasque, charged with misappropriating federal manpower funds, began last Tuesday. However, an appeal by the news organizations would be aimed at broadening the anti-gag-order ruling the Supreme Court issued last year in a Nebraska multiple murder case, overturning a judge's attempt to bar press coverage of information concerning confessions and other material likely to implicate the accused, even if disclosed in a public hearing (BROADCASTING, July 5, 1976).

## 'Republican alternatives' on energy aired on NBC-TV

The Republican party offered its views on energy in a half hour of prime time on NBC-TV last week. The 8-8:30 p.m. time on Thursday was offered for a response to President Carter's use of the network in mid-April. Bill Brock, chairman of the Republican National Committee, was host, as one after another of seven Republicans criticized the President's energy program, and offered "Republican alternatives." The program featured Representatives Clarence (Bud) Brown (R-Ohio), Jack Cunningham (R-Wash.) and Jack Kemp (R-N.Y.); Senators Henry J. Heinz (R-Pa.) and John Danforth (R-Mo.); former California Governor Ronald Reagan and former Secretary of Transportation William Coleman.

**Finger pointing.** Jerry terHorst, who as a newsman covered former President Ford for years and then served briefly as his first White House news secretary, accuses Mr. Ford of "huckstering and hustling and merchandising ... the Presidency." Mr. terHorst, in an article in the July-August issue of *Free Enterprise* magazine, says Mr. Ford and his family are likely to make up to \$3 million in the next few years from broadcasting and publishing ventures. Mr. terHorst notes that Mr. Ford is not the first ex-President to make money after leaving the White House but adds, "Many of us expected honest, decent Jerry Ford to set a higher standard for ex-Presidents than has been the case of the past." Mr. Ford will earn \$1 million and his wife \$500,000 from NBC.

## Monroe urges press to join broadcasters in freedom fight

Bill Monroe of NBC News says newspapers should take up the fight to assure complete First Amendment freedom for broadcast journalists. Mr. Monroe, in a speech to the World Press Institute in Bloomington, Minn., said newspapers come out of a tradition of free-swinging editorial freedom that equips them for the fight to free broadcasters of the fetters of government regulation, such as the fairness doctrine and equal-time rules. And, particularly in cases of those not under common ownership with broadcast stations, newspapers "have the advantage of disinterest." And by helping broadcast journalists, Mr. Monroe said, newspapers would be helping to preserve their own freedom. Press freedom, he said, may turn out to be "indivisible," and an "unfree condition of the electronic media may slowly contaminate and rot the foundation of print freedom."

## Deadline, Hillman winners

The Deadline Club and the Sidney Hillman Foundation have announced their annual awards in mass communications and journalism.

The Deadline Club presented its television public service award to Marlene Sanders, ABC-TV News, for *Closeup on Women's Health: A Question of Survival*, and the radio public service award went to Jerry Nachman, WCBs(AM) New York, for his series on criminal justice. Special achievement plaques were awarded to Marc Brugnioni, WNBC-TV New York, *Sight and Sound*; John Stossel, WCBs-TV, *Car Repair Rip-offs*; Kathleen Maloney, WABC(AM) New York, broadcast on con games; Jo Moring, NBC News and Information Service *Cancer Day*.

Among the winners of Hillman awards, sponsored by the Amalgamated Clothing and Textile Workers Union, was Paul Leaf, producer of the NBC-TV documentary, *Judge Horton and the Scottsboro Boys*.

## Nixon interviews expected to gross between \$4-\$5 million

### Syndicator's Johnson calls project 'a network to be reckoned with'

Sources close to the series of syndicated interviews of former President Richard Nixon by David Frost (BROADCASTING, May 30), said the gross revenues including ad sales and foreign and film distribution rights, are projected to be between \$4 and \$5 million. The total costs of the production, including Mr. Nixon's reported off-the-top fee of \$600,000 (he also is reported to have a percentage), were put at \$2 million by Seymour Meyer, executive vice president of Pacific Industries, Mr. Frost's partners. And there may be more income from a fifth program which Mr. Frost has the right to put together from the 22 remaining hours of tape he has in the can.

The last interview in the current series, aired on May 25, improved in the ratings somewhat over the previous week's performance, which ranked weakest of the four. Nielsen overnights for the last interview showed a 22 share in both New York and Los Angeles and a 20 in Chicago, where all four interviews scored the lowest ratings of the three cities. The last interview came in third to ABC and CBS in New York and Los Angeles and fourth after NBC in Chicago.

Nielsen's national average ratings for the first two interviews fell between the overnight figures for Chicago and those on the coasts. The Watergate interview pulled a 41 share nationally, according to Nielsen, and the second program a 25.

Despite the lagging ratings after the Watergate show, Syndicator Services reported that all five national commercial minutes on the last three programs sold out during the week preceding each program. But, when asked if the ratings had had an effect on the \$125,000 asking price for those minutes, Syndicator President Mickey Johnson said he'd "rather not discuss it." However, Mr. Johnson was considerably more vocal about the impact which he sees the Nixon/Frost series having on television syndication.

"This proves," he said, "that if you have the material you can get the clearances, and you can get the audience. When you get 96% national coverage, that's a network to be reckoned with."

## Journalism Briefs

**Across all borders.** UPI broadcast advisory board, at Washington spring meeting, condemned actions that could lead to restrictions on free flow of information, particularly out of "third world" countries. UPI Editor-in-Chief H.L. Stevenson said "third world news pool" still is possibility although UNESCO resolution in favor of it was tabled. Pool itself isn't

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problem, he explained, rather it's what pool could lead to—news restrictions. World Freedom Press Committee was praised for improving relationship between Western and "third world" press. Broadcast advisory board resolved to join in any professional effort to insure free flow of news and, if necessary, provide technical and editorial assistance.

**Courtroom coverage.** American Bar Association will hold public hearing Aug. 9 in Chicago to update ABA standards on news coverage of trials. Hearing will deal with judicial restrictive orders, contempt hearings, standing of reporters in court and reporters' privileges. For information and details on how to testify, contact Deborah van Peski, Communications Division, ABA, 77 S. Wacker Drive, Chicago 60606. Phone: (312) 947-4177.

**Election survey.** WCBS-TV New York's news department and *New York Times* will jointly sponsor series of four to six election-year surveys, starting with one to be conducted among voters as they leave polling areas in June 7 New Jersey gubernatorial primaries. Results of first survey will be presented on half-hour news special on WCBS-TV that night.

**New name.** University of Georgia (Athens) regents have added three words to name of Henry W. Grady School of Journalism. It's now known as Henry W. Grady School of Journalism and Mass Communication.

**CB hotline.** FCC has established special citizen band radio service for journalists and other persons in media with questions about proper CB operation. Commission noted that "substantial errors" on CB use are appearing in entertainment and other media and set up new service in personal radio division. Special telephone number for CB questions is (202) 632-7299.

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## **FM news service grows on Coast**

The Newspace radio network, a news service catering exclusively to FM rock-music stations in California, is entering its eighth month in operation with a line-up of 14 affiliates. It provides the affiliation at no charge, on a market exclusivity basis, in return for the stations' merchandising commercials within the news. Newspace puts its primary emphasis on California news but also provides some national and international coverage, all delivered in a style that Newspace calls "loose, conversational and highly communicative" and keyed basically to 18-to-34-year-old listeners.

Newspace was founded by two young newsmen: Ace Young, formerly of KMET(FM) Los Angeles, and Michael Linder, formerly of WNEW(FM) New York. Mr. Young is president and Mr. Linder news director. They share the anchoring load with Tony Russomanno, formerly with NBC's News and Information Ser-

vice. There is a full-time staff of six others, plus stringers throughout the state. They deliver eight newscasts a day, Monday through Friday, each ranging from five to 10 minutes in length, plus several weekend public-affairs reports and features.

Last month Newspace and Radio News West, audio news division of City News Service of Los Angeles, announced a cooperative arrangement under which RNW's reports to some 20 California stations, primarily AM, are distributed on Newspace's leased circuit. Newspace and RNW also said they would pool coverage of major California events in the future.

Among Newspace advertisers are Casablanca; Motown and RCA record companies and *High Times* magazine.

## Is all-news all the news?

**Three Washington-area outlets don't devote enough time to local stories, says AU report**

The majority of all the news from the Washington-area all-news stations, WRC(AM) and WTOP(AM) as well as WAVA-AM-FM Arlington, Va., has a national or international focus. That's one conclusion from a 77-page study by 14 broadcast journalism graduate students at American University's School of Communications there.

Based on 48 hours of monitoring that began last Oct. 21, the students found that WRC devoted 75% of its coverage to national or international affairs, WTOP (73%) and WAVA-AM-FM (53%). Changes at the stations since the monitoring are not reflected in the report.

Although Washingtonians may be more interested in national and international news than residents of other American cities, the report states, local news nevertheless, "by all three stations [WAVA-AM-FM is counted as one station since it has FCC permission to run the same programming on both frequencies] seems inadequate."

WTOP was found to lead the others with commercial time—13:39 minutes per hour as opposed to WRC's 10:20 and WAVA-AM-FM's 8:38. WRC was said to run the most feature material, averaging 7:40 minutes per hour, to WTOP's 4:21 and WAVA-AM-FM's 2:50. In sports, WTOP was the leader, averaging 10:23 minutes per hour to WAVA-AM-FM's 6:00 and WRC's 4:45. In business news, WAVA-AM-FM offered an average of 2:23 minutes per hour, WTOP, 2:15 and WRC, 1:06. Average story length was put at 44 seconds (for CBS stories) and 45 (locally produced) seconds on WTOP, 43 seconds on WAVA-AM-FM and 35 seconds (NBC's News and Information Service) and 42 seconds (locally produced) on WRC.

The report claims that the typical Washingtonian listens to all-news radio 20 minutes at a time, up to 70 minutes per day and between three-and-a-half and five-and-a-half hours Monday through Friday.

## Kahn accuses AT&T of trying to stifle competition in data, fiber optics areas

**He claims 'Bell bill' would protect phone company from firms that could do better job**

AT&T was condemned last week by communications consultant Irving B. Kahn for using "political maneuvers" to thwart possible competition.

He told a telecommunications seminar sponsored by the Electronics Industries Association in Hyannis, Mass., that AT&T has mounted a campaign to persuade its shareholders to write to Congress warning that rising phone rates would result if other companies were allowed to compete. Mr. Kahn also referred to the Consumer Communications Reform Act (the "Bell bill"), sponsored by AT&T, and asserted:

"The bill results from AT&T's fear that somebody else's expertise might, if exposed to the marketplace, prove better than Bell's in certain key areas, especially in data communications, which is precisely where Bell's competitors are scoring heavily."

Mr. Kahn is chairman and president of BroadBand Communications Inc., New York, a consulting firm, and is a director of and a consultant to Times Fiber Communications Inc., Meriden, Conn., a manufacturer of optical fiber communications systems for use in cable TV and computer systems, among others. He said Times Fiber has done a much better job with optical fiber than AT&T has.

"If Ma Bell wants her competitors out of her business, then let her prove she is capable of pushing them out—not by political strong-arming but rather by simply winning the technology race," Mr. Kahn said. "But if she loses, there had better be some long, hard scrutiny by our federal legislators and regulators to assure that, before our phone rates go up one dime, AT&T has cleaned house, trimmed the fat, instituted controls, and undertaken research in other revenue-producing areas of technology."

## Class IV's see hope for night increases

**CBA says better relations with Cuba could enable FCC to seek treaty revision**

For some, normalization of relations with Cuba, if it comes, means Havana cigars. But for the Community Broadcasters Association, an organization of class IV radio stations, it means higher operating power at night.

Five years ago, CBA petitioned the FCC to initiate a rulemaking aimed at permit-

ting class IV stations to operate with 1 kw night as well as day. But the commission said that, to permit higher power, changes would have to be negotiated in existing treaties. And where Cuba was concerned, it seemed unlikely that an understanding could be reached.

But, "because of recent developments in Cuban-American relations," CBA said, "the commission's conclusion of 1972 no longer holds true." In the past few months, CBA noted, Americans have gone to Cuba to play basketball, American and Cuban officials have negotiated a fishing rights treaty, and President Carter has said he expects within the next few weeks to see signs of strengthened Cuban-American relations.

The international obstacles that seemed to prevent the grant of higher power "have vanished with the relaxation of the Cuban-American relationship," CBA said. It added that "The commission should at long last take action or at the very least institute a rulemaking proceeding" aimed at permitting class IV AM stations to operate with 1 kw at night.

## Satellite combine to be studied by Antitrust Division

**Attention to be given to history of SBS's predecessor companies; three competitors also file appeal against FCC's original okay**

The Department of Justice's Antitrust Division is investigating Satellite Business Systems—which is being established to provide nationwide communications services by satellite—and the partners that own it.

SBS disclosed the investigation in a news release which said the Antitrust Division had served civil investigative demands on it and the other parties involved—Communications Satellite Corp. and Comsat General Corp., ISM, Aetna Life and Casualty Co. and The Aetna Casualty and Surety Co.

SBS said the documents being requested go back to the early days of SBS's predecessor organizations—CML Satellite Corp. and, before that, MCI Lockheed Satellite Corp.

"The demands state they are made in the course of an investigation to determine whether there may have been, or may be, antitrust violations in connection with the establishment of SBS and the acquisition of the assets of predecessor organizations," SBS said.

The Department of Justice did not oppose the establishment of the proposed SBS domestic satellite system. But it did ask the FCC to hold evidentiary hearings to obtain information on the effects of the SBS partnership on competition—a request the commission rejected.

The commission said that the market structure and continuing regulatory supervision were likely to prevent the develop-



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*(1) Source: Arbitron Special Study of WMJC Listeners; Detroit Metro, Feb. '77.  
(2) Source: Arbitron, Phila. Metro; Jan/Feb '77; Mon.-Sun., 6 a.m.-mid., Avg. ¼ hr.*

ment of anticompetitive effects of the SBS system. The commission also indicated it was concerned about slowing down development of SBS with a hearing.

Meanwhile, opposition to creation of the SBS system is proceeding in the U.S. Court of Appeals in Washington. Prospective competitors—AT&T, Western Union and American Satellite Corp.—have appealed the commission order authorizing the SBS system, and, along with the Justice Department, which filed a limited appeal, are to file their briefs by June 15.

### Technical Briefs

**IT&T for Grundig.** International Telephone & Telegraph Corp., New York, has agreed with Grundig AG of Germany to market in Western Europe Grundig video cassette

player under ITT brand name. Other geographic market areas including U.S. are under active consideration for future, according to ITT. Unit which can record programs as well as play prerecorded tape will sell for about \$1,200.

**\$1.1 billion by 1986.** ComQuest Corp., Palo Alto, Calif., research and consulting firm, has predicted \$1.1 billion in small earth-station equipment (less than 11 meters) sales between 1976 and 1986, with 1976 annual sales of \$24 million increasing 20% yearly to \$152 million 10 years later. U.S. is expected to take half dollar volume. For smaller earth stations (4.5-meter range), ComQuest anticipates more than 1,800 in use in U.S. by 1986, with 1976-1986 sales at \$84 million. Report, "Small Earth Stations: Growth in Satellite Communications 1976-1986" is available for \$6,500 from ComQuest, 1000

Elwell Court, Palo Alto, 94303.

**Boycott.** Matsushita Electric Corp. of America claims to have been told by Kuwait that country will boycott company's products made under license from RCA Corp. Action is said to stem from March 30 agreement allowing Japanese company to supply modified version of its video-tape recorder in U.S. with RCA label. Boycott is understood to apply not only to audio and video-tape recorders but also to black and white and color television units. Apparent reason for Arab boycott is RCA's record industry ties with Israel. Syria and Qatar also are expected to join boycott. RCA had no comment, claiming all it has heard is press reports and has received no direct contact on matter. Hitachi Ltd. and Nippon Electric Co., two other Japanese companies with RCA contracts, are also said to face the boycott.

### Programming

## Fall prime-time production tab for networks to top \$601 million

**Rise of 15% over past season attributed to union hikes, added demand for better quality and the bidding competition; theater films to average \$1 million made-for-TV's about \$850,000**

The prime-time schedules of all three networks will cost 15% more than they did last year.

In dollars, that percentage means an increase of just under \$80 million. For the 72 shows that started off the season on their 1976-77 line-ups, the networks paid their suppliers \$521,400,000 (BROADCASTING, April 26, 1976). The 1977-78

schedules (a total of 73 shows) weigh in at \$601,215,000.

These totals are estimates, divined by taking the network payment for one original and one rerun of each prime-time series on the three schedules and then multiplying that total by 24, which is the industry average for a full year's worth of new episodes. (The accompanying chart lists the price for the original and the repeat of each episode, except for the four variety hours—*Donny and Marie* (ABC), *The Redd Foxx Show* (ABC), *The Carol Burnett Show* (CBS) and *The Richard Pryor Show* (NBC)—which are priced for only one episode. Variety shows are rerun only on a limited basis because of the multitude of people—dancers, singers, musicians—in line for residual payments.)

These estimates will end up on the low side because they don't take into account all the specials that crop up on the schedules, particularly during the November and February sweep periods. Neither do they consider costs of the new series that are put into production to replace the ones scuttled by low ratings.

Various industry sources point the

#### Sunday

	ABC	CBS	NBC
7:00			
7:30	Hardy Boys/ Nancy Drew Mysteries (Universal) \$385,000	60 Minutes (CBS News) \$270,000	Wonderful World of Disney (Walt Disney) \$400,000
8:00		Rhoda (MTM Enterprises) \$180,000	Off the Wall (Universal) \$155,000
8:30	The Six Million Dollar Man (Universal) \$405,000	On Own Own Talent, Associates) \$155,000	CPO Sharkey (Aaron Ruben) \$180,000
9:00		All in the Family (Norman Lear) \$270,000	
9:30		Alice (Warner Bros.) \$165,000	
10:00	ABC Sunday Movie (Various) \$940,000		The Big Event (various) \$900,000
10:30		Kojak (Universal) \$380,000	

#### Monday

	ABC	CBS	NBC
8:00			
8:30	The San Pedro Bums (Aaron Spelling Productions) \$360,000	Oan'l Boone (20th Century- Fox Television) \$370,000	Little House on the Prairie (NBC) \$370,000
9:00		The Betty White Show (MTM Enterprises) \$185,000	
9:30		Maude (Norman Lear) \$190,000	Monday Night at the Movies (Various) \$940,000
10:00	NFL Monday Night Football \$700,000		
10:30		Rafferty (Warner Bros. Television) \$360,000	

#### Tuesday

	ABC	CBS	NBC
8:00	Happy Oays (Paramount) \$200,000		The Man From Atlantis (Herb Solow Productions) \$375,000
8:30	Laverne and Shirley (Paramount) \$190,000	The Fitzpatricks (Warner Bros. Television) \$360,000	
9:00	Three's Company (Nicholl/Ross/ West) \$160,000	M*A*S*H (20th Century Fox) \$210,000	Big Hawaii (Filmways TV) \$365,000
9:30	Soap (Witt/Thomas/ Harris) \$160,000	One Day at a Time (Norman Lear) \$175,000	
10:00			
10:30	Family (Spelling- Goldberg) \$365,000	The Ed Asner Show (MTM Enterprises) \$370,000	Police Woman (Columbia Pictures Television) \$380,000

#### Wednesday

	ABC	CBS	NBC
8:00		Good Times (Norman Lear) \$175,000	
8:30	Eight Is Enough (Lorimar) \$360,000	Busting Loose (Paramount) \$180,000	Grizzly Adams (Sunn Classics) \$350,000
9:00			
9:30	Charlie's Angels (Spelling- Goldberg) \$390,000		The Oregon Trail (Universal) \$380,000
10:00		Wednesday Night Movies (Various) \$940,000	
10:30	Baretta (Universal) \$405,000		Roselli and Ryan (Universal) \$370,000

**Editors' note.** A strike by pressmen in Washington has forced a change in printing schedules for BROADCASTING. This issue went to press slightly ahead of usual closing in an effort to make delivery to subscribers on time. In addition, a special report on awards, scheduled originally to be published in next week's issue, has been postponed for appearance in the issue of July 4, leap-frogging two other special reports that will appear on schedule, one on the international market for broadcast equipment (June 20) and the other on the growing use of computers in broadcast operations (June 27).

finger at union increases, particularly the one secured by the International Alliance of Theatrical and Stage Employees, as the important factor in driving up next fall's prime-time prices. In addition, one NBC source refers to "the lush production values" that the networks are demanding for all their series, as well as the major commitment, particularly by NBC, to produce more novels-for-television, miniseries and high-budgeted made-for-TV movies. The sets and costumes used on these special productions cannot be amortized over many episodes the way they can for a series that lasts for a full season or longer. Also, this source says, the three networks continue to bid up the prices of the producers and writers with established track records.

As in previous years, the costliest shows are the two-hour movie time slots, with theatrical films averaging more than a million dollars for two showings and made-for-TV movies fetching about \$850,000. The most expensive series tend to be the ones that have hung on for a number of years, with built-in escalator clauses hiking the fees of, particularly, the actors and producers.

*The Six Million Dollar Man* and *Baretta* (both on ABC), at \$405,000 for two episodes each, are the first hour-long

series to break the \$400,000 barrier, and a key factor in both budgets is the high salary demands of Lee Majors (of *Six Million*) and Robert Blake (*Baretta*).

Four half-hour sitcoms will break the \$200,000 barrier for the first time beginning next fall: *All in the Family* (CBS), at \$210,000; *M\*A\*S\*H* (CBS), also at \$210,000; *Operation Petticoat* (ABC), at \$205,000, and *Happy Days* (ABC), at \$200,000.

## The viewer's ahead of the medium, says major study

**There's a growing gap between audience expectations and TV performance, if new research by McHugh & Hoffman consultancy is on the mark, and a bolder approach may now be in order**

It may once have been true that TV programmers were ahead of their time, guiding their audiences to new levels of taste and sophistication. But not today, according to the latest research from the broadcast consulting firm of McHugh & Hoffman. In "The TV Viewer Comes of Age," the first of a series of TV trends reports, M&H presents a stern warning: Unless broadcasters catch up with the needs and standards of 1977 viewers, they'd better expect to lose them.

"During the last 10 years, the failure of the TV programmers to stay in step with the audience's maturation and to remain sensitive to the societal force and functions of the medium, has caused a serious 'loosening' of the audience commitment to the medium," the report charges. And if TV people want to stay in step, the report urges them to consider that:

■ "Approximately 40% of the viewers [sampled] expressed some criticism

toward TV news, much of it directed at, or resulting from network newscasts."

■ "Viewers now believe that exposure to TV violence is harmful to children and some adults."

■ "Many are critical of television in its handling of sexual material—the 'dirty joke' or the blatant, unnecessary portrayal of its manifestations."

■ "For an ever-widening segment of the audience, [public television] is a standard bearer of what TV can and should be."

Whether it be news, sex or violence, it all comes back to "presentation," a point M&H clearly sets out in its study of the network/local news relationship. "What cannot be ignored," it advises, "is that almost all criticism leads back to issues of presentation, approach and effectiveness of communication from the viewers' standpoint."

The M&H findings were developed in conjunction with surveys by the Phoenix-based KPR Associates, social psychologists, which interviewed 504 adults to determine their attitudes and cosponsored that aspect of the study and Trendex Inc., which sampled 1,093 adults to see how their perspectives have changed since the 1960's when M&H came out with its own "Living with Television" series.

Together they found that "TV is no longer the central focus of the family's 'love and affection,' but rather is there to 'serve' . . ."

And likely to turn more than a few heads in the network news community is the finding that most viewers believe they are being much better served by local news operations than by the networks. "The network newscasts are faced with a growing inability to compete successfully against the [nonnews] consensus programming on the independents. They are also losing control over the early evening news commitment of the viewers [who are] becoming more dependent on the local station's newscasts. As a result, younger adults are giving network news lower priority in working out early evening

### Thursday

	ABC	CBS	NBC
8:00	Welcome Back Kotler (Kornack/Warner Bros.) \$165,000	The Waltons (Lorimar) \$375,000	CHiPs (MGM Television) \$360,000
8:30	What's Happening (Yorkin/Turkeltaub/Orenstein) \$165,000		
9:00	Barney Miller (Danny Arnold) \$185,000	Hawaii Five-O (CBS; Leonard Freeman) \$390,000	The Richard Pryor Show (Burt Sugarman) \$270,000
9:30	Carter Country (Yorkin/Turkeltaub/Orenstein) \$165,000		
10:00			
10:30	The Redd Foxx Show (Fox/Blye/Einstein) \$275,000	Barnaby Jones (Quinn Martin) \$365,000	What Really Happened to the Class of '65 (Universal) \$380,000

### Friday

	ABC	CBS	NBC
8:00			Sanford Arms (Bud Yorkin) \$180,000
8:30	Donny and Marie (ABC) \$300,000	Wonder Woman (Warner Bros. Television) \$375,000	Chico and the Man (Kornack/Warner Bros.) \$165,000
9:00			
9:30		Logan's Run (MGM TV) \$360,000	The Rockford Files (Universal) \$380,000
10:00	ABC Friday Night Movie (Various) \$940,000		
10:30		Switch (Universal) \$370,000	Quincy (Universal) \$385,000

### Saturday

	ABC	CBS	NBC
8:00	Fish (Danny Arnold) \$180,000	The Bob Newhart Show (MTM Enterprises) \$200,000	The Bionic Woman (Universal) \$390,000
8:30	Operation Petticoat (Universal) \$205,000	We've Got Each Other (MTM Enterprises) \$160,000	
9:00			
9:30	Starsky and Hutch (Spelling-Goldberg) \$395,000	The Jeffersons (Norman Lear) \$175,000	
10:00		The Tony Randall Show (MTM Enterprises) \$165,000	Saturday Night at the Movies (various) \$940,000
10:30	Love Boat (Aaron Spelling Productions) \$380,000	The Carol Burnett Show (CBS/Joe Hamilton) \$310,000	

family viewing, and the network news audience is becoming increasingly concentrated among those over 50."

From a number of 1976 market studies M&H conducted, the percentage of those viewing news twice a week was network: 53%; early-evening local: 57%, and late-evening local: 68%.

When viewers were uncritical of news—and 60% expressed satisfaction—the most-mentioned phrases involved "complete and accurate," "on-the-spot reporting," "reports from the scene" and "live coverage by the minicam." Furthermore, newscasts generally came across as "objective and unbiased" since "reliance [is] being placed on the truism that the camera does not lie." In the case of the networks, their service, when considered successful, was to provide a "window perspective" and "look at the world," particularly "if it is supported with film or live coverage." It is through the immediacy, closeness, and understandability of the news, as well as through the believed rapport with the local anchorpeople, that local operations are said to outshine those of the network. (On the last count, CBS's Walter Cronkite is the leading exception.)

The most common criticisms of network news concerned "bias," "too much analysis" and "too repetitious and trivial." "To the viewers," the report says, "a lopsided or incomplete view of the world is a 'biased view.'" M&H also found viewers "strongly rejecting" what they perceive as "personal opinion" within news analysis.

Despite the dollars that the networks have invested in covering ongoing events such as the Lebanon and Northern Ireland conflicts, these stories are classed by viewers in the "too repetitious and trivial" category, along with reports on Patty Hearst and politicians. As for these international events, viewers claim not to understand the significance, despite analysis, and for another story, for example, "in the viewers' minds, it's just plain 'dumb' to spend three days debating what President Carter meant by 'medium income'—it was

obviously a slip of the tongue."

Should the networks allow these feelings to continue, the report says, "further audience interest in network news will inevitably decline" and any proposed network news expansion would be seen as more of the same and rejected. Among other things, the networks are urged to add greater timeliness to their feeds, which suffer in part due to deadlines and time zone differences—"as local newscasts become more 'immediate,'" the network news seems more locked in a "time" past context.

On TV violence, M&H found the belief that it is harmful, "a reality, which cannot be ignored by the TV programmers, since it will become a major factor in program selectivity and parental guidance of children's viewing." But again, it would be too clear-cut, the report brings out, to assert that the audience dislikes violence on television and leave it like that. "It is the context in which violence appears..."

During the 1950's and 1960's, M&H asserts, TV violence was perceived and presented differently, evoking less criticism. Among the differences were the elements of "time past" (westerns) and "sanitized" (not presented in explicit detail or in a real context).

"They do not feel that way with regard to present-day television program content. The audience's own experience with TV programs coincides with the criticism raised by protest groups," the report explains. "In other words, the protest groups have now found a constituency which now represents over 50% of the audience."

(Through social scientist Harriette Bruce Moore, M&H will explore the violence issue in greater detail in another report to be issued early this month. A central reference point is to be the surgeon general's report that is said to "demonstrate overwhelmingly that there is a direct adverse causal relationship between TV violence and hostile, antisocial behavior.")

As viewers, especially parents turn more and more to "family programing—the

type that reduces arguments or tensions over viewing selectivity"—the report says, they, at the same time expect "programing that is stimulating and enriching..." And as M&H has found, public television has or is coming close to filling the bill for many. "It is the highly professional, skillfully produced entertainment shows which incorporate strong 'educational' values that are attracting the audience..." Both KPR and Trendex studies found two-thirds of the viewing public watching PTV "regularly," with a significant segment increasing their viewing. The viewing is "fairly pervasive among all socio-economic groups, except the lower-lower class and those with less than a high school education." PTV viewing, however, is far from taking over. "It is still secondary to network affiliated stations," it was said.

## Kovacs on-air pick-up stirs campus sales

**Variety of offerings on video tape being bicycled around schools by New York distributor, some involving barter arrangements**

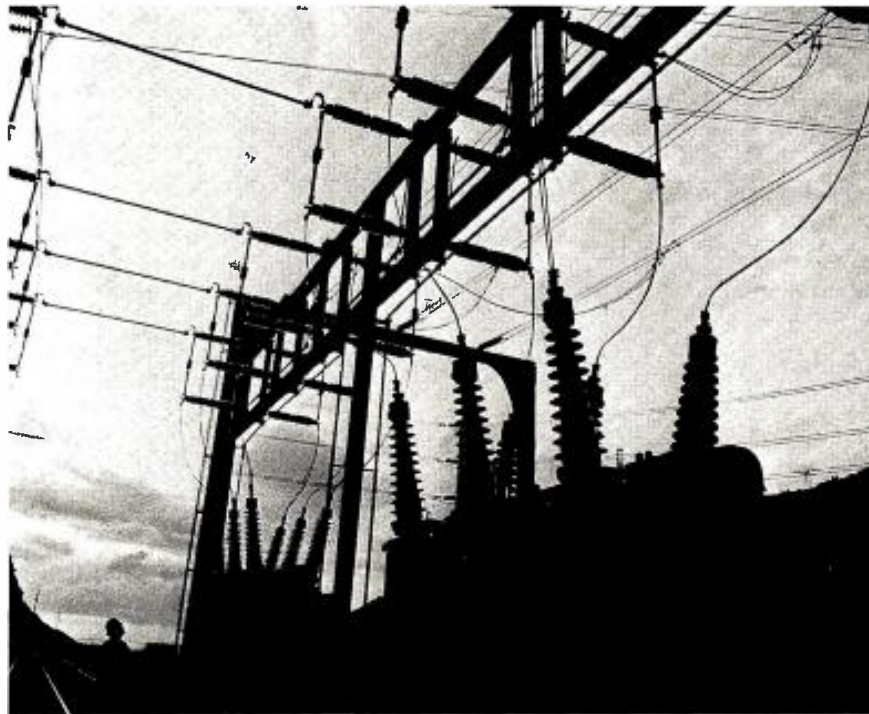
It was courtesy of a company called Video Tape Network that the word began to spread throughout college campuses in 1975 and 1976 that a comedian named Ernie Kovacs had pioneered a number of innovations in the television of 16 to 20 years ago. For eight years now, VTN has distributed a wide variety of tapes to an informal college network that can reach up to 514 campuses, containing one-third of the students now attending college in the U.S., according to the company. Over these years, VTN has put together a collection of 300-plus hours of programing, featuring comedy ("The Grove Tube" movie, stand-up monologues by Richard Pryor and Robert Klein, and oddments like the 13 episodes of the original Buster Crabbe-as-Flash Gordon serial), rock concerts (the Rolling Stones and Stevie Wonder, among others), social and cultural documentaries (everything from abortion and civil rights to marijuana and a staged re-enactment of material from the Watergate tapes) and theatrical movies ("Carnal Knowledge," "The Graduate," "High Noon," "La Dolce Vita" and "Night of the Living Dead" are sample titles).

What pushed VTN into the spotlight, however, was the pick-up of 10 half-hours of Ernie Kovacs tapes by noncommercial WTTW(TV) Chicago for distribution to the entire public broadcasting network. (VTN owns commercial distribution rights to the tapes as part of a deal struck with Mr. Kovacs's widow, the actress-singer Edie Adams, two years ago; it was VTN's vice president and creative director, John Lollo, who convinced WTTW's director of broadcasting, Dick Bowman, that a Kovacs series would be a likely follow-up to the



Eyes on the box. TV pulsetakers Hoffman (l) and McHugh.

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success on Public Broadcasting Service of the BBC's *Monty Python's Flying Circus*.)

The blizzard of publicity in April for *The Best of Ernie Kovacs*, with big spreads in *The New York Times* and *The Village Voice*, sent the opening episode through the Nielsen roof on noncommercial WNET(TV) New York on April 26 (9:30-10 p.m.), with a 9.4 rating and 13 share, which allowed it to beat everything in its time period except the second half of an Ann-Margaret special on NBC and the second half of ABC's *Eight Is Enough*. In subsequent weeks in the New York Nielsen overnights, the series has fallen to a 5-share average, but that's still more than double what WNET usually does in the Tuesday-at-9:30 time period.

In commercial distribution to colleges, VTN charged \$165 each for a one-week rental (unlimited plays) of two half-hour Kovacs compilations, and \$180 for a week's rental of a 45-minute portion of Mr. Kovacs. Some other typical VTN weekly prices: \$250 for "The Groove Tube" (a 73-minute feature), \$240 for "Carnal Knowledge," \$430 for the 13 *Flash Gordon* episodes, \$132 for one of Steve McQueen's earliest movies, "The Blob" (1958), \$180 for a half-hour Jimi Hendrix concert, \$165 for 60 minutes' worth of highlights from the 1972 Munich Olympics and \$90 for a 25-minute interview with Billie Jean King. The colleges close-circuit these programs to TV sets in "high-traffic areas" (Mr. Lollos's phrase) like student lounges and dormitory day rooms.

Three years ago, VTN began bartering specific programs by signing up sponsors like CBS Records, Country Club beer, Volkswagen, Columbia Pictures Industries and 20th Century-Fox Pictures. Fox, for instance, will put a couple of commercials for its new counterculture theatrical movie, "Wizards," into the 25-minute Jimi Hendrix concert and then pay VTN a flat rate based on the number of colleges that accept the program. As an example, if anywhere from 11 to 25 colleges take Hendrix with the "Wizards" commercial, Fox would pay \$267 per campus for a week's worth of unlimited runs, \$241 per campus per week for a four-week run, and \$227 per campus per week for an eight-week run.

## New study downplays TV effect on young

### Illinois professors claim national groups overstate their cases

Two researchers at Southern Illinois University—Carbondale have completed a study purporting to show that TV violence doesn't have as big an effect on children as some groups would have people think.

Education Professors Charles Klasek and Nancy Quisenberry say they respect organizations such as the National Parent-Teachers Association for trying to clean up television, but they think the PTA and others exaggerate the negative influence

of TV on children.

"There just hasn't been enough research done to indicate television has the profound effect on children that many people and groups are claiming it has," Mr. Klasek said.

From their own two-year study of 341 Marion, Ill., families with children in the fourth, fifth and sixth grades, the educators concluded that TV does affect children already prone to violence—some 20% of all child viewers, by their calculation—but they said it is difficult to identify the children that fit in that category.

Their research led them to these other conclusions:

- TV viewing does not hurt school achievement appreciably. They said it does not seem to matter how much TV a child watches, unless he or she is viewing late at night. Children who watch after 10 p.m. apparently do show lower achievement levels.

- Many children do watch TV in the late-night and early-morning hours, making the family-viewing period pointless.

- The criticism that TV interferes with religious beliefs appears unfounded.

The researchers also concluded that parents are more sensitive to what their children watch on TV than some groups think.

## A share of the pie

### Spokesman of U.S. Olympic group wants proceeds from broadcast money to go to American athletes

The executive director of the United States Olympic Committee thinks American athletes should get a share of the millions of dollars being paid for U.S. broadcast rights to Olympic games.

The International Olympic Committee, which received \$12,633,333 from NBC for U.S. rights to the 1980 summer games in Moscow, meets for a week in Prague, Czechoslovakia, beginning June 10. The U.S. committee's director, Donald Miller, will be there in hopes of convincing the IOC to give as much as 10 to 15% of the rights fees for games for 1980 back to the U.S. The money is needed, Mr. Miller said to help send American athletes to qualifying meets and to the games themselves, and to help establish regional training centers and sports medicine programs.

According to Mr. Miller, as the rules now stand the IOC divides its share of the rights fees (one third of the total amount paid, with the other two thirds going to the host country's organizing committee) three ways: a third to support itself, a third to the various IOC-approved international federations which govern each sport (there is, for example, a federation for amateur basketball), and a third to the IOC's "solidarity" program, which helps establish athletic programs, particularly in the "emerging" nations.

But with TV rights escalating as rapidly as they are—ABC paid a total of \$25 million for rights to the 1976 games in

Montreal—Mr. Miller and others think the distribution should reflect more closely the percentages each country brings in. "I think they're [the IOC] getting to the point where the monies available exceed their uses for it," Mr. Miller said last week.

The U.S. committee depends entirely on donations, Mr. Miller said, and the current budget of \$25,785,000 for the next four years represents more than a 100% increase over the last four-year budget.

## NBC gets tangled in a story line

### Decision to end love affair between black and white evokes charges that network succumbs to racist pressure; tension eases, however, with her continuance in altered role

A controversy has broken out over why network daytime's most prolonged interracial love affair has hit the skids.

Tina Andrews, the black actress involved in the NBC-TV serial, *Days of Our Lives* (Monday-Friday, 1:30-2:30 p.m. NYT), says NBC has shamelessly caved in to a barrage of racist-slanted mail.

NBC executives say that the interracial subplot was scheduled to last only a year (from spring 1976 to spring 1977) and had run out of Nielsen gas. (The series is down a couple of rating points from its position this time last year.)

One consequence of the raft of stories late last month about the dispute—particularly a marathon report in *The Los Angeles Times*—is that NBC and Columbia Pictures Television, which produces the serial, have decided not to take Ms. Andrews off the show completely. (Her last day was scheduled to be Thursday, May 26.) "My agent has been told that my services will be called upon in subsequent weeks," said Ms. Andrews by phone from Los Angeles, where the series is taped at NBC's Burbank studios. "And I'm delighted, because I love doing the show."

"We haven't exactly resolved where this subplot will go," said the co-executive producer of *Days*, H. Wesley Kenney, confirming that Ms. Andrews has not been fired.

In the subplot, David Banning, the young white man, although in love with the Tina Andrews character, Valerie Grant, has decided to marry the white woman he's made pregnant.

At least that was the plan before the controversy broke.

Now, Mr. Kenney says, David may end up visiting Valerie at the Howard University Medical School, in Washington, where she's studying for an MD degree, and it's not inconceivable that the romance could be rekindled.

Madeline David, NBC's vice president for daytime programs, says she's convinced the producers have handled the love affair "very sensitively, and with good taste." Both Ms. David and Mr. Kenney say that although there may have been less

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touching and kissing between David and Valerie than if they were both white or both black those kinds of overt demonstrations of affections are not necessary to the establishing of an emotional connection between two people.

Ms. David remembers that the most concentrated outpouring of negative mail NBC ever got for a daytime show was when a white man and a white woman got involved in a steamy sex scene in *The Doctors* (Monday-Friday, 2:30-3 p.m.), proving to her that too much physical involvement can be a detriment to viewers association with the tenderness between people they identify with.

"There was no deluge of mail" over any of the scenes between David and Valerie on *Days of Our Lives*, Ms. David said, "only a dozen or so letters from the lunatic fringe" that are often unsigned and loaded with ugly references to the supposed domination of the airwaves by "niggers" and "kikes."

## Explanatory rider on fund solicitations opposed by NRB

**Religious group says disclosure  
could chill would-be donors,  
objects to non-FCC intervention**

The National Religious Broadcasters association says it fears that passage of a bill requiring charitable organizations to disclose financial information while soliciting funds would endanger gospel programming on radio and television.

In a statement to a subcommittee of the House Post Office Committee, NRB argued that people who give donations to the producers of religious programs "might have second thoughts when the subject of that cause of ministry is accompanied or immediately followed by an obviously governmentally compelled notice or announcement." Most religious programs, it said, are funded by contributions from viewers.

The bill would require charitable organizations to disclose with solicitations for money (1) the legal name and principal business address of the organization, (2) the purpose of the solicitation and intended use of the contribution and (3) the percentage of the previous year's contributions which actually went for the charitable purpose—as opposed to fund-raising and administrative costs.

The bill is intended as a response to abuses that have been uncovered where so-called charities were using most of their donations to support themselves, but NRB said the potential harm it poses to religious programmers would amount to a government infringement of freedom of religion. Furthermore, the bill is unnecessary, NRB said, because abuses in the solicitation of funds in the religious community "are rare, almost nonexistent."

The bill exempts broadcast solicitations of 60 seconds or less, but it is unclear what

constitutes a 60-second solicitation, NRB said. It objected, too, to indications that the Postal Service, rather than the FCC, would be the regulator in this instance.

## West Coast 'Academy' open for business

**Hollywood Academy of Television  
Arts and Sciences has membership  
blanks ready; signs with NBC-TV  
for awards presentation in Sept.**

The newly formed Hollywood Academy of Television Arts and Sciences is accepting applications from qualified persons working in national television.

Larry Stewart, president, said applications are available at the following locations: in New York, at the awards offices of the three TV networks, in John Gubernman's office at Lincoln Center and at the offices of the Screen Actors Guild, Writers Guild East and the Directors Guild of America; in Chicago, through Irv Kupcinet of the *Chicago Sun-Times*; in Washington, through Larry Grossman at the Public Broadcasting Service; in Miami, through Bill Brazzil at WTVJ(TV); in San Francisco, through Dick Robertson of KRON-TV; in Atlanta, through Don Heald at WSB-TV and in Hollywood, at the Academy office at 6363 Hollywood Boulevard.

The Hollywood Academy (not affiliated with the National Academy of Television Arts and Sciences) has signed an agreement with NBC-TV to telecast a new national awards show on Sept. 11. NATAS revoked the charter of its Hollywood branch in February and subsequently NBC-TV canceled the scheduled NATAS Emmy telecast because Hollywood producers and talent said they would not appear on the program.

## ACT issues guide to TV viewing

Action for Children's Television issued last week the first of five books in a series titled "Promises and Performance: ACT's Guide to Television Programming for Children."

The first volume in the series is titled "Children With Special Needs" and consists of 25 original articles by educators, psychologists, broadcast producers and advertising officials. It focuses on television's role in the lives of children with disabilities.

The 255-page book has been published by Ballinger Publishing Co., Cambridge, Mass., and is available in hard cover (\$12.50) and paperback (\$6.95). The material was edited by Maureen Harmonay, publications director of ACT. Each chapter contains a resources section listing printed material, television and radio programs and films related to the subject discussed.



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## Doctors upset over ABC-TV documentary

**American Psychiatric Association considers filing fairness doctrine complaint to protest show it considers 'one sided'**

ABC-TV faces a possible fairness doctrine complaint as a result of its one-hour *Closeup* documentary on the treatment of mental illness, "Madness and Medicine," which was broadcast from 10 to 11 p.m. NYT May 26. The potential complainant is the American Psychiatric Association, which, through its lawyers, has attacked the documentary as a "one-sided attack on psychiatry."

Joel I. Klein, the association's counsel, said in a letter to ABC-TV Network President James E. Duffy that "the program completely failed to discuss or consider the numerous instances where various psychiatric treatments have had highly beneficial results."

The association "strongly believes" ABC is obligated "to correct the misinformation and imbalance resulting from 'Madness and Medicine,'" Mr. Klein wrote. If it does not, he added, APA will pursue "all legal remedies available to redress the harm" caused by the program. In an APA news release, APA President Jack Weinberg is quoted as making it clear the remedies that would be pursued included "the fairness doctrine."

Mr. Klein, in his letter, asked ABC to announce within two weeks what action it will take "to remedy the program's unfairness." He also asked the network to inform the APA of programs broadcast or planned for broadcast "that present different, less biased views with respect to the issues discussed in 'Madness and Medicine.'"

APA made a wide distribution of the letter. Copies went to Joseph A. Califano, secretary of Health, Education and Welfare; Mrs. Rosalyn Carter, honorary chairperson of the President's Commission on Mental Health; Dr. Peter Bourne, special assistant to the President for Health Issues; Dr. Bertram Brown, director of the National Institute of Mental Health; Joseph N. Onek, assistant director of Domestic Policies, the White House, and Dr. Thomas Bryant, director of the President's commission on mental health.

## Law professors fret about the way TV policemen bend law

**Survey cites examples that 'would horrify average judge,' says they affect public attitudes**

The good guys might not be so good after all; they set less than legal standards and may convince the public that their conduct is acceptable in real life. So asserted two

law professors from the University of Massachusetts at Amherst who monitored prime-time police shows from fall of 1974 to spring of 1976 and became convinced that "today even most blatantly illegal and unconstitutional behavior of police officers is glorified by an endless stream of television police dramas."

The report, published in *Saturday Review* and reprinted in the American Bar Association's *Student Lawyer*, is based specifically on prime-time police shows (15) televised during one week—considered average—in March last year. In that period Professors Stephen Arons and Ethan Katsh "found 43 separate scenes in which serious questions could be raised about the propriety of the police action."

The 43 incidents were categorized as follows: 21 "clear constitutional violations," 15 cases of police brutality or harassment and seven cases when constitutional rights were not mentioned.

"The facts would horrify the average judge if they were brought into court as real cases," the professors claimed. "Hardly a single viewing hour passes without an illegal search, or a confession obtained by coercion, or the failure to provide counsel. Warrants are not sought or issued, and hardly any mention is made of notifying suspects of their right against self-incrimination."

As one of several examples, the professors cited a *Kojak* episode, in which the New York policeman is said not to

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have the evidence for an arrest or a search warrant, but wanting a toy soldier for his case, tells his colleague "I'll do the talking and you swipe the soldier." Messrs. Arons and Katsh found it rare when television police dramas show that innocent people can be injured by improper police action. And through viewing these alleged incidents of misconduct, the professors said, the average citizen might not recognize when his constitutional rights are being infringed upon in real life.

"If crime-show violations of the Constitution always turn out to be a good thing, then these TV morality plays may amount to nothing more than reactionary propaganda," they said, noting that public attitudes are determined by television as well as by the courts. The professors contended that Supreme Court decisions of late have been empowering law enforcement officers to act in ways that not long ago had been considered illegal and that the trend is continuing. In fact, they asserted, the police actions on the TV screen they consider illegal may soon be legally acceptable.

### Freedom vignettes offered by Honor America group

The Washington-based Honor America Committee has started a program intended to remind the country that the spirit of last year's Bicentennial does not fade with the last sparks of an Indepen-

dence Day firecracker.

The committee, headed by J. Willard Marriott, of the Marriott hotel chain, and including such names as Washington communications lawyer Leonard H. Marks and NAB President Vincent Wasilewski has put together a package of 22 "Words of Freedom" radio vignettes which will be carried by Mutual Broadcasting affiliates this summer.

Beginning on Flag Day (June 14) and continuing to Independence Day, the radio series will feature well-known personalities (Art Linkletter, George Kennedy, Peter Fonda and others) in daily 90-second spots highlighting passages the writings of famous Americans of the past.

Stations wishing to participate in the special series should contact: American Historic and Cultural Society, 927 National Press Building, Washington 20045.

### Program Briefs

**ARCO's ante.** Atlantic Richfield Co. has committed about \$1.3 million in underwriting to Public Broadcasting System for upcoming season. For fourth straight year, ARCO is investing in *In Performance at Wolftrap* shows produced by WETA-TV Washington, will spend \$800,000 for four summer specials involving jazz, ballet, swing and bluegrass. KCET(TV) Los Angeles will have two fall music shows, each produced with about \$250,000 from ARCO: cruise concert with Zubin Mehta conducting Los Angeles Philharmonic,

filmed in Greece and on luxury liner, and opera presentation of "The Merry Widow" starring Beverly Sills at San Diego Opera.

**Meetings set.** Representatives of Sisters of St. Francis, Rochester, Minn., and of the Grail, Loveland, Ohio, met with officials of NBC to discuss portrayal of women and minorities on TV, and agreed to two more meetings later this year to continue dialogue. Religious organizations had withdrawn resolution that was to have been placed before RCA's annual meeting several weeks ago, when NBC agreed to conference.

**In reserve.** NBC-TV has ordered five episodes of new half-hour sitcom called *The Kallikaks* to serve as possible mid-season replacement next fall or winter. Series, produced by Stanley Ralph Ross in association with NBC, focuses on Southern family that operates dirt-poor two-pump gas station in rural California.

**From broadcasting to politics.** Barry Farber, host of the *Barry Farber Show* over WOR(AM) New York for 14 years, has resigned to run for nomination for mayor of New York. He has been succeeded in Monday-through-Friday slot (11:30 p.m.-4:55 a.m.) by Bob Grant, formerly of WMCA(AM) New York. Mr. Farber is seeking to run on both Republican and Conservative Party tickets.

**No encroachment allowed.** FCC has ordered Hamburg TV Cable Inc., Hamburg, Pa., to provide network nonduplication protection to WGAL-TV Lancaster, Pa.,

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NBC affiliate. Order requires Hamburg to begin protection at its Leesport and Mohrsville, both Pennsylvania, systems within 90 days. WGAL-TV had requested protection on six interconnected Hamburg systems, but commission said it could require protection on only two systems within WGAL-TV's 35 mile specified zone.

## Making public-affairs programs a success

How to build local public-affairs programs that will gain audience and thus become commercially attractive is one of the subjects being studied by the Lab for Public Affairs Television of New York's New School for Social Research. It's also among the areas to be explored in a one-day regional conference to be held June 15 under the sponsorship of the Lab, the Markle Foundation and the New York Chapter of the National Academy of Television Arts and Sciences.

The Lab's study, financed by a \$116,000 grant from the Markle Foundation, is aimed at finding new ways to deliver top-quality local public-affairs TV. One phase is examining the feasibility of establishing a local public-affairs center that, working with one or more commercial TV stations, would do experimental research and production of programs designed to combine quality and wide audience appeal. Herbert

Danska, formerly a producer with WNEW-TV New York and other stations, is project director for the study, and Thomas H. Smith, former program director of WNEW-TV and WCBS-TV New York, is consultant directing the research.

Speakers for the June 15 conference, to be held at the New School Graduate Center, include both broadcasters and critics. Among them: Ann Berk, station manager, WNBC-TV New York; Dave Marash, WCBS-TV News; John Johnson, WABC-TV New York News; John O'Connor, TV critic of the *New York Times*, and Nicholas Johnson, former FCC commissioner, now head of National Citizens Committee for Broadcasting.

## ASCAP wants religious suit switched to New York

Charges by a group of religious broadcasters in a lawsuit demanding a per-use type of music license from the American Society of Composers, Authors and Publishers (BROADCASTING, March 31) have been denied by ASCAP in the U.S. district court in Orlando, Fla.

At the same time ASCAP asked that the case be transferred from Orlando to the U.S. Southern District Court in New York, which has jurisdiction over ASCAP operations under a consent decree and where, ASCAP noted, the All-Industry Radio Music License Committee's suit, includ-

ing similar issues, pends. The case may be long and complex, ASCAP contended, and a trial in Orlando would be costly and inconvenient for ASCAP and less convenient than New York for most plaintiffs and some 200 stations they claim to represent. The plaintiffs include four members of the Religious Broadcasters Music License Committee: WSST(AM) Largo, Fla.; WTLN(AM) Apopka-Orlando, WRYT(AM) Boston and KGER(AM) Long Beach, Calif.

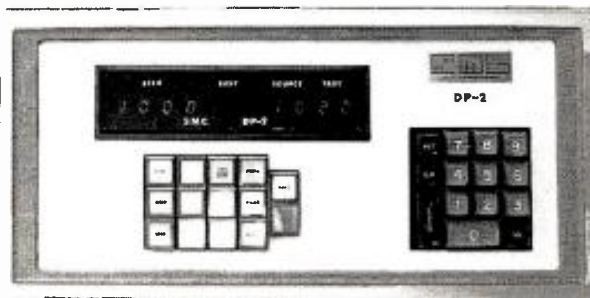
## Gerbner is told to get a new act

**Federal funds for his monitoring of TV violence to end next year; it's no longer 'basic research'**

Dr. George Gerbner, a prominent surveyor of TV violence, has been advised that his flow of federal funds will be plugged up on Feb. 28, 1978, unless he comes up with a new proposal with more of a research than a monitoring angle.

The National Institute of Mental Health, through its advisory mental health council, has rejected the latest funding request from Dr. Gerbner as not being "basic research," but it let the professor from the Annenberg School of Communications of the University of Pennsylvania know that a revamped proposal would be welcomed for review. (Dr.

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Gerbner is expected to submit a new request.)

Thus far, according to Dr. David Pearl, chief of the NIMH's behavioral sciences division, Dr. Gerbner and the Annenberg School have received grants totaling \$350,000 to \$400,000. Previous grants have allowed Mr. Gerbner to develop a "multidimensional" violence profile, Dr. Pearl said. He added that the NIMH decision was not based on the quality of Dr. Gerbner's work which he characterized as "well-based" and "excellent."

Dr. Gerbner and his staff plan to investigate other potential funding sources. In the meantime, however, funding continues from the American Medical Association—\$107,000 over the next three years.

## A matter of freedom

**Congressional librarian says TV is dictating American lives; independence should be declared**

"Just as earlier Americans showed the courage to declare their independence of political powers which limited their opportunities and infringed their freedoms, so we must declare our independence of the newly overwhelming television powers," Daniel Boorstin, librarian of Congress, said in a speech reprinted in the *Congressional Record*.

Mr. Boorstin called television a "revolu-

tion" that has "revised our American vocabulary, and now governs our times of rising and of eating and of retiring, the hours set for public events, the schedule of our daily lives."

Mr. Boorstin made these remarks at the dedication of the National Humanities Center in North Carolina, but he has applied them equally in arguing for legislation to create a Center for the Book in the Library of Congress. This particular speech was entered in the *Congressional Record* by Representative Lucien Nedzi (D-Mich.), a sponsor of the bill in the House. (The bill has also been introduced in the Senate by Howard Cannon [D-Nev.], who is vice chairman under Mr. Nedzi of the Joint Committee on Libraries.)

Mr. Boorstin said TV's influence has created a desperate need to reawaken interest in the humanities in this country: "The humanities which have made us free can and must keep us free. Free to choose from the resources of all past times and places, free to read and not just to watch. The humanities can keep us from becoming passive victims—of commercial songs and slogans and fantasies, of situation comedies and soap serials, or quiz programs and talk shows, of those who would tell us what to buy, what to think, whom to admire, how to behave." He said: "Television tends to make us objects and not subjects, to make each of us a target and not a bow."



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## Low-cost device promises cable to hinterlands

**Key is Microwave Associates' package that would obviate need for expensive lines, relays; CATA's Moore shows it to FCC with admonition that its success hinges on commission's revamping its present rules**

A question often posed to those who speak of cable television as the wave of the future is: How do cable television entrepreneurs plan to provide service in rural areas, where cable costs are high and the number of prospective subscribers is relatively low? Kyle D. Moore, president of the Community Antenna Television Association, may literally have been holding part of the answer to that question in his hand, last week, in an appearance before the FCC at its monthly en banc meeting.

It was several pounds of a 20 milliwatt microwave transmitter and receiver, complete with a fan-shaped antenna. With it, another device just like it serving as a receiver, and a small add-on electronics module attached to the receiver and supplying power, Mr. Moore said, a cable television operator could transmit a television picture "five or 10 miles" across open country "without any interconnecting cables."

The package—which has been developed by Microwave Associates, of Burlington, Mass., costs \$108 per channel, and could be used for serving rural settlements with as few as 10 homes, Mr. Moore said, several hundred homes in rural areas if a combination of such units were employed. The cost of cable trunk and distribution lines to provide service to the rural areas involved, he said, would be avoided.

There is a but, however. Unless some commission rules are modified, the system cannot be built for less than \$2,400 per channel. (Microwave Associates exhibited a \$2,400 model at the National Cable Television Association convention in Chicago in April.) "This is still a significant price reduction from other presently available microwave . . . but it is not good enough," Mr. Moore said. For where a \$108-per-channel box could be used economically to serve 10 homes, he said, 150 homes would be required to provide a viable economic base for a \$2,400-per-channel box. Part of the problem is in the type-acceptance rules requiring new equipment to be tested and evaluated at the FCC laboratory. But perhaps more important is the fact that a low-cost system cannot operate in the 12 ghz band set aside for Community Antenna Relay Service. It could be used in the bands between In-

structional Fixed Television Service—2.5 ghz—and the CARS band.

As a result, he said, CATA will by late summer petition the commission to initiate a rulemaking aimed at making it possible to use the less expensive system. CATA will petition for a simplification of the type-acceptance rules to permit the manufacturer to certify that the equipment meets specifications. It will also suggest that in rural areas where microwave channels are not as greatly occupied as they are in metropolitan markets, rural CATV relays be authorized on a shared, non-interference basis. Mr. Moore did not specify the frequencies CATA would suggest.

"We will petition that new microwave services be opened up with as few rules and as few restrictions as possible, to encourage the rapid implementation of American ingenuity and American technology to solve rural American problems with inadequate television service," he said, adding:

"We will suggest that the commission view this rulemaking not in terms of protecting some existing technology but rather of the public good of providing first-time television to Americans who have been patiently waiting since 1948 for its arrival."

CATA is composed of more than 600 relatively small systems—each with fewer than 900 subscribers, according to Mr. Moore—and most are located outside the 35-mile zone of a major television market and inside the 55-mile zone of a small television market.

Mr. Moore said CATA will urge the commission to move promptly on the proposed rule change "not only on behalf of CATA's 600 member systems, but also on behalf of America's several million rural homes" which lack multiple-channel television service.

Mr. Moore said CATA will present demonstrations of the low-cost microwave at its CATA cable operators seminar, to be held in Fountain Head State Lodge, near Eaufala, Okla., this summer.

## Cable doesn't want to be tied up with rules

**Warner's Hauser tells Senate Communications Subcommittee that forced separation of system and programing ownership would deter industry's growth**

A video demonstration of Warner Cable Corp.'s new 30-channel two-way cable programing and communication service in Columbus, Ohio (BROADCASTING, Feb. 14), is scheduled to be shown to the Senate Communications Subcommittee at its cable TV hearing today (June 6).

The demonstration is planned in conjunction with the testimony of Gustave M. Hauser, chairman and chief executive of Warner Cable. Mr. Hauser plans to tell the committee that the complex Columbus project could not have been undertaken if,

as some have proposed for the future, separate ownership of plant and programing were required.

"From the beginning," he said in testimony prepared for delivery today, "it has been apparent to Warner that the task could only be performed by a single entity assuming full responsibility for conceiving, mounting and marketing the entire project through the investment of considerable professional and financial resources.

"We could not simply build a two-way cable plant and terminals without knowing what products, if any, would be delivered and while waiting for the development by someone of a sufficient number of program services. Conversely, we could not develop costly program services while waiting for someone to build an adequate delivery system and terminals. These risks would be simply unacceptable . . .

"The threat of a planned separations requirement at some future time must, similarly, be regarded as a needless and unfair deterrent to the development of our industry . . .

"What the cable industry needs most at this stage of its development is a regulatory atmosphere hospitable to competition, experimentation and risk in which the requirements of the marketplace can be fully ascertained. This implies a basic freedom to proceed with confidence and the imposition of restrictions only as required to

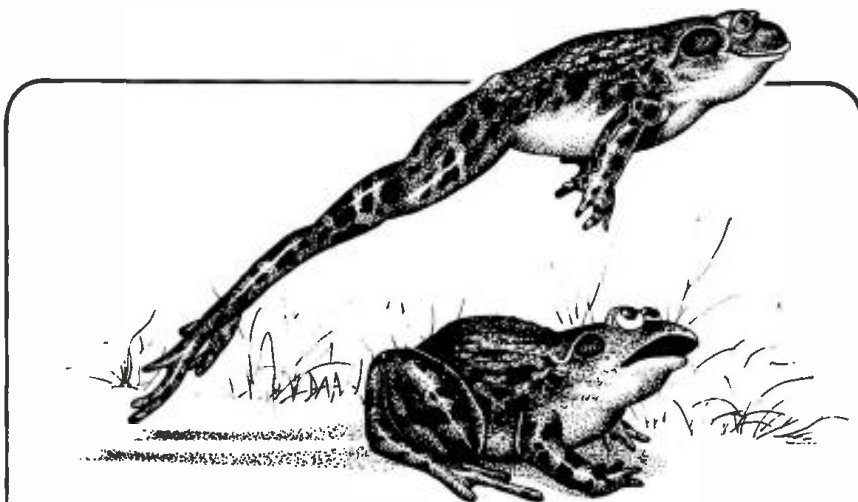
prevent demonstrated rather than theoretical harm to a defined public interest. In effect, we require nothing from government but this right to which all citizens are constitutionally entitled. We are not aware of any valid reason at this time for interference with any experimentation of which this industry is capable in its efforts to serve the public."

Mr. Hauser said the cable industry would "welcome oversight or a formal system of monitoring by your committee or by any other government agency." If abuses should be found, he said, "regulation could then be imposed on the basis of facts rather than on the basis of theory or planning."

As for regulation thus far, Mr. Hauser said that "our industry is constantly being told what it should do, and unreasonably restricted from proceeding with what it can do."

## Forfeiture omitted from new pole-attachment bill

A bill to regulate cable pole attachments has been introduced in the House by Representatives Timothy Wirth (D-Colo.) and James Broyhill (R-N.C.). Backed jointly by the National Cable Television Association and the National Association of Regulatory Utility Commissioners, it permits state regulation of pole attachment



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rates based on federally set minimum standards. The new bill does not include the cable forfeiture provision that is in the bill introduced by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) (BROADCASTING, May 23) and which is sought by the National Association of Broadcasters. Senator Hollings's subcommittee will hold hearings on the bill June 23-24. FCC Chairman Richard Wiley said that if the pole-attachment/cable-forfeiture bill passes, broadcasters should seek a bill to extend their license-renewal terms.

## Cable Briefs

**Off the presses.** National Cable Television Association has prepared new booklet, *Pay Cable Television . . . The Right to Compete*, which offers questions and answers on pay cable issues and regulations. Also included are excerpts from recent U.S. Court of Appeals decision and newspaper editorials on that decision.

**Correction.** Judge George MacKinnon issued May 20 concurring opinion in pay cable case in which he said U.S. Court of Appeals went too far in its section on ex parte contacts (BROADCASTING, March 28). Report in May 23 BROADCASTING attributed concurring opinion to Judge Malcom Wilkey.

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## Media

# Court says FCC made unwarranted presumption in denying renewal to Georgia AM

**Opinion, reversing decision against Faulkner Radio, contends law judge appeared to favor testimony of one side 'because they were lawyers'; court also warns FCC against chilling effect of policy that inhibits filings of oppositions**

An FCC decision denying a renewal of license for Faulkner Radio Inc.'s WLBB(AM) Carrollton, Ga., has been overturned by the U.S. Court of Appeals in Washington. The reason: the commission's apparent readiness to accept the testimony of two parties "who are lawyers, simply because they are lawyers," rather than the testimony of opposing witnesses.

The court, in an opinion written by Judge Spottswood W. Robinson III, directed the commission to reconsider its decision after observing that, "by what seemingly was a class-presumption applied in this case, Faulkner Radio may have been deprived of an opportunity to have its evidence objectively considered."

The court also had something to say about alleged "strike petitions" filed by licensees against would-be competitors. The court cautioned the commission against a policy that would "chill" the filing of such pleadings and, thus, "inhibit [a] vital flow of intelligence."

The lawyers involved are two men named Johnson who are not related—Hollis B. and William P.—who almost 10 years ago, under the name of Radio Carrollton, filed an application for a permit to build an AM station in Carrollton. The opposing witness is Robert M. Thorburn, vice president of Faulkner. And the spark that set off the drawn-out controversy was a petition to deny that Faulkner filed against Radio Carrollton's application.

Hollis Johnson charged in an affidavit that Mr. Thorburn had admitted in a telephone conversation that the petition was filed for the purpose of delaying processing of the application. Mr. Thorburn denied the substance of the statement attributed to him.

Over the next three years, various amendments to the application and supplements to the petition were filed. In time, the commission decided that although Radio Carrollton's application for a permit and Faulkner's for renewal of license were not mutually exclusive, the disputes had become so interwoven they should be consolidated in a hearing.

And it was in the initial decision, Judge

Robinson said, the initial error was made. FCC Administrative Law Judge David I. Kraushaar, in resolving all issues—whether the petition was filed to delay processing of the application, whether either of the applicants had lied to the commission, among them—in favor of Radio Carrollton, commented that "there is nothing more precious and vital to a practicing lawyer than his 'good name'" and that the Johnsons "evidently are attorneys of some distinction in Carrollton, Ga." He also said the commission, "thus, has at least a presumptive basis for preferring the veracity" of Mr. Johnson's testimony over Mr. Thorburn's.

That passage, Judge Robinson said, indicates that Judge Kraushaar "may have labored under" the impression that the "commission indulges a presumption giving greater weight to the testimony of lawyers than that of persons pursuing other callings."

And the commission, Judge Robinson noted, "unreservedly adopted" the initial decision. Accordingly, he added, "whichever way [Judge Kraushaar's] explanation is interpreted . . . a remand for reconsideration is necessary to assure that Faulkner Radio's evidence is evaluated without the impediment of a presumption of veracity indulged an opposing lawyer-witness solely because he happens to be a lawyer." (The commission's grant to Radio Carrollton, which put its station, WPTT(AM), on the air in November 1975, is not affected.)

The court felt it necessary to offer the commission guidance on dealing with "strike petitions" because it felt the commission's policy on the matter, as expressed in its decision, was too sweeping and could have the effect of inhibiting licensees from filing petitions to deny that would serve the public interest.

Unlike Judge Kraushaar, the commission did not specifically find that delay was the primary or even a substantial reason for filing the petition. Relying on the policy it applies in cases involving "strike applications"—those filed for the purpose of blocking a competitor's—the commission said it is not necessary to find that causing delay was Faulkner's sole or even primary purpose "in order . . . to put its license in jeopardy."

Judge Robinson said the language "leaves open the possibility that a licensee jeopardizes its license when it tenders a petition to deny for bona fide public interest reasons, but it also has an incidental—perhaps even a distinctly minor—purpose to retard progress on another's application."

That policy, Judge Robinson added, "might well have a chilling effect on the submission of petitions to deny by competitors—those most likely to bring an applicant's deficiencies to the commission's attention."

In subsequent decisions, the commission appears to have backed off from that position. But Judge Robinson, said, on remand, the commission will be well advised to clarify its policy on strike petitions and,



if it finds Faulkner Radio's petition to be of that character, to specify the precise basis for that conclusion.

Sitting with Judge Robinson on the panel that heard the case were Judges Carl McGowan and Malcolm R. Wilkey. Judge Wilkey concurred in the result.

## It's just as much a woman's world

**Participants in Washington seminar stress that point as they advise on how to get ahead in broadcasting; some myths are punctured enroute**

Set your goals. Be realistic. Take the initiative. Take responsibility. Those basics of how-to-get-ahead-in-business were echoed by panelists in a two-day seminar, "Broadcasting: From a Job to a Career," co-sponsored by the Women's Institute and the American University in Washington.

The May 20-21 seminar, attended mostly by women in support-level jobs in broadcasting or broadcast related fields who have higher management career goals, was a how-to course in gaining management-level positions in radio and television and a general look at the career options in the field.

"There are not enough [women in the media]," said Marsha Wood, director of the department of human resources, Corporation for Public Broadcasting, "and there are not enough of them in the right places." But, she added, the opportunities are there; women will have to work for them. Jerry Lyman, senior vice president and general manager of WGMS-AM-FM Washington, said there are no barriers to women who want to move up in broadcasting. "If you are qualified," he said, "work at it and prove you want it." Erica Farber, vice president and general manager of WXLO(FM) New York, said that qualified women have a slight advantage when competing for jobs against men. "If a man and I were up for the same job, I know I'd get it," she said, "because there aren't many upper-level jobs open to women and management knows it."

Tom Cookerly, general manager of WMAL-TV Washington, listed seven directives for people who seek management-level careers: (1) have drive and initiative; (2) be able to plan and set priorities, distribute your resources; (3) be innovative; (4) be able to make timely decisions and evaluate possible results; (5) be cost conscious; (6) be good at interpersonal and written communication, especially interpersonal ("It's the key to management personnel."); (7) be a team player and contribute to joint efforts. The competition is outside the station, not within the different departments, he said.

Ms. Farber noted three essentials: "You have to listen to your people's [employees] problems, whether you want to or not. You have to love the work and be ready to

move. You can't be defensive anymore."

Mr. Lyman had several questions for the management aspirant: "Are you good management material? Do you inspire peer recognition? Are you the one people look to for decision making? Do you have the ability to show displeasure, criticism? Could you fire somebody? Can you handle other people's personal problems when you have problems of your own? Can you set yours aside?"

He suggested that women consider other areas besides management. "Consider them as careers," he said, and don't feel pushed into management because you can be successful in other areas.

Susan Breakefield Fulton, vice president and general manager of WASH(FM) Washington, said that much of the woman's problem in management is that women have not been raised playing competitive team sports as have men. Women have to learn to be team players, she said, and stop feeling that everything that goes wrong is their fault. Men don't take things personally as women; they can lose themselves in a pack, she said. "If he makes a mistake, the team makes the mistake." The thing to do, she said, is pick up the ball and "play the next play as hard as the play you dropped the ball with."

Eleanor Brown, assistant to the general manager of personnel and community affairs for WMAL-TV, said the key in broadcast management "is control; control is power and the power comes from knowing yourself." "Set your goals," she emphasized. "What will make you happy? What can you do best? What kind of people do you want to be around?" she asked.

Women have three assets that help them in broadcast management, Mrs. Fulton said—they are good listeners, they are more compassionate and they take things more personally.

Katherine Liggins, general manager of WHUR(FM) Washington, said that "there are some areas that aren't going to change unless women change them," and because women are more sensitive, they can change things when they are in management positions because then they know both sides of the fence.

Getting into management positions is difficult for women, she said, because "communications is a cut-throat business,



**Graduation.** Jane Cohen (l), program director of WRC-TV Washington, presents a registrant for "Broadcasting: From a Job to a Career" a certificate for continuing education at the completion of The Women's Institute two-day seminar in Washington May 20 and 21.

whether it's a man or a woman cutting your throat." That's frustrating, she continued, because women expect other women to be on their side.

In general, station managers have sales backgrounds, but the sales field is difficult, Tom Baker, WGMS-AM-FM sales manager said. A salesperson must have intelligence, creativity, self-motivation, honesty, perseverance, aggressiveness, good appearance and love of money to make it, he said. "You have to outrun everybody else," he added.

"Set your goals," said Jane Cohen, program director of WRC-TV Washington said. "You have everything to gain by doing it and everything to lose by not doing it." Broadcasting is a small industry, she said, and the woman who succeeds decides what she wants and goes after it. "We can't be as fortunate as Columbus and discover a new world by accident."

## Public wants a greater hand in public broadcasting

**Survey shows that CPB isn't public enough, but how to change things is question**

Yankelovich, Skelly & White Inc. research has revealed dissatisfaction with the level of public participation in the Corporation for Public Broadcasting's decision-making process, and beyond that, has turned up no clear-cut principles from the CPB board on how to improve the situation.

The report, "Public Participation in Public Broadcasting," commissioned last November by CPB for \$30,000 and now released in Washington, involved a survey of 151 persons from CPB, CPB's Advisory Council of National Organizations, other national groups, public broadcasting organizations and stations and public participation firms.

The 85 specific findings showed a virtual consensus wanting the American public represented at large, "without emphasis on any one segment." But aside from comments on programing, only vague and general answers surfaced on which CPB's activities public participation can and should play a role.

It was also agreed that problems stem from a lack of awareness by the public of CPB's existence, as well as from "mal-functioning of the available mechanisms." Of the latter problem, respondents claimed that "panels of experts and task forces cannot and do not provide CPB with true public participation." Open board meetings were also rejected because "they provide public participation which is too haphazard and unstructured to meet CPB's needs."

What the respondents would like to see more stress placed on are public opinion research and station input. ACNO, CPB's primary public participation resource, was

**When in Rome.** FCC Chairman Richard E. Wiley and three of his colleagues, along with other U.S. government representatives, will spend three days in Rome next week conferring with representatives of Western European countries on the development of long-range plans for North Atlantic telecommunications facilities.

The meeting will be a sequel to one representatives of the Western European nations—the United Kingdom, France, Italy, West Germany, Switzerland and Spain—attended in Reston, Va., near Washington, last December.

Attending the conference, which will run from June 13 to 15, with Chairman Wiley will be Commissioners Abbott Washburn, Joseph Fogarty and Margita White. Three Common Carrier Bureau staff members—Raymond B. Crowell, Kenneth Stanley and Robert Gosse—will back them up. The U.S. delegation will also include representatives of the State Department and the Office of Telecommunications Policy, as well as a congressional delegation.

regarded "as potentially valuable but is not operating effectively." As for the way to improve the CPB/ACNO relationship: "For the most part, the participants—due to frustration on all sides—were not thinking about practical concrete solutions. The general sentiment of ACNO delegates was that the board should simply use ACNO more, while the board would like to see ACNO restructured."

In the Yankelovich, Skelly & White analysis of the findings, it was emphasized that "the allegation of so many ACNO delegates that the board is acting in bad faith—and that this study is just a pretext for dissolving ACNO—is not substantiated by the research."

The "principal obstacle" wasn't seen as a lack of commitment to public participation by the CPB board members but rather "that they have not thought through how to implement this principle in a practical and effective fashion."

"As matters stand today, even if the board was given a totally trouble-free mechanism for achieving public participation—such as an imaginary computer that would automatically answer any question about public attitudes without demanding anything in return—it would, under existing conditions, probably not be used very often," the report said.

The study also has advice for ACNO, among other recommendations, that it sharply distinguish between its advisory and lobbying roles and that ACNO delegates speak for their constituencies, not themselves. And instead of addressing only the special interests of ACNO mem-

ber organizations, delegates were encouraged to consider the American public as a whole.

The research and analysis are now in the hands of the CPB board's public affairs committee for study. No deadline for CPB board reaction or discussion has yet been set.

## NEA questions broadcasters' responsibility

**Association tells FCC that community needs are not adequately ascertained; however, radio-TV does draw praise for help to national Call for Action**

The National Education Association has surveyed its state associations' relations with radio and television stations around the country and, NEA's director of communication services indicated in an appearance before the FCC last week, found them in generally poor repair.

Susan Lowell, who participated in the commission's monthly en banc meeting, related findings she felt raised questions concerning broadcasters' sense of responsibility in ascertaining community needs, in affording the public access to their stations and in observing the fairness doctrine.

For a commission that has demon-

strated its interest in easing regulations on broadcasters and that has exempted stations in markets of less than 10,000 population from formal procedures other stations must follow in ascertaining community needs, she had a disquieting comment.

"We are convinced, based on our experiences," she said, speaking of ascertainment, "that the broadcasters are not responsible enough to search out views of teachers in their communities without some legal requirement to do so. In particular, we have found problems with small market stations, whose current legal ascertainment requirements are minimal."

But NEA's complaints are not limited to small markets. Ms. Lowell related an episode in which "a large radio station" in central Ohio had conducted a talk show on an impending school strike in which "only members of the school administration" were invited to participate. Teachers had been denied an opportunity to participate, she said, with the argument—which proved false—that only "technicalities" would be covered on the program.

As for the fairness doctrine, she said, NEA has concluded that there "must be improvements in the way in which it is understood. And this applies equally to the broadcasters and to the public." Ms. Lowell contended that stations "use it as an excuse not to air controversial material."

Ms. Lowell said that the commission should "clarify the obligations of the broadcasters and the rights of the public" under the doctrine. The primer the commission has issued on the subject, she said, is not much easier to understand than the legal doctrine itself.

Ms. Lowell also suggested that the commission prepare "a simple and concise brochure written for the average literate citizen" that would help individuals and groups gain access to the airwaves. The brochure, she said, might mention ways in which stations have "creatively" expanded the list of community leaders interviewed in ascertainment surveys, "detail pertinent regulations and guidelines concerning access and fairness," and provide information as to which station departments are likely to deal with such matters as fairness and ascertainment.

Ms. Lowell's report was not entirely negative. She recalled that WMAL-AM-TV Washington had cooperated with NEA, the U.S. Office of Education, the National Congress of Parents and Teachers, and the American Legion in publicizing—through programing, editorials and public service announcements—American Education Week in November 1976. However, Ms. Lowell found at an NEA conference in January that the WMAL experience was not being duplicated in many cities around the country. The reverse, it seemed, was more often the case. Accordingly, NEA officials conferred with FCC staff members, and designed a "Broadcast Access Project," whose purpose was to provide local and state associations with the information

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they need to develop "realistic expectations regarding their participation on radio and television."

The project consists of three parts. One was a pilot workshop, which was held in Austin, Tex., in February to enable "teacher leaders" to learn how much they know of their "rights to broadcast access." The second is a survey, still under way, to determine what broadcasters "feel their responsibilities" are to the public and, therefore, to teacher organizations.

And the third element was a survey of state communications directors to develop case histories of their "problems and successes" with radio and television stations. Other than the WMAL case history, all of those related by Ms. Lowell were "failures"—histories of stations denying access or of failing to provide the teachers' side of controversies.

But if Ms. Lowell's report regarding broadcasters was generally downbeat, that of a group called Call for Action was decidedly upbeat. Call for Action is a nationwide information service which relies on broadcasters to make that service known. Persons with problems of any kind are urged to call the station, and trained volunteers take the calls and attempt to put the callers in touch with an appropriate private or government agency. If necessary, a volunteer can call an agency in another city. Some 50 broadcasters now participate, and another 10 are expected to be added to the roster.

The commission heard about Call for Action from Frank Fletcher, a communications attorney who is active in the work of the nonprofit group; Paul Sonnabend, chairman; Sydney S. Gordon, president, and Sandra J. Brown, executive director.

The commissioners appeared impressed. Chairman Richard E. Wiley said Call for Action represented "a real opportunity for the private sector to make a contribution to the public interest."

Call for Action had hoped to take an even more direct role in serving the public through its connection with stations. Citing the familiarity of its volunteers with the leaders and problems of the communities in which it is located, Call for Action had urged the commission to permit the volunteers to represent the stations in conducting community-leadership ascertainment surveys. The request was made last year in a rulemaking in which ascertainment procedures were modified. The commission rejected the idea, and it was not clear last week whether the commissioners at the meeting were ready to change their position. But the Call for Action representatives said later they will pursue the matter.

## Civic changes its mind about Jackson compromise

A party to the second effort to resolve the drawn-out contest for TV channel 3 in Jackson, Miss., is withdrawing from the proposed settlement agreement (BROAD-

CASTING, June 28, 1976). Civic Communications Corp., in a letter to FCC Administrative Law Judge Lenore G. Ehrig, said its decision to quit is based on the view it was persuaded to enter the agreement as result of "material fraud." Civic referred to the "perjury and cover up" of Rubel Phillips, of Dixie National Broadcasting Corp., one of the four other parties to the agreement, in connection with his activities as an official of Stirling Homex Corp., a manufacturer of modular housing. Mr. Phillips in January was convicted of stock fraud and sentenced to 10 months in prison and fined \$5,000.

## Two renewals halted

**Wisconsin TV action derails proposed sale of station; Ohio FM case involves possible log falsification**

The FCC set for hearings the renewal applications of WAEO-TV Rhinelander, Wis., and WDRK(FM) Greenville, Ohio.

In doing so, the commission deferred action on a proposed \$726,625 sale of WAEO-TV by Northland TV Inc. to George N. Gillett Jr., vice chairman of Globe Broadcasting Co., (BROADCASTING, Nov. 29, 1976) until it determines whether Northland violated the fraudulent billing rules. The commission will also look into the possibility that Northland officials or employes made misrepresentations to the FCC in the preparation of network station reports.

In the WDRK case, however, the FCC will be investigating whether the station's program and operating logs had been falsified. WDRK is licensed to Lewel Broadcasting Inc.

## Rural telecommunications report expected by Aug. 31

An executive branch interagency committee organized by the Office of Telecommunications Policy has begun work on a project aimed at improving telecommunications services in rural areas. The Interagency Committee on Rural Com-

**Samoan service.** H. Rex Lee, former governor of American Samoa who served as a member of the FCC for five years (1968-73), will become Samoan governor again next month, to serve until territorial elections are held several months hence. Now chairman of the Public Service Satellite Consortium (for educational and other noncommercial entities), he will return to the post he held in 1964-65 largely at the request of native chieftains who credit him with the introduction of educational television. PSSC will be operated by its president, John Witherspoon, during Governor Lee's Samoan sabbatical.

munications will examine the regulatory barriers to rural telecommunications growth (including such FCC regulations as those restricting crossownership and translator operation) and the institutional barriers to social service applications, and will develop options for communications demonstrations in rural areas. Richard Neustadt, White House aide who helped establish the committee, joined with OTP Acting Director William Thaler in greeting the group at its first meeting in late May, and assured members of the interest of President Carter and Congress in the program. The committee's report is due Aug. 31.

## An AM/FM breakdown

**AM's lead from 6 a.m. to 7 p.m. then FM's take over until midnight**

In an analysis of the share of the audience of AM and FM stations by different dayparts, Eastman Radio found that AM stations were dominant in the 6-10 a.m., 10-3 p.m. and 3-7 p.m. segments and trailed FM in the 7 p.m.-midnight period.

Eastman used Arbitron Radio's measurement for October-November 1976 as the basis for its analysis. The rep firm pointed out that most studies highlighting FM's growth show the comparison of AM and FM shares in the broad daypart of Monday-Sunday, 6 a.m.-midnight. Eastman commented that

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26 COUNTIES  
750,000 HOUSEHOLDS  
18 TO 49  
MUSIC  
PROGRAMMED TO THE ADULT WHO ENJOYS THE VERY BEST—AND OFTEN BUYS THE VERY BEST.

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differences emerge when time periods are analyzed and said these distinctions become "important when related to which time periods are used most heavily by national advertisers."

In a total of 69 markets, the Eastman analysis showed that in the 6-10 a.m. period, AM stations achieved a larger share of the audience in all markets; in the 10-3 p.m. sector, AM stations dominated in 50 markets and FM stations in the remainder; in the 3-7 p.m. spread, AM led in 53 markets and FM in 16 and in the 7 p.m.-midnight slot, FM stations gained a larger share in 42 markets and AM in 27.

## One man's idea for restructuring Canada's broadcasting system

**Consultant hired by Ontario government; commission says it should be turned into 12-channel national operation**

A communications consultant based in Toronto has proposed that an umbrella organization, named Television Canada, take over all the facilities of Canadian Broadcasting Corp., the CTV network, Global Television, independent TV stations, and private cable companies to form a nationwide 12-channel system. Stuart Griffiths in a report commissioned by On-

tario's Royal Commission on Violence in the Communications Industry, said that the costs would be comparable with the present private/public broadcasting system, with assets of \$690 million.

A special production/technical company would be set up and private industry allowed to own up to 70% of the stock; the public would own no more than 30%. Two hundred program hours would be scheduled daily with seven channels in English and five in French, and each with a different focus. U.S. border-station programming would still be available, as would cable programing in homes with special converters. Most popular U.S. shows would be integrated into the new system.

The report criticized the Canadian Radio Television and Telecommunications Commission for issuing too many commercial television licenses, claiming that there isn't enough advertising revenue to support all the outlets.

The new system, Mr. Griffiths claimed, would triple the amount of money available for programing, as well as establish a structure wherein greater program diversity could develop. He argued that it is short-sighted for Canadians to make piecemeal changes concerning minority or violent programing.

Canada, however, is not the only country that has received commissioned reports urging drastic broadcast reorganizations. A British government panel, led by University College Provost Lord Annan has recommended that the British Broadcasting

Corp. and The Independent Broadcasting Authority be stripped of their control over local radio and that the stations be placed under a new organization. The Annan committee also recommended creation of a fourth TV network (BROADCASTING, April 11).

## Changing Hands

### Announced

Station sales were announced last week, subject to FCC approval:

■ **WHLQ(FM)** Canton, Ohio: Sold by Radio Akron Inc. to Kimochi Corp. for \$415,000 plus \$50,000 covenant not to compete. Seller is owned by Susquehanna Broadcasting Co. (Louis J. Appell trust, 87%, and members of Appell family). Susquehanna owns WKIS(AM) Orlando, Fla.; WQBA(AM) Miami; WLTA(FM) Atlanta; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, WLQA(FM) Cincinnati and WLQR(FM) Toledo, all Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania. Buyer is owned equally by Jack T. Steenbarger and Earle T. Wise, who also own WINW(AM) Canton. WHLQ is on 106.9 mhz with 27.5 kw and antenna 340 feet above average terrain.

■ **KMYR(FM)** Albuquerque, N.M.: Sold by Fontana Media Corp. to Sunbelt Communications Inc. for \$435,000. Seller is owned by David L. Arnold of Albuquerque, Mary Wolff, C. Ben Goddard and Walter Weir and family, all of Denver. None has other broadcast interests. Buyer also owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. President is C.T. Robinson, and other stockholders are Michael D. Hesser, general manager of KSLY; Robert O. Magruder, regional sales manager of Doubleday Media (broker), Dallas; Michael J. Rovell, Chicago attorney; Drs. Pasquale DeMarco, Murray Rosenberg, Daniel Lassman and Jerry Wein and Mrs. Rose Kobernik, housewife, all of Chicago. KMYR operates on 99.5 mhz with 19.5 kw and antenna 150 feet above average terrain. Broker: Richard A. Shaheen.

■ **WPEP(AM)** Taunton, Mass.: Sold by Silver City Broadcasting Corp. to John F. Crohan Co. for \$250,000. Seller is owned by Marguerite H.T. MacGregor, who has no other broadcast interests. Buyer is John F. Crohan, former general manager of WCOP-AM-FM Boston. WPEP is 1 kw daytimer on 1570 khz.

■ **WOWL(AM)** Florence, Ala.: Sold by Hammell Broadcasting Inc. to Benny Carle Broadcasting Inc. for \$200,000. Seller is owned by Richard N. Hammell, who has no other broadcast interests. Buyer is Benny Carl Digesu, who has application pending for new AM at Albertville, Ala., and is owner of Huntsville, Ala., advertising agency. WOWL is on 1240 khz with 1 kw day and 250 w night.

■ **KWRG(AM)** New Roads, La.: Sold by Louis Broadcasters Co. to Progressive Broadcasting Corp. for \$90,000. Seller is

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6/6

owned by Louis B. Coco and his son, Louis Jr. They have no other broadcast interests. Buyer is owned by John Lambert Peroyea and his wife, Barbara. Mr. Peroyea is pilot for Lafayette, La., helicopter company. They have no other broadcast interests. KWVG is 1 kw daytimer on 15 khz. Broker: Chapman Associates.

■ Other station sales announced last week at FCC include: KQMQ(FM) Honolulu; WWMO(FM) Reidsville, N.C.; and KHLB(AM) Burnet, Tex. (see page 61).

#### Approved

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

■ WQYK-FM St. Petersburg, Fla.: Sold by Sun Coast Radio Inc. to Suncoast Stereo Corp. for \$788,500 plus \$200,000 covenant not to compete. Seller is owned by Marshall W. Rowland, who also owns WCMG(AM)-WQIK(FM) Jacksonville, Fla.; 50% of applicant for new FM at Jensen Beach, Fla., and one-third of applicant for AM at Lawrenceburg, Tenn. Mr. Rowland sold WQYK(AM) St. Petersburg last year for \$350,000 (BROADCASTING, May 24, 1976). Buyer is wholly owned by Lake Huron Broadcasting Co., which owns WKXN(AM) Saginaw, Mich., and KENR(AM)-KRBE(FM) Houston. Principals in buyer are William J. Edward (56.7%) and Howard H. Wolfe (43.3%). WQYK-FM operates on 99.5 mhz with 100 kw and antenna 240 feet above average terrain.

■ KwBB(AM) Wichita, Kan.: Sold by Wichita Broadcasting Inc. to Mr. D's Radio Inc. for \$600,000. Sellers are C. Hewel Jones, president, William Schueler, Paul Taft, Edgar Keltner and film actor James Stewart, who also own KRXV(AM) Fort Worth (formerly KBUY(AM)). Mr. Taft also owns KODA-AM-FM Houston. Buyers are Lowell D. Deniston, Robert D. Freeman and Frank L. Carney, who also own KEYN(FM) Wichita, KCSI(AM)-KDJQ(FM) Pueblo, Colo., and KOFM(FM) Oklahoma City. Buyers have sold KBUL(AM) Wichita to Agape Communications for \$395,000 (see "For the Record," page 61). KwBB operates on 1410 khz with 5 kw day and 1 kw night.

■ Other station sales approved last week by the FCC include: WBAR(AM) Bartow, Fla.; KOFO-AM-FM Ottawa, Kan.; KBUL(AM) Wichita, Kan.; KFLO(AM) Shreveport, La.; KUSN(AM)-KSFT(FM) St. Joseph, Mo.; WDHN(FM) Dover, N.H.; KWOE-AM-FM Clinton, Okla.; KBMC(FM) Eugene, Ore.; KBUH-AM-FM Brigham City, Utah, and WGRT-FM Clarksburg, W.Va. (see page 61).

### School for seeing

Walter H. Annenberg, president of Triangle Publications, Radnor, Pa., and former ambassador to Britain, has asked the University of Pennsylvania in Philadelphia to submit a plan for development of a program in "visual education" for the University's Annenberg School of Communications.

The request came after Mr. Annenberg

withdrew a proposed gift of \$40 million to finance a fine arts center at New York's Metropolitan Museum of Art. The Philadelphia project would be similar although no dollar figures have been announced and the program would deal with more than the fine arts.

According to the university the proposed plan would involve "the recording, disseminating and educational utilization of great achievements in art, science, technology and other fields."

### WEEP in court no more after traders settle

#### Dispute between seller, buyer comes to an end after nine years

An agreement ending a nine-year court battle has been reached between Entertainment Communications Inc. (Entercom) and Myron Jones Stations over the ownership of WEEP-AM-FM Pittsburgh. But there is still a dispute between them over the announced price. Entercom will purchase the stations for "approximately \$1 million," according to MJS President Myron Jones. Joseph M. Field, president of Entercom, put the price at \$925,000, \$275,000 more than the price agreed on in August 1968.

After an original letter of intent was signed, according to Mr. Jones, "we

broke off negotiations." Entercom then took MJS to court in litigation that has gone as high as the U.S. Supreme Court.

"I think nine years is long enough," Mr. Jones said last week in announcing the settlement. The sale is still subject to FCC approval.

In 1968 WEEP(AM) was a 1 kw daytimer on 1080 khz. In 1970 the station was granted an increase in power to 50 kw, with 25 kw at critical hours. WEEP-FM is on 107.9 mhz with 36 kw and an antenna 420 feet above average terrain.

MJS owns WHOT(AM) Campbell and WHOT-FM Youngstown, both Ohio, and WJET-AM-FM-TV Erie and 50% of WTIV(AM) Titusville, both Pennsylvania.

Entercom owns KBRG(FM) San Francisco; WAYL(AM) Richfield, Minn.; WAYL-FM Minneapolis; KLEF(FM) Houston, and KTAC(AM)-KBRD(FM) Tacoma, Wash.

Blackburn & Co. was the broker and will collect its fee on the original agreement, Mr. Jones said.

### Media Briefs

**Sound association.** Twenty-three Puget Sound area radio stations have formed Puget Sound Radio Broadcasters Association to promote radio as advertising medium, provide forum to discuss broadcast problems and offer education and training opportunities to members and others. President is Rich Robertson, KVI-

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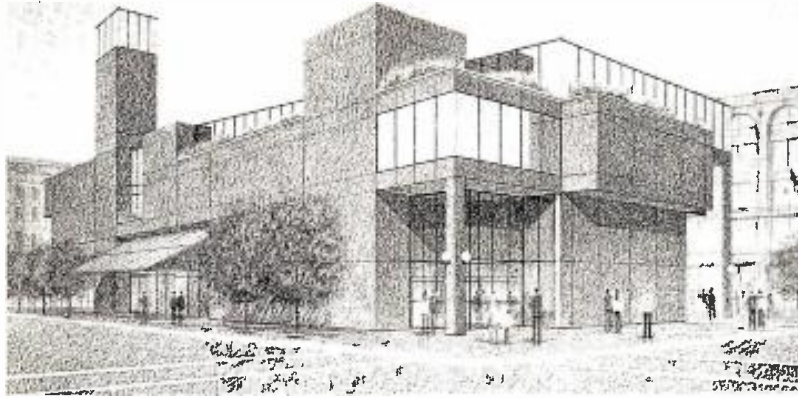
The price is sensible too; at less than two times gross sales. It's \$500,000 cash or \$550,000 on a variety of liberal terms with a large debt assumption to a qualified buyer. Call Dan Hayslett, he's a good ol' boy, to tell you how to put together a good ol' buy.

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**Broadcast House.** Outlet Company's national headquarters for its broadcasting operations in Providence, R.I., will be housed in this new \$3.1-million structure that will also include offices and studios of that firm's WJAR-AM-TV there (see story, page 56).

AM-FM Seattle; vice president, Gil Jacobsen, KIXI-AM-FM Seattle; secretary, Phil Syrdal, KIRO(AM) Seattle; treasurer, Bob Bingham, KISW(FM) Seattle, and board members Shannon Sweatte, KJR(AM) Seattle; Jim McGovern, KMPS(AM); Ralph Heyward, KING-AM-FM; Hal Greenberg, KTAC(AM) Tacoma, Wash., and Dan Riley of KAYO(AM) Seattle.

**High hopes.** Citizens Communications Center, counsel for citizen groups in license-renewal cases in which U.S. Court of Appeals in Washington reversed FCC (BROADCASTING, April 25), is hailing victory as "one of the greater decisions in all of broadcasting history." In one case, court directed commission to hold hearing on renewal of WTVR-AM-FM-TV Richmond, Va., on equal employment opportunity issues, and in other, it told commission to permit complaining groups to obtain information from stations to buttress allegations of discrimination in employment. Citizens said that, as result of victory, "media reform groups around the country ... are considering appeals on several other dismissed discrimination cases."

**New brokers.** Greene/Field, Bronxville, N.Y., has been formed as brokerage firm specializing in sale of cable TV systems but also handling radio and TV stations. Principals are Jerry Greene, formerly vice president, finance, and treasurer, Teleprompter Corp., New York, and Paul Field previously CATV manager for LaRue Media Brokers, New York. Box 530, Bronxville, N.Y., 10708. (914) 793-2390.

**Money matters.** House Committee on Appropriations has accepted recommendation of its Labor & Health, Education and Welfare subcommittee and voted \$145-million appropriation ceiling for Corporation for Public Broadcasting in 1980 (BROADCASTING, May 16). Subcommittee's counterpart in Senate, however, is willing to go higher, voted \$155-million limit. Further action by both houses of Congress is expected in mid-June, with full Senate committee planning to wait and see how appropriation fares on House floor before it makes its decision. House committee and Senate subcommittee both agree, however, on \$15 million for 1980

broadcast facilities funds.

**Cheaper than a Washington lawyer.** National Association of Broadcasters legal department has produced 600-page loose-leaf guide to FCC rules and policies. Price is \$35 for NAB members, \$70 for nonmembers, with periodic updates to be issued for additional fee.

**All in NAB family.** National Association of Broadcasters has added to its membership rolls six radio stations owned by Swanson Broadcasting Inc., Tulsa, Okla. Swanson's seventh, KFJZ(AM) Fort Worth, is already a member.

## Hill hearing to get outside expertise on revamping of FCC

Three panels from different areas to testify beginning today

The House Communications Subcommittee will hold what staff members are calling "preliminary hearings" on FCC reform today and tomorrow (June 6-7). Three panels are being arranged for the two days—the first, to be composed of former FCC members and the second to include citizen group representatives. The third will be made up of representatives from a variety of backgrounds.

Members of the first panel announced thus far are former FCC Chairman Dean Burch and former members Kenneth A. Cox, Nicholas Johnson and Glen Robinson. Members of the second will be Kathy Bonk, National Organization for Women; Pluria Marshall, National Black Media Coalition; Harvey Shulman, Media Access Project, and Ted Carpenter, National Citizens Committee for Broadcasting.

Members thus far confirmed for the third panel are Donald McGannon, president, Westinghouse Broadcasting Co.; John Bankson, Federal Communications Bar Association; Charles Firestone, Citizens Communications Center; and Antonin Scalia, former chairman of the U.S. Administrative Conference, who is currently a consultant to the FCC on its network inquiry.

## Prime-time sales for fall start at fast clip

Networks say C-P-M almost one-third ahead of last season

Prime-time network television sales are off at a galloping pace, with the cost-per-thousand climbing about 30% over that figure at this time last year.

From its leadership position, ABC-TV was more open last week about its sales and prospects. The network said that prime-time commitments have exceeded \$250 million, more than double the amount of orders of a year ago.

James T. Shaw, vice president in charge of sales for ABC-TV, said the speed with which the orders are being placed reflects the strength in that network's new prime-time schedule.

A partial list of ABC-TV advertisers: Allstate Insurance Cos., Bic Pen Corp., Chesebrough-Pond's Inc., Nissan Motor Corp. U.S.A., Florida Citrus Commission, Kellogg Co., Kentucky Fried Chicken Corp., P.R. Mallory & Co., McDonald's Corp., Menley & James Laboratories, The Nestle Co., Noxell Corp., Oscar Mayer & Co., Pfizer Inc., Pontiac Motor Division, Ralson Purina Co., Joseph Schlitz Brewing Co., Singer Co., Toyota Motor Sales U.S.A., Union Carbide Corp., Universal Pictures and Whirlpool Corp.

At CBS-TV, Sales Vice President Frank M. Smith Jr. said sales for the new season are going "just find," but declined to put a dollar figure on them or identify buyers, as a matter of network policy.

"We never do that," he said. "But sales are very good, and I'm glad to hear that. ABC is doing well because it confirms our feeling that the market is very strong—very strong."

Mr. Smith estimated that costs-per-thousands on 1977-78 prime-time buys are about 30% higher than they were a year ago so far as CBS is concerned, and he said that the pattern is fairly consistent at the other networks as well.

Bob Blackmore, vice president in charge of sales for NBC-TV, said prime-time orders are "well ahead" of last year at this

**Comparing notes.** Council of Better Business Bureaus is sponsoring the first in a series of International Exchange Seminars June 6-17 for a group of Japanese corporate executives. The seminar will explore "self-regulation and advertising" activities of Japanese Advertising Review Organization and will study issues common to both Japanese and American advertising. Meetings will be held in Washington, Atlanta, Miami, New York, Detroit and Oakland, Calif.

time and added sales commitments came in particularly heavily last week. He noted he was in his office until 9 p.m. last Wednesday (June 1).

He felt the success of NBC-TV's "event" programming and a strong 8 p.m. time period were factors in this early surge of strength. Mr. Blackmore pointed out that much of the business at all networks at this stage is "on hold" but added that 99% of the time such sales are consummated.

## FTC issues report on eyeglass advertising

A Federal Trade Commission staff report has recommended that private restraints and state laws prohibiting prescription eyeglass advertising be eliminated. Exempt would be state laws requiring advertisements to tell if prices include an eye examination and to what type of lens it applies.

The report, which is open to public comment for 60 days and will be up for commission action thereafter, was produced by the staff of Bureau of Consumer Protection Acting Director Margery Waxman Smith, (who is to become FTC executive director shortly). In a separate memorandum, however, she objected to the recommendation involving state disclosure requirements and claimed that the issue should be left open until states respond to the proposed regulation.

## Advertising Briefs

**Child protection.** Package of new legislation introduced in New York legislature aims to control television food advertising directed at children. Five bipartisan bills would require that ads specify sugar content of food, prohibit premiums or contests for children 11 and under, force stations to report number of public service announcements broadcast for children and direct state attorney general to intervene in FCC station hearings to "ensure that stations are fulfilling their public responsibility" to protect children's health.



**Spokeswoman.** First Lady Rosalynn Carter appears in two 30-second television spots for Mental Health Association. Mrs. Carter, national MHA board member, was filmed at White House and urges viewers to join MHA.



**Allaying cost fears.** The Television Bureau of Advertising's new presentation, "Television: The Sum of the Alternatives," which originally was shown to agencies and advertisers in 28 markets virtually simultaneously on May 4 (BROADCASTING, April 18), will have been shown in a total of 84 markets by the end of next month. TVB estimated last week that more than 12,000 advertising decision makers have seen or will see the 24-minute presentation, designed to respond to advertisers' fears about rising TV costs and to convince them that television is better than all the alternative media. Among latest showings was one by TVB President Roger D. Rice in Pittsburgh and one by TVB Vice Chairman Norman E. Cash in Washington, both on May 26.

**On hand.** Among leaders at the Pittsburgh presentation, sponsored by local stations, were (l to r): William Strong, general sales manager, KDKA-TV; Albert Holtz, vice president/general manager, WPGH-TV; TVB's Mr. Rice; Jack Shenkan, vice president/station manager, WTAE-TV, and Merritt Rose, general sales manager, WIC-TV.

**Reps move into Dallas.** Station Representatives Association, which headquarters in New York and chapter in Chicago, has formed new branch in Dallas. Elected to serve as SRA officers for one year in Dallas are Steve Beard, Blair Television, as chapter president; Ed Robbins, Buckley Radio Sales, vice president; Ms. Lou Kane, Meeker Co., secretary, and Jack Lyons, MMT sales, treasurer.

**FC&B acquires.** Foote, Cone & Belding Communications Inc., New York and Chicago, has reached agreement to acquire Aitkin-Kynett Co. Inc., Philadelphia, under terms not disclosed.

## Data on Spanish market

Strategy Research Corp., New York, has issued a report on the New York Spanish market, giving information on product-use habits, demographic characteristics and behavior patterns in comparison with the non-Spanish sector.

The study shows that Spanish homes use certain products far more than non-Spanish units: 57.9% versus 12.7% for canned spaghetti, 72.2% versus 48.4% for hair conditioners and 82.7% versus 63.2% for

cold remedies. In contrast, non-Spanish households outpace the Spanish homes in the use of such products as prepared salad dressings, diet soft drinks and frozen vegetables. Usage patterns are provided for more than 70 items.

The study, conducted among 706 Spanish and non-Spanish households in the New York area, was sponsored by WXTV(TV) Paterson, N.J.; WJIT(AM) New York and *El Diario/La Prensa*, New York newspaper. Brand preference data are available upon request from one of the sponsors of the study.

## Why TV has banks laughing all the way to the bank

The first workshop on television financial advertising will be offered by the Television Bureau of Advertising and the Bank Marketing Association, Chicago, on June 22-23 in New York.

Roger D. Rice, president of TVB, noted that banks now ranks as TV's second largest local advertiser category. He said by their growing use of TV, the banks are attesting to the medium's ability to fill marketing and advertising goals.

Among the speakers will be key executives of banks, insurance companies and advertising agencies. Subjects will include controlling television production costs; evaluating the effectiveness of TV commercials and defining bank target audiences.

TVB will present the Bank of America with its "Gold Screen Award" for long-term creative use of television.

## Program set for ARF meeting

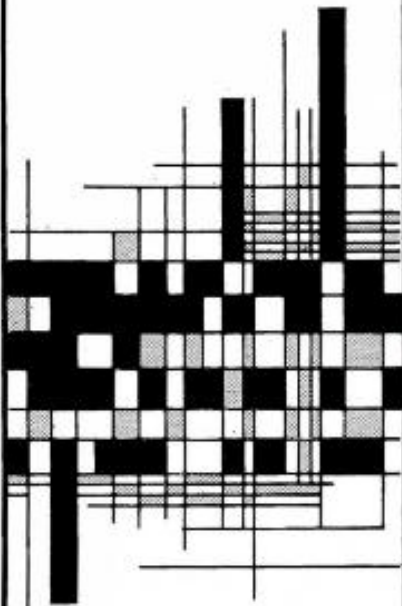
Ten and a half hours of discussion will be presented at the third annual midyear conference of the Advertising Research Foundation in Chicago June 8-9.

The keynote speaker will be Leonard S. Matthews, president, Young & Rubicam National, New York. Speaking at the luncheon will be Gerald Rafshoon, president of Gerald Rafshoon Advertising, Atlanta, agency for Jimmy Carter's presidential campaign.

Participating in a panel on "What We Really Know About Media Effectiveness" will be Joan G. Stark, vice president and media director, Adcom Inc., division of Quaker Oats Co., Chicago, and Bernard H. Miller, manager, media services, Sears Roebuck & Co., Chicago.

Exploring significant trends in media research will be Seymour Banks, vice president, media research, Leo Burnett U.S.A., Chicago; Marvin Mord, vice president, research services, ABC-TV; Stephen A. Douglas, media research manager, *Newsweek* magazine, New York; James H. Daniels, manager, media and advertising services, Phillips Petroleum Co., Bartlesville, Okla., and Charles N. Hakes, research manager, *Detroit News*.

# Broadcast Financing?



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## Finance

### New headquarters, record sales in first quarter greet Outlet Co. stockholders

**Providence, R.I.-based firm to construct \$3.1-million building; Sundlun predicts best year ever with broadcasting revenues up 30%**

The Outlet Co., group station operator and retail store owner, plans to build a \$3.1-million broadcasting headquarters building "symbolic of the broadcasting thrust of the corporation."

The building, according to Outlet President Bruce G. Sundlun, will be in downtown Providence, R.I., where the company is based, and will be known as Broadcast House (see picture, page 54).

Mr. Sundlun reported on the building plans at a May 26 meeting at which he also told Outlet Co. stockholders that their company was off to a record start in what will almost certainly be a record year financially.

For the first quarter, he said, Outlet enjoyed a 33% growth in earnings and a 19.2% rise in sales.

In addition, he said, "based on recent and other probable acquisitions," the company's sales are expected to exceed \$250 million this year, a 68% rise from last year's \$148.4 million, and after-tax earnings are expected to surpass \$9 million, a 70% gain from 1976's \$5.3 million.

For the first quarter, consolidated sales and revenues were put at \$36,288,069 as compared with \$30,421,672 in the same period of 1976, and consolidated net earnings were \$533,529 (20 cents a share) as against \$399,793 (15 cents a share) in last year's first quarter.

The Outlet broadcasting division's earnings were up more than 30%, Mr. Sundlun said, "easily overcoming the negative impact of traditional first-quarter retail losses." Outlet broadcasting's first-quarter performance was "much better" than those of "the other comparable diversified group broadcasters," he said.

The stockholders re-elected all present directors, who then re-elected current officers including Joseph S. Sinclair, chairman; President Sundlun; Gerald Scher, who had been secretary and was elected vice president and secretary; Ralph Bucci, vice president and treasurer; Robert C. Crowell and Felix W. Oziembewski Jr., assistant treasurers, and Josephine Renola, assistant secretary.

## Financial Briefs

**Westinghouse earns more.** Westinghouse reported net income of \$53,193,000 for first quarter ended March 31, 12.6% in-

crease over earnings in same period last year of \$47,229,000. Revenues were \$1,428,270,000, decrease of 1.1% from sales of \$1,443,096,000 last year, figure which included sales by Belgian subsidiary in which Westinghouse reduced its ownership this year and did not include in 1977 sales figure.

**Buying it all.** Sonderling Broadcasting Corp., station group owner, will exercise option to buy Teletronics International's 60% interest in MGS Services, joint Sonderling-Teletronics venture that is one of leading distributors of TV commercials, for \$1.5 million cash, effective June 30.

**Magazine buy.** ABC Inc. has agreed to buy for approximately \$10.1 million in cash, several publications owned by CHC Corp. of California. For its money ABC will get *Los Angeles* and *American West* magazines and *National Insurance Law Service*, state-by-state listing of insurance regulations. However, "definitive agreement" announced June 1 does not include CHC's medical and scientific book publishing subsidiaries, which were included in original agreement in principle between two companies. Selling price under that agreement was to have been \$13.2 million (BROADCASTING, March 28). ABC spokesman said lower final prices reflected exclusion of medical and scientific publishing subsidiaries from deal.

**Flutes and piccolos.** CBS Inc. has acquired for undisclosed amount of cash Gemeinhardt Corp. and its subsidiary, K.G. Gemeinhardt Co., manufacturer of flutes and piccolos. Elkhardt, Ind.-based company had sales in excess of \$6 million last year. Gemeinhardt will become part of CBS Musical Instruments Division, which already includes Steinway pianos, Fender guitars and Gulbransen organs.

**Knickerbocker to Warner.** Warner Communications Inc., New York, and Knickerbocker Toy Co. Inc., New York, have signed definitive agreement for merger of Knickerbocker into Warner under previously announced terms of \$9 in cash and \$10 in principal amount of Warner's existing 9 1/8% subordinate debentures for each Knickerbocker share outstanding

### Broadcast strength gives Taft its best year ever

Taft Broadcasting Co., Cincinnati, reported its net revenues, operating profit and net earnings for the fiscal year ended March 31 were the highest in the company's history, with gains attributed primarily to the strength of its broadcast group. Net revenues were put at \$109,075,211, up 17% from the previous year; operating profit \$31,056,943, up 27% and net earnings \$15,515,363, up 35%. The broadcast group's operating profits were \$26.1 million, up 37%, on a 24% rise in revenues to \$59.8 million. Operating profits from TV and movie production and distribution dropped 61% to \$743,228, however, on a 4% increase in revenue to \$17,185,663. Taft's earnings per share rose 33% to \$3.79.



# The Broadcasting Playlist™ Jun 6

## Contemporary

## Playback

Last This week	This week	Title □ Artist	Label
1	1	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
4	2	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
2	3	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
5	4	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
3	5	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
6	6	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
11	7	<i>Lonely Boy</i> □ Andrew Gold	Asylum
7	8	<i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
10	9	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
9	10	<i>Hotel California</i> □ Eagles	Asylum
8	11	<i>Southern Nights</i> □ Glen Campbell	Capitol
12	12	<i>Lucille</i> □ Kenny Rogers	United Artists
18	13	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
16	14	<i>Whodunit</i> □ Tavares	Capitol
17	15	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
24	16	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
25	17	<i>Da Do Ron Ron</i> □ Shaun Cassidy	Warner Bros.
20	18	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
19	19	<i>Life in the Fast Lane</i> □ Eagles	Elektra
22	20	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
14	21	<i>Right Time of the Night</i> □ Jennifer Warnes	Arista
15	22	<i>Lido Shuffle</i> □ Boz Scaggs	Columbia
23	23	<i>I'm in You</i> □ Peter Frampton	A&M
26	24	<i>Heard It in a Love Song</i> □ Marshall Tucker	Capricorn
13	25	<i>So Into You</i> □ Atlanta Rhythm Section	Polydor
29	26	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
34	27	<i>Margaritaville</i> □ Jimmy Buffet	ABC
32	28	<i>Slow Dancing</i> □ Adrissi Bros.	Buddah/RCA
33	29	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
21	30	<i>Calling Dr. Love</i> □ Kiss	Casablanca
37	31	<i>High School Dance</i> □ Sylvers	Capitol
38	32	<i>Back Together Again</i> □ Hall & Oates	RCA
28	33	<i>Don't Give Up on Us</i> □ David Soul	Private Stock
35	34	<i>I Wanna Get Next to You</i> □ Rose Royce	MCA
-	35	<i>Killing of Georgie</i> □ Rod Stewart	Warner Bros.
39	36	<i>Peace of Mind</i> □ Boston	Epic
31	37	<i>Things We Do for Love</i> □ 10cc	Mercury
30	38	<i>I've Got Love on My Mind</i> □ Natalie Cole	Capitol
27	39	<i>Rich Girl</i> □ Hall & Oates	RCA
43	40	<i>Don't Leave Me</i> □ Thelma Houston	Tamla/Motown
-	41	<i>Higher and Higher</i> □ Rita Coolidge	A&M
41	42	<i>Main Street</i> □ Bob Seger	Capitol
36	43	<i>Trying to Love Two</i> □ William Bell	Mercury
-	44	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
-	45	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
-	46	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
45	47	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
44	48	<i>You and Me</i> □ Alice Cooper	Warner Bros.
46	49	<i>You're My World</i> □ Helen Reddy	Capitol
47	50	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA



**Philadelphia observer.** Joel Denver of WFIL(AM) Philadelphia visited a record store last week—just one way this music director observes the music scene. He watches which records are passed over the counter and notes what's highlighted in the store's displays. From this he gains "insight into where things are going." **Research and chance.** WFIL surveys sales of both albums and singles for music research. Mr. Denver also watches other stations around the country before making up WFIL's 30-record contemporary playlist. "After a period of time, you learn which stations are credible with their playlists and which aren't. Eventually, you get down to a reliable bunch of people you can call on to trade information back and forth," he says. But despite all the research, WFIL occasionally takes a chance on an unproved record. Sometimes, he says, a record comes out that "would just sound good on the radio—something you don't have and there's nothing like it being played in the market." The Bay City Rollers' *You Made Me Believe in Magic* was added at WFIL when it was "just out of the box. We felt reaction in the market and we felt it would be worth our while to play the record this early in the game." Not a bad guess for WFIL—the record bolts to 46 on "Playlist" this week. **Variety.** There's a trend towards larger playlists, observes Mr. Denver, because "people are growing a little weary of the same 10 tunes banged at them. They might just want a little more variety." Toward that end, WFIL programs music as a mass appeal radio station.

## Country

Last This week	This week	Title □ Artist	Label
1	1	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
3	2	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
5	3	<i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
4	4	<i>If We're Not Back in Love</i> □ Merle Haggard	MCA
7	5	<i>Burning Memories</i> □ Mel Tillis	MCA
2	6	<i>I'll Do It All</i> □ Crystal Gayle	United Artists
11	7	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
9	8	<i>It's a Cowboy Lovin' Night</i> □ Tanya Tucker	MCA
-	9	<i>Thank God She's Mine</i> □ Freddie Hart	Capitol
14	10	<i>I'm Getting Good</i> □ Rex Allen Jr.	Warner Bros.
-	11	<i>I Was There</i> □ Statler Bros.	Mercury
6	12	<i>Some Broken Hearts</i> □ Don Williams	ABC/Dot
10	13	<i>Light of a Clear Blue Morning</i> □ Dolly Parton	RCA
16	14	<i>The Rains Came</i> □ Freddy Fender	ABC/Dot
17	15	<i>Me and Millie</i> □ Ronnie Sessions	MCA
18	16	<i>Bluest Heartache</i> □ Kenny Dale	Columbia
13	17	<i>Play Guitar Play</i> □ Conway Twitty	MCA
8	18	<i>Let's Get Together</i> □ Tammy Wynette	Epic
15	19	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
-	20	<i>Head to Toe</i> □ Bill Anderson	MCA
25	21	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
20	22	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
-	23	<i>Born Believer</i> □ Jim Ed Brown & Helen Cornelius	RCA
-	24	<i>Lucille</i> □ Kenny Rogers	United Artists
-	25	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA

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

## Media



Holley

**Jerry Holley**, general manager, WIBW-TV Topeka, Kan., appointed VP, broadcasting, of parent, Stauffer Communications Inc. (changed from Stauffer Publications Inc.) there succeeding **Thad Sandstrom**, murdered May 3 (BROADCASTING, May 9).

**R. Douglas McLarty**, TV project manager, Durham Life Broadcasting, Raleigh, N.C., named station manager of its WRDU-TV there.

**Bob Jacobson**, VP/general sales manager, KVEN(AM)-KHAY(FM) Ventura, Calif., joins KNJO(FM) Thousand Oaks, Calif., as VP/station manager.

**James DeBold**, local sales manager, WVII-TV Bangor, Me., promoted to station manager.

**Albert B. Sturges**, former station manager, WFLD-TV Chicago, named general manager, KSEE(AM) Santa Maria, Calif.

**Hy Farbman**, general sales manager, WRQC(AM)-WPXY(FM) Rochester, N.Y., appointed general manager, WSOL(AM) Tampa, Fla.

**Patricia Urevith**, with U.S. Environmental Protection Agency, Washington, joins SJR Communications, group radio station owner, New York, as corporate director of community relations.

**Eric A. Taussig**, attorney, CBS Inc., New York, joins RKO General Inc. there, as labor attorney.

**Claudia E. Martinez**, in film/tape library, KXAS-TV Fort Worth, appointed public service director.

**Linda Kay Brown**, community relations director/producer/host, KTRK-TV Houston, joins KMJQ(AM) Clear Lake City (Houston), Tex., as community affairs coordinator.

**Wendi Kirkpatrick**, art director, Bozell & Jacobs, Phoenix, joins KPHO-TV Phoenix in same capacity.

**Phyllis A. Hammond**, personnel director, Maryland Center for Public Broadcasting, Owings Mills, Md., appointed director of division of administrative services, succeeded by **Cynthia Fletcher**, on center staff since 1970.

## Broadcast Advertising

**Gerald T. Broderick**, VP, management supervisor, J. Walter Thompson, New York, named senior VP, European client services, London. **Jeffrey Palmer**, account executive, Needham, Harper & Steers, Chicago, joins JWT there as account supervisor. **Betty Jo Abrahamson**, JWT television spot buyer, appointed manager of Chicago spot unit.

**Bill Warner**, senior VP/creative director, de Garmo advertising, New York, named executive VP, creative operations, succeeded by **Alan Zwiebel**, VP/associate creative director. **George S. Karalakas**, senior VP/director of media and marketing, appointed to agency's executive committee.

**Les H. Grafman**, manager, marketing services for *Field & Stream*, CBS Consumer Publishing division, named to same post, CBS Radio Division, New York.

**Bernice Stone**, executive, *Scholastic* magazine, New York, joins Needham, Harper & Steers, New York, as creative services manager. **Bob Reedy**, NH&S art supervisor, and **Marilyn Lewis**, copywriter, Chicago, named creative supervisor and copy supervisor, respectively.

**Walter M. Bagot**, senior VP in charge of operations, Garrison, Jasper, Rose & Co. advertising, Indianapolis, named executive VP.

**Jerome A. Silecchia**, in creative production capacities with CBS Radio, New York, joins Lyle Group Inc. advertising, Southfield, Mich., as VP, creative/sales.

**Nancy J. Diley**, media buyer, Haworth Group, Minneapolis, joins Avery-Knodel Television, Minneapolis, as manager.

**Mark G. Day**, general manager, Christal Co., Chicago, joins Bernard Howard & Co. rep firm, Chicago, as general manager.

**Charles Abrams**, account executive, Leo Burnett, Chicago, joins Kelly, Scott & Madison, media service organization there, as VP, marketing/media.

**Paul T. (Ted) Pearse**, sales manager, KMSP-TV Minneapolis-St. Paul, has rejoined Blair Television in Detroit as sales VP.

**Nancy E. Ryan**, media supervisor, Arnold & Co. advertising, Boston, promoted to assistant media director.

**Daniel P. Strunk**, mid-Atlantic marketing manager, Polaroid Corp., joins Weightman Advertising, Philadelphia, as account executive.

**Ken Barre**, art director, Warwick, Welsh & Miller, New York, joins Keenan & McLaughlin advertising there as art director.

**Geri Welek**, layout/production artist, Stix, Baer & Fuller, St. Louis, joins D'Arcy-MacManus & Masius there as artist, art studio group.

**Richard Dwan**, program supervisor, BBDO, West Coast, appointed director, The Advertising Council, Western region. He replaces **Celeste Meakin**, who is retiring.

**Bob Casper**, director at Lear Levin Productions, New York, named to similar post at James Garrett & Partners there, international TV commercial production firm.

**Fred Kaufman**, general sales manager, KOMO(AM) Seattle, named national TV sales manager, co-owned KOMO-TV there. **Dave**

**Bingham**, KOMO-TV account executive, promoted to local TV sales manager. **Monty Grau**, KOMO(AM) account executive, appointed radio sales manager.

**Tina Vasquez**, public affairs director/equal employment opportunity coordinator, KSDO(AM)-KEZL(FM) San Diego, named director of marketing services, succeeding **Chuck Dunning**, who becomes KEZL account executive.

**Marvin Rothschild**, general manager, WMMB(AM)-WYRL(FM) Melbourne, Fla., joins WKTZ-AM-FM Jacksonville, Fla., as general sales manager.

**Bruce Seratti**, freelance consultant, joins KGIL-AM-FM San Fernando, Calif., as merchandise director.

**John Fullham**, account executive, WRKI(FM) (formerly WINE-FM) Brookfield, Conn., promoted to sales manager.

**Joseph F. Christiano**, account executive, WDCA-TV Washington, joins WTOP-TV there in same capacity.

**Jeff Klopfenstein**, account executive, WNDU(AM) South Bend, Ind., joins WDTN(TV) Dayton, Ohio, in same capacity.

**Bobby Pope**, sports director, WMAZ-AM-FM-TV Macon, Ga., joins sales staff there.

**Lloyd Raskopf**, general sales manager, WEEI-FM Boston, joins sales staff, WMEX(AM) there.

**Mary Beth Garber**, account executive, KNX-FM Los Angeles, and **Mark Sayatovic**, from KGBS-FM there, join KRLA(AM) Pasadena, Calif., sales staff.

**Joe Hempstead**, account executive, WCUZ(AM) Grand Rapids, Mich., joins WOTV(TV) there as sales representative.

## Programming



McGregor

**Charles D. McGregor**, executive VP of Warner Bros. TV distribution, Burbank, Calif., named president of company, with worldwide responsibility for TV sales of all Warner features, series, cartoons and specials.

**Carl Kugel**, executive assistant to president of 20th Century-Fox Television, Beverly Hills, Calif., promoted to director, current programming. **Bob Brand**, head of development for Norman Lear's TAT Communications, joins Fox as director of drama development. **Lynn Roth**, freelance television/motion picture/stage writer, named director of comedy development for Fox.

**Ronald W. Taylor**, program executive, West Coast, ABC Entertainment, named director, current programs. **Jo Ann Emmerich**, man-

ager, daytime programs, East Coast, ABC Entertainment, promoted to director, daytime programs, East Coast.

**Donald March**, director, limited series and novels for television, ABC-TV, Hollywood, joins CBS-TV, Hollywood, as director, special projects, motion pictures for television and miniseries.

**Annette Welles**, president, Wollstonecraft Inc., publishing firm, Los Angeles, joins MCA Inc. Universal City, Calif., as VP of MCA Publishing, responsible for development, acquisition and licensing of publishing rights to feature film and television properties of Universal City Studios.

**Howard G. Malley**, unit manager, NBC, New York, joins ABC-TV, Hollywood, in same capacity.

**Tobi W. Colbert**, president, Colbert Photography, Charlotte, N.C., named production manager, audio-visual department, Walter J. Klein Co., producer of films and filmstrips there.

**Jacques Patterson**, from KDAY(AM) Santa Monica, Calif., named program director, KMJQ(FM) Clear Lake City (Houston), Tex.

**Bob Savage**, program director, WBBF(AM) Rochester, N.Y., joins WKTO(AM) Pittsburgh in same capacity.

**Patricia J. Grace**, director of community affairs, National Association of Broadcasters, Washington, joins WJZ-TV Baltimore as producer/host, of series of instructional programs and associate producer of *Impact* series. **James E.C. Eaton**, producer, Connecticut Public Television, Hartford, joins WJZ-TV as producer/director.

Newly announced staff assignments at KDKA-TV Pittsburgh on its new prime-time access program, *Evening*: **George Christensen**, producer; **Ellen Cooper**, field producer; **Bruce Kaplan**, unit field producer; **Steve Kotton**, videographer; **Arthur Smith** (from WTNH-TV New Haven, Conn.), videographer; **David McCleary**, editor, and **Lynn Hayes**, secretary/production assistant.

## Broadcast Journalism

**Rex Ellis**, London correspondent for ABC News, named bureau chief of new ABC News office in Johannesburg, South Africa.

**Joe Gillespie**, news director, Combined Communications's WSAI-AM-FM Cincinnati, joins co-owned KSDO(AM) San Diego in same post.

**Donald J. Belisle**, newsman, noncommercial WKMS-FM Murray, Ky., named news director WSRG(AM) Elkton, Ky.

**Bob Campbell**, reporter, WTHR(TV) Indianapolis, named producer, special unit, researching and packaging special reports and documentaries for news department.

**Susan Banks**, anchor/producer, WITN-TV Washington, N.C., named weekend anchor, WKBW-TV Buffalo, N.Y.

**Kirk Matthews**, managing editor, KYXI(AM) Oregon City, Ore., joins KOIN-TV Portland, Ore., as reporter.

**Robert D. Brooks**, graduate, Don Martin School of Communications, Hollywood, joins KOBI(TV) Medford, Ore., as anchorman.

**Joug Bakshian**, assistant editor, WTOP(AM)

Washington, promoted to staff writer. **Jamie McIntyre** and **Phil Wasserman**, also WTOP assistant editors, promoted to editors.

**Doug Limerick**, morning news anchor, WBT(AM) Charlotte, N.C., named to same post, WHDH(AM) Boston.

**Mac Aipperspach**, news and public service director, KPAN(AM) Hereford, Tex., joins KGNC(AM) Amarillo, Tex., as newsman/legislative reporter.

**Melva Chase**, anchor WIBG(AM) Philadelphia, joins KSD(AM) St. Louis as newscaster.

**George Jobin**, radio announcer/TV weather-caster and anchorman, WMAZ-AM-FM-TV Macon, Ga., named sports director.

Graduates, University of Missouri, Columbia, and staff members of KOMU-TV there (associated with UM) who have joined news departments at other stations: **Todd Donoho**, reporter/photographer, joins WOTV(TV) Grand Rapids, Mich., as photographer; **Howard Gowa**, reporter/photographer, to WTVH(TV) Syracuse, N.Y., as photographer; **Cynthia Schreen**, reporter/photographer, to WGEM-TV Quincy, Ill., as reporter; **Jeff Hirsh**, reporter, to WDBJ-TV Roanoke Va., in same post; **Art Mebane**, photographer, to KSLA-TV Shreveport, La., in same post, and **Dave Rickey**, reporter/photographer, and **Dan O'Brien**, sportscaster, to WSFA-TV Montgomery, Ala., in same respective positions.

**Mike Hurley**, graduate, Pennsylvania State University, Shenango Valley, joins WPHB(AM) Philipsburg, Pa., as reporter.

**Tyrone D. Thomas**, creative director, WPFB(AM) Middletown, Ohio, joins news department, WDTN(TV) Dayton, Ohio, as photographer.

## Cable

**George M. Phillips**, VP, Acton Corp., and VP of snack food subsidiary, Acton Co., Acton, Mass.; **Royston C. Hughes**, president of Continental CATV, Acton Corp. subsidiary, and **Morton M. Winthrop**, Acton Corp. secretary, elected directors of Acton Corp.

**John C. Fletcher**, system manager, Warner Cable, Columbus, Ohio, appointed system manager, Warner Cable, Boston.

## Equipment & Engineering

**Rocco M. Laginestra**, staff VP, operations analysis, RCA Corp., named VP, operations analysis, responsible for reviewing plans, procedures and operational performance of all major business groups of corporation.

**Robert Mal Sr.**, general manager, turnkey, Jerro Electronics, Horsham, Pa., promoted to VP, responsible for contact administration, turnkey and customer service.

**K. Blair Benson**, manager of technical operations, Teletronics International Inc., New York, appointed VP of engineering and technical operations for video communications firm.

**Milford K. Smith**, technician, First Media Corp., group station owner, Washington, appointed director of engineering for FMC and co-owned First Media of Georgia.

**Gary C. Schmidt**, president, Audio Services Inc., Detroit, joins RCA Broadcast Systems, Southfield, Mich., as sales representative.

## Allied Fields

**John Sloate**, field representative, American Society of Composers, Authors and Publishers, New York, named New York district manager for general licensing.

**William O'Grady**, director, organizational planning and management development, RCA Service Co. Cherry Hill, N.J., named division VP, industrial relations, RCA Records, New York.

**Alan C. Burns**, radio consultant with Frank N. Magid Associates, Marion, Iowa, joins Media Insights, broadcast research arm of Insights Group, Chicago, as executive VP/director of client services, assuming responsibilities of chief operating officer.

**Richard C. Wald**, NBC News president, elected chairman of American committee of International Press Institute. He had been vice chairman.

**Gene King**, director of broadcasting, Council of Better Business Bureaus, Washington, appointed VP, broadcasting.

**Tom Pierce**, general manager, KCBS-FM San Francisco, appointed treasurer of Bay Area Broadcast Skills Bank, organization designed to increase pool of available broadcast personnel.

**Mackie Morris**, sports coordinator, KOMU-TV Columbia, Mo. (at University of Missouri), assumes additional post of instructor, UM School of Journalism.

## Deaths

**Goddard Lieberson**, 66, long-time head of Columbia Records and, later, CBS/Records Group, died May 29 in New York, of cancer. Mr. Lieberson, with CBS for 36 years until his retirement two years ago, was identified with number of major developments including introduction of long-playing record, and formation and development of Columbia Record Club and of CBS Records International. He was president of Columbia Records from 1956 to 1966, when he became president of new CBS/Columbia Group. He became senior VP of CBS in 1971, was named president of CBS/Records Group two years later when Clive Davis was dismissed amid charges he had misused company money. Mr. Lieberson was also member of CBS board from 1956 until his retirement. Survivors include his wife, Vera Zorina, dancer and actress, and two sons, Peter and Jonathan.



Lieberson



Grauer

**Ben Grauer**, 68, veteran reporter, interviewer, commentator and announcer for NBC, died

May 31 of heart attack at New York University Medical Center. He joined NBC as special events reporter in 1930, covered broad range of news events including political conventions, Paris peace conference of 1946, U.S. Army of Occupation in Japan, Arab-Israeli war and Berlin airlift of 1948. He interviewed hundreds of celebrities from U.S. Presidents to astronauts and athletes, was commentator for NBC Symphony under Arturo Toscanini for 14 years beginning in 1940, was NBC's announcer covering New Year's Eve festivities in New York's Times Square since 1950's, was MC of what was said to be first radio show to present

cash prizes (*Pot o' Gold*) and provided commentary for NBC-TV's first special event, opening of 1939 New York World's Fair. He received French Legion of Honor in 1956 and, in 1964, special citation from Society of Professional Journalists, Sigma Delta Chi, honoring quarter-century of service to journalism. He retired from NBC in 1973. Survivors include his wife, Melanie Kahane, interior designer.

**Miles H. Ferguson**, 57, owner, WRLD(AM) Lanett, Ala., and co-owner of WJHO(AM) Opelika, Ala., and WDBM(AM) Statesville, N.C., died of leukemia May 28 at West Georgia medi-

cal center, West Point, Ga. He is survived by one son and one daughter. Memorials may be made to West Point Presbyterian Church.

**Lou Gordon**, 60, host of WKBD-TV Detroit's syndicated *Lou Gordon Program*, died in his sleep May 24 at his home in Bloomfield Hills, Mich., of apparent heart failure. (He had undergone open heart surgery in 1976.) He joined WKBD-TV in 1965 after having been commentator for WXYZ-AM-TV Detroit and journalist and commentator with General Newspaper Corp., Washington. Survivors include his wife, Jackie, and five children.

## For the Record

As compiled by BROADCASTING for the period May 23 through May 26 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

- Concord, Calif.—First Century Broadcasting seeks ch. 42 (638-644 mhz); ERP 1205 kw vis., 161 kw aur., HAAT 2773 ft.; ant. height above ground 90 ft. P.O. address: Box 6498 Concord 94524. Estimated construction cost \$809,500; first-year operating cost \$270,396; revenue \$1,820,000. Legal counsel James A Gammon, Washington; consulting engineer Hammet & Edison. Applicant is non-stock corporation. Ronald C. Haus is president and minister. Ann. May 26.
- Houma, La.—Gaco Communications Corp. seeks ch. 11 (198-204 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 502.3 ft.; ant. height above ground 496 ft. P.O. address: 960 E. River Oaks Dr., Baton Rouge 70815. Estimated construction cost \$170,500; first-year operating cost \$153,600; revenue \$160,000. Legal counsel Booth & Freret, Washington. Principals: I. K.

Corkern Jr. (49%) and his wife Marion (1%). Other 50% is owned by his nephew, James A. Gatewood. They also own WFCG(AM) Franklinton, La. Ann. May 26.

■ Lima, Ohio—Strange Telecasting Inc. seeks ch. 44 (650-656 mhz); ERP 631 kw vis., 112 kw aur., HAAT 568 ft.; ant. height above ground 600 ft. P.O. address: 5373 Cresthaven, Toledo, Ohio 43615. Estimated construction cost \$25,000; first-year operating cost \$657,000; revenue \$800,000. Legal counsel Fly, Shuebruk, Blume, Gaguine etc., New York; consulting engineer Lohnes and Culver. Principals: Stewart K. Strange, owner of Toledo public warehousing facility and other business interests. Ann. May 25.

#### AM application

■ Harvey, N.D.—Shamrock Communications Inc. seeks 1570 khz, 2.5 kw-D. P.O. address: Box 643, Cando, N.D. 58324. Estimated construction cost \$81,720, first-year operating cost \$63,720; revenue \$100,000. Format: MOR. Principals: D. Thomas McKinnon and William C. Harrington. Mr. McKinnon owns Cando furniture store, and Mr. Harrington is Devils Lake, N.D., automobile dealer. Ann. May 11.

#### AM action

■ Danville, Ky.—Honus Shain—Broadcast Bureau granted 1000 khz, 1 kw-D. P.O. address: 107 S. 4th St., Williamsburg, Ky. 40769. Estimated construction cost \$21,000; first-year operating cost \$30,875; revenue \$75,000. Format: C&W, religious. Principals: Mr. Shain owns WEZJ(AM) Williamsburg and is partner in electronics manufacturing firm (BP-20,100). Action May 10.

#### FM applications

■ Blountstown, Fla.—Calhoun Broadcasting Corp. seeks 102.3 mhz, 3 kw, HAAT 146 ft. P.O. address: 269 Kelly Ave., Blountstown 32425. Estimated construction cost \$23,375; first-year operating cost \$31,540; revenue \$41,600. Format: variety. Principals: Robert

R. Pindar (30%) and Richard H. Tate (70%). Mr. Pindar has manufacturing interests. Mr. Tate is general manager of WKMK(AM) Blountstown. Ann. May 24.

■ \*Waterloo, Iowa—Afro-American Community Broadcasting Inc. seeks 88.1 mhz, 10 w, HAAT 100 ft. P.O. address: 527 Cottage, Waterloo 50703. Estimated construction cost \$13,040; first-year operating cost \$14,200. Format: educational. Applicant is non-profit educational corporation, William Gibbis, president. Ann. May 24.

■ \*Hazlet, N.J.—WRVM Inc. seeks 89.3 mhz, 10 w. P.O. address: IEI Building, Rte 36 and Middle Road, Hazlet 07703. Estimated construction cost \$13,260; first-year operating cost \$1,000. Format: educational. Applicant is non-profit educational corp., Raymond Springberg, vice-president. Ann. May 24.

■ \*Levittown, Pa.—Community Educational Group Corp. seeks 88.9 mhz, 10 w, HAAT 50 ft. P.O. address: BM-5 Dr. Villalobos St., Levittown 00638. Estimated construction cost \$3,120; first-year operating cost \$2,900. Format: educational. Applicant is non-profit corporation, Jimmy Diaz, president. Ann. May 24.

#### FM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KUDO Las Vegas (BMPH-15,082), Sept. 14; WKGI New Martinsville, W. Va. (BMPH-14,955), Oct. 15.

■ Clewiston, Fla.—Avon Electronic Services—Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 165 ft. P.O. address: Box 1390, Avon Park, Fla. 33825. Estimated construction cost \$4,600; first-year operating cost \$32,856; revenue \$36,000. Format: modern country. Principals: Charles A. and Helen Esposito (jointly 60%), John M. Taylor (40%) own WAPR(AM) Avon Park (BPH-9358). Action May 10.

■ Mansfield, Mo., Mansfield Broadcasting Co.—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 205 ft. P.O. address: Box 575, Lebanon, Mo. 65536. Estimated construction cost \$23,428; first-year operating cost \$46,149; revenue \$48,000. Format: C&W. Principal: Herbert Starbuck (100%) is in sales department of Risner Broadcasting, Lebanon, Mo. (BPH-10,057). Action May 17.

■ \*Girard, Pa., Board of Education, Girard School District—Broadcast Bureau granted 88.3 mhz, 10 w. P.O. address: 415 E. Main St., Girard 16417. Estimated construction cost \$5,000; first-year operating cost \$600. Format: Variety. Principal: Applicant is public school board (BPED-2266). Action May 16.

■ Stamford, Tex., ABKO Broadcasting Co.—Broadcast Bureau granted 92.1 mhz, 3 kw., HAAT 175 ft. P.O. address: Box 1205, Stamford 79553. Estimated construction cost \$12,250; first-year operating cost \$5,000; revenue \$5,000. Principals: A. Boyd Kelley (51%), Robert A. Prichard (40%), et al. own KDWT(AM) Stamford (BPH-9514). Action May 10.

#### FM licenses

■ Broadcast Bureau granted following licenses covering new stations: \*WVYC York, Pa. (BLED-1638); WREI Quebradillas, P.R. (BLH-6454); \*WWLR Lyndonville, Vt. (BLED-1640).

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Company \_\_\_\_\_

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BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER  
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- 3 years \$75  
 2 years \$55  
 1 year \$30  
Canada Add \$8 Per Year  
Foreign Add \$8 Per Year  
 1977 Cable Sourcebook \$10.00 (If payment with order: \$8.50)  
 1977 Yearbook \$30.00 (If payment with order: \$25.00)  
 Payment enclosed  
 Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

## Ownership changes

### Applications

■ **WOWL(AM)** Florence, Ala. (1240 khz, 1 kw-D, 250-w-N)—Seeks assignment of license from Hammell Broadcasting Inc. to Benny Carle Broadcasting Inc. for \$200,000. Seller: Richard N. Hammell, who has no other broadcast interests. Buyer is Benny Carl Digesu, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency. Ann. May 26.

■ **KSPR(AM)-KCIZ(FM)** Springdale, Ark. (AM: 1590 khz, 500 w-D; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Johnson Communications Inc. from Mrs. Eihel and Dewey Johnson (99.09% before; 49.99% after) to Dewey Johnson (.01% before; 50.01% after). Consideration: none. Principals: Mrs. Johnson is giving 50% of her stock to her son in partial resolution of estate of her late husband. Johnsons also own **KZRK(AM)** Ozark, Ark., and **KRMO(AM)** Monett, Mo. Ann. May 26.

■ **KQMQ(FM)** Honolulu (93.1 mhz, 100 kw)—Seeks transfer of control of Aloha Broadcasting Co. from Thomas K. and Lynn W. Reed (100% before; none after) to KtoKUA Radio One Corp. (none before; 100% after). Consideration: \$150,000. Principals: Mr. and Mrs. Reed (now divorced) also own **KUPA(AM)** Hilo, Hawaii. Buyer is owned by H.G. Feamhead (35%), Robert S. Wilson (35%), Reeds (22.5%) and Hector Hamilton (7.5%). Buyer also owns **KKUA(AM)** Honolulu. Ann. May 26.

■ **KGLO(AM)** Mason City, Iowa (1300 khz, 5 kw-D)—Seeks assignment of license from Lee Enterprises Inc. to B-Y Communications Inc. for \$750,000. Seller is group owner of two AM's, two FM's and five TV's, including **KGLO-TV** Mason City. Lloyd G. Schermer is president of Lee. Buyer is owned by Gerald J. Bretey, Karen E. Bretey (married), Donald F. Yanda Jr., Judith Ann Yanda (married) (18.5% each) and Lewis W. Van Nostrand (25%). Mr. Van Nostrand is president of **WMT-AM-FM-TV** Cedar Rapids, Iowa. Messrs. Bretey and Yanda are general manager and sales manager, respectively, of **WMT-AM-FM**. Ann. May 26.

■ **KOAK(AM)** Red Oak, Iowa (1080 khz, 250 w-D)—Seeks assignment of license from Red Oak/Clarinda Radio Inc. to Red Oak Radio Co. for \$210,000. Sellers: Dwain and Gloria Munyon, married. They have no other broadcast interests. Buyer is owned equally by Vernon E. Olson, Gary D. Marx, Dale R. Munson and Gary A. McConnell. Mr. Olson is KOAK news director. Mr. Marx is public relations director of Omaha school district. Mr. Munson is weathercaster with **WOWT(TV)** Omaha. Mr. McConnell is Omaha accountant. Correction of earlier item. Ann. April 26.

■ **KWRG(AM)** New Roads, La. (1500 khz, 1 kw-D)—Seeks assignment of license from Louis Broadcasters Co. to Progressive Broadcasting Corp. for \$90,000. Sellers: Louis B. Coco and Louis B. Coco Jr., who have no other broadcast interests. Buyer is owned by John Lambert Peroyea and his wife, Barbara. Mr. Peroyea is pilot for Lafayette, La., helicopter company. Ann. May 26.

■ **WPEP(AM)** Taunton, Mass. (1570 khz, 1 kw-D)—Seeks assignment of license from Silver City Broadcasting Corp. to Marguerite H. T. McGregor. Assignment is first of two which will result in sale of **WPEP** to John F. Crohan Co. for \$250,000. Mrs. McGregor is sole stockholder of licensee, and she is transferring license to herself. She has no other broadcast interests. Mr. Crohan is former general manager of **WCOP-AM-FM** Boston. Ann. May 26.

■ **WADR(AM)** Remsen, N.Y. (1480 khz 5 kw-D)—Seeks assignment of license from P.H. Inc. to Renman Broadcasting Inc. for \$200,000. Sellers: Joseph P. Uzdevinis, A. Richard Cohen (48% each) and Richard Henry. They have no other broadcast interests. Buyer is owned by Lawrence E. Manuel (80%) and Eugene A. Wahl (20%). Mr. Manuel is former vice president of Arbitron, media research firm. Mr. Wahl is Alexandria, Va., maintenance engineer and retired Air Force colonel. Correction of earlier item. Ann. April 26.

■ **WWMO(FM)** Reidsville, N.C. (102.1 mhz, 50 kw)—Seeks assignment of license from Reidsville Broadcasting Co. to Beasley Broadcasting of Reidsville Inc. for \$185,000. Sellers: William M. and Kayte P. Oliver, who have no other broadcast interests. Buyer is owned by George G. Beasley, who also owns **WFMC(TV)** Goldsboro, N.C., 90% of **WOKN(FM)**

**Goldsboro**, 57.5% of **WMOO(AM)-WBLX(FM)** Mobile, Ala., 60% of **WFAI(AM)** Fayetteville, N.C. 65% of **WGAC(AM)** Augusta, Ga., **WDMT(FM)** Cleveland, **WJNC(AM)-WRMC(FM)** Jacksonville, N.C. 50% of **WHNC(AM)-WXNC(FM)** Henderson, N.C. and **WKBX(AM)-WSGF(FM)** Savannah, Ga. Ann. May 26.

■ **WHLQ(FM)** Canton, Ohio (106.9 mhz, 27.5 kw)—Seeks assignment of license from Radio Akron Inc. to Kimochi Corp. for \$415,000, plus \$50,000 covenant not to compete. Seller is owned by Susquehanna Broadcasting Co., major group owner. Louis J. Appell Jr. is president and 3.6% owner of parent. Buyer is owned by Jack T. Steenburger and Earle E. Wise (50% each). They also own **WINW(AM)** Canton. Ann. May 26.

■ **KHLB(AM)** Burnet, Tex. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Highland Lakes Broadcasting Co. to William E. Hobbs for \$100,000. Seller: Harry J. Kaendl Jr., who has no other broadcast interests. Buyer, Mr. Hobbs, is president and 13.33% owner of Wichita Falls (Tex.) Television Inc., 80% owner of **KAUZ(TV)** Wichita Falls. Ann. May 26.

■ **KONI-AM-FM** Spanish Fork, Utah (AM: 1480 khz, 1 kw-D; FM: 106.3 mhz, 220 w)—Seeks assignment of license from Pioneer Broadcasting Co. to Neale Broadcast Allians Inc. for \$175,000. Seller: George K. Cuiberton, who has no other broadcast interests. He is retiring. Buyer is owned by family of Mr. and Mrs. Sterret O. Neale. Mr. Neale is former regional manager, broadcast relations, of BMI, New York. Ann. May 26.

### Actions

■ **WBAR(AM)** Bartow, Fla. (1460 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Polk County Broadcasters Inc. to D-BAR Radio Inc. for \$121,800. Seller is Michael J. Freeland, who also owns **WFWL(AM)** Camden, Tenn., and has sold **WFWA(AM)** Sullivan, Ill., for \$178,000 (**BROADCASTING**, Dec. 6, 1976). Buyers are H.R. Cook, Richard Todd and M.S. O'Dell Jr. Mr. Cook has interest in **KASO(AM)** Minden, La. Mr. O'Dell is program director and chief engineer there. Mr. Todd is general manager at **WBAR** (BAL-8948). Action May 13.

■ **WQYK-FM** St. Petersburg, Fla. (99.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Sun Coast Radio Inc. to Suncoast Stereo Corp for \$788,500 plus \$200,000 covenant not to compete. Seller is Marshall W. Rowland, who also owns **WCMG(AM)-WQIK(FM)** Jacksonville, Fla., and is 50% owner of applicant for new FM at Jensen Beach, Fla., and one-third owner of applicant for AM at Lawrenceburg, Tenn. Buyer is wholly owned by Lake Huron Broadcasting Co., owner of **WKNX(AM)** Saginaw, Mich., and **KENR(AM)** Houston. Huron also owns licensee of **KRBE(FM)** Houston. Principals in Huron are: William J. Edwards (56.7%) and Howard H. Wolfe (43.3%) (BALH-2441). Action May 13.

■ **KOFO-AM-FM** Ottawa, Kan. (AM: 1220 khz, 250 w-D; FM: 95.7 mhz, 6.7 kw)—Broadcast Bureau granted assignment of license from Ottawa Broadcasting Co. to Mar-Wa-Ka Broadcasting Co. for \$302,500 plus \$70,000 agreement not to compete. Sellers are Roderick B. and Edwina W. Cupp. Mr. Cupp is retiring, and they have no other broadcast interests. Buyer is owned by family of Fred I. Shaffer Jr., who, with his wife, owns 75%. Remainder is divided among four children. Mr. Shaffer owns mineral exploration and production firms (BAL-8949, BALH-2460). Action May 13.

■ **KBUL(AM)** Wichita, Kan. (900 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Mr. D's Radio Inc. to Agape Communications Inc. for \$395,000. Seller is owned by American Media Inc., which also owns **KEYN-FM** Wichita; **KOFM(FM)** Oklahoma City, and **KCSJ(AM)-KDJQ(FM)** Pueblo, Colo. Principals are Robert D. Freeman, Lowell D. Deniston and Frank L. Carney (one third each). Buyer is owned equally by Robert N. Randall, Edward R. Toleo, Don W. Clifford, Norbert J. Atherton and Walter O. Byfield. Buyers have various business and investment interests and are purchasing station to establish religious programming outlet in Wichita. Reverend Randall is also program producer for **KFH(AM)** Wichita (BAL-8922, BALST-346). Action May 19.

■ **KWBB(AM)** Wichita, Kan. (1410 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Wichita Broadcasting Inc. to Mr. D's Radio Inc. for \$600,000. Sellers are C. Hewell Jones, president; William Schueler, Paul Taft, Edgar Keltner

and film actor James Stewart, who also own **KRXV(AM)** Fort Worth. Mr. Taft also owns **KODA-AM-FM** Houston. Buyer is owned equally by Lowell D. Deniston, Robert D. Freeman and Frank L. Carney, who also own **KBUL(AM)-KEYN(FM)** Wichita, **KCSJ(AM)-KDJQ(FM)** Pueblo, Colo., and **KOFM(FM)** Oklahoma City. Buyers have sold **KBUL** (see above) (BAL-8937, BALRE-3177). Action May 19.

■ **KFLO(AM)** Shreveport, La. (1300 khz, 500 w-D)—Broadcast Bureau granted assignment of license from James E. Reese to Nor-Max Broadcasting Co. for \$210,000. Seller is James E. Reese, who formerly owned **WOKJ(AM)-WJMI(FM)** Jackson, Miss., **WBOP-AM-FM** Pensacola, Fla., and **WTUG(AM)** Tuscaloosa, Ala. (27.27% each), and **WGCM(AM)-WTAM(FM)** Gulfport, Miss. (27%). Sale of **KFLO** relieves Mr. Reese of any broadcast interests. Buyers are John J. Shields (51%) and A.T. Moore (49%). Mr. Shields owns one-third of **KGMR-AM-FM** Jacksonville, Ark. Mr. Moore is Shreveport radio technician and 20% owner of CP for **KLUK(FM)** Atlanta, Tex. (BAL-8943). Action May 18.

■ **WROX(AM)** Clarksdale, Miss. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Birney Imes Jr., executor, to Birney Imes Jr. Mr. Imes was executor of his mother's (Eunice T. Imes) estate. In addition, Mr. Imes has interests in **WELO-AM-FM** Tupelo; **WCBI-AM-TV** Columbus; **WNAG(AM)** Grenada and **WONA-AM-FM** Winona, all Mississippi; is applicant for **WBOY-TV** Clarksburg, W.Va. (BAL-8645). Action May 13.

■ **KUSN(AM)-KSFT(FM)** St. Joseph, Mo. (AM: 1270 khz, 1 kw-D; FM: 105.1 mhz, 30 kw)—Broadcast Bureau granted assignment of license from KUSN Corp. to Hunter Broadcasting Inc. for \$425,000. Sellers are Frederick P. Reynolds and his wife, Jeanne (60%), and Warren F. Rhyner (40%), who also own **KSWT(AM)-KEWI(FM)** Topeka, Kan. Buyers are Morgan County Broadcasting Inc. (60%) and its president and sole owner, B. D. Hunter (40%). Mr. Hunter also owns **WJIL(AM)** Jacksonville, Ill. and has various real estate business interests (BAL-8925, BAL-2442, BALRE-3169). Action May 16.

■ **KHAS-TV** Hastings, Neb. (ch. 5)—Broadcast

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## Call letters

### Applications

Call	Sought by
	<b>New TV's</b>
WHME-TV	Lester Sumrall Evangelistic Association, South Bend, Ind.
KTVZ	Sierra Cascade Communications Inc., Bend, Ore.
KSGW-TV	Duhamel Broadcasting Enterprises, Sheridan, Wyo.
	<b>New AM's</b>
WJTH	Cherokee Broadcasting Co., Calhoun, Ga.
KKBJ	KNOX Radio Inc., Bemidji, Minn.
	<b>New FM's</b>
KAPR-FM	KAPR Inc., Douglas, Ariz.
KLVA	Jack A. Carpenter, Lake Village, Ark.
KSAR	Ronald Plumlee, Salem, Ark.
*KPSH-FM	Palm Springs Unified School District, Palm Springs, Calif.
WLGA	EV-CO Broadcasters Inc., Valdosta, Ga.
KFSH	Christian Broadcasting Association, Hilo, Hawaii
KSKI-FM	Sun Valley Radio Inc., Sun Valley, Idaho
*WIPU	Purdue University, Fort Wayne, Ind.
*WPUM	St. Joseph's College, Rensselaer, Ind.
*WHHB	Holliston High School, Holliston, Mass.
WBMI	Ogemaw Broadcasting Co., West Branch, Mich.
*WSOE	Elon College, Elon College, N.C.
WMCC	Ketron Broadcasting Inc., Etowah, Tenn.
*WPHP	Ohio County Board of Education, Wheeling, W. Va.
	<b>Existing FM's</b>
KMEL	KOUP San Francisco
WDRL	WVPC-FM Monmouth, Ill.
WLOM	WVLC-FM Orleans, Mass.
WIDL	WKYO-FM Caro, Mich.
WFFM	WLOA-FM Braddock, Pa.
WIKZ	WCHM Chambersburg, Pa.
WEEF	WGTG Germantown, Tenn.
WZDQ	WZDC Soddy-Daisy, Tenn.
KXCL	KCIR Corsicana, Tex.
WXCC	WKNW Williamson, W.Va.

### Grants

Call	Assigned to
	<b>New TV</b>
KICH	Channel 16 Inc., Longview, Tex.
	<b>New FM's</b>
*KECG	El Cerrito High School, El Cerrito, Calif.
KPDJ	Pauldon Inc., Eureka, Calif.
*WFTU-FM	Florida Technological University, Orlando, Fla.
WGUF-FM	WGUF Inc., Gullport, Miss.
KINI	Rosebud Educational Society, Crookston, Neb.
*WLMB	Ashtabula 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.
	<b>Existing AM's</b>
WJRO	WISZ Glen Burnie, Md.
WUPE	WGRG Pittsfield, Mass.
KYTE	KOIN Portland, Ore.
WBOZ	WRSG San German, PR.
WCHU	WPJD Soddy-Daisy, Tenn.
	<b>Existing FM's</b>
WRKI	WINE-FM Brookfield, Conn.
WCSJ-FM	WRMI-FM Morris, Ill.
WJRS	WJRS-FM Jamestown, Ky.
WXYV	WCAO-FM Baltimore
WUPE-FM	WGRG-FM Pittsfield, Mass.
KJIL	KGOY Belhany, Okla.
KYTE-FM	KOIN-FM Portland, Ore.
WGIT	WBOZ-FM Hormigueros, PR.
KRCS	KBHB-FM Sturgis, S.D.
KIOC	KIOF Orange, Tex.

Bureau granted transfer of control of Nebraska Television Corp. from estate of Fred A. Seaton to Gladys D. Seaton. Consideration: none. Transfer is resolution of will of last Mr. Seaton (BTC-8289). Action May 13.

■ **WDHN(FM)** Dover, N.H. (97.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Eastminster Broadcasting Co. to Great Bay Broadcasting Corp. for \$410,000. Seller is owned by Samuel P. Bronstein and Harold Miller, who also own WOTW-AM-FM Nashua, N.H., and sold WCNL-AM-FM Newport, N.H., to Eastern Broadcasting Sound Corp. last year for \$120,000. Buyer is owned equally by J.J. Jeffrey, Robert Fuller and Edward Bock, all of whom have interests in WBLM(FM) Lewiston, Me. (BALH-2434). Action May 20.

■ **KWOE-AM-FM** Clinton, Okla. (AM: 1320 khz, 1 kw-D; FM: 106.9 mhz, 100 kw)—Broadcast Bureau granted 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 (BAL-8954, BALH-2464). Action May 16.

■ **KBMC(FM)** Eugene, Ore. (94.5 mhz, 3.4 kw)—Broadcast Bureau granted assignment of license from Good Shepherd Broadcasting Inc. to KPDQ Inc. for \$100,000. Seller is owned by Bernice E. Poling and Kenneth C. Sayles. They have no other broadcast interests. Buyer is owned by John W. Davis, his wife Arla Z. and his son John W. II. Family also owns KPDQ-AM-FM Portland, Ore. (BALH-2437). Action May 12.

■ **KBUH-AM-FM** Brigham City, Utah (AM: 800 khz, 250 w-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Community Broadcasting Co. to Brigham City Broadcasting Co. for \$131,000. Seller is Darrel K. Burns, who also owns KRSN-AM-FM Los Alamos, N.M., and KGIW(AM)-KALQ(FM) Alamosa, Colo. Buyers are Royce E. (51%) and Daryl D. Willis (49%), brothers. Mr. Royce Willis formerly owned 15% of KFNF(AM) Shenandoah, Iowa. His brother is chiropractic physician (BA1-8941, BAP-847, BALH-2456, BALRE-3184). Action May 12.

■ **WGRT-FM** Clarksburg, W.Va. (106.5 mhz, 50 kw)—Broadcast Bureau granted 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 Riddleberger and Jack Taylor Cloyd. Mr. Shain is stockholder, and Mr. Riddleberger is general manager of WEZJ(AM) Williamsburg, Ky. Mr. Cloyd is Corbin, Ky., accountant (BALH-2470, BASCA-810, BALRE-3198, BALST-353). Action May 20.

## Facilities changes

### AM action

■ **WVCF** Windemere, Fla.—Commission granted application to change designation of station to Ocoee, Fla. Action May 25.

### FM actions

■ **\*WAUS** Berrien Springs, Mich.—Broadcast Bureau granted CP to change frequency to 90.7 mhz; install new trans.; install new ant.; make change in ant. system; ERP 48 kw (H&V); ant. height 320 ft. (H&V); remote control permitted (BPED-2300). Action May 10.

■ **WRBK** New Bern, N.C.—Broadcast Bureau granted mod. of CP to change trans.; make change in ant. system; decrease height; ERP 100 kw (H&V); ant. height 580 ft. (H&V); remote control permitted (BMPH-14.112). Action May 11.

■ **WKZL** Winston-Salem, N.C.—Broadcast Bureau granted CP to change trans. location to N. side of I-40 near Kernersville, N.C.; install new trans.; install new ant.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-9951). Action May 10.

■ **\*KBVR** Corvallis, Ore.—Broadcast Bureau granted CP to change trans. location/studio location to Snell Hall, Oregon State University campus, Corvallis; install new ant.; make changes in ant. system; increase height (BPED-2486). Action May 11.

## In contest

### Designated for hearing

■ **Rhineland, Wis., renewal proceeding:** WAEO-TV (Doc. 21,266)—Commission designated for hearing to determine circumstances surrounding station's issuance of network station reports; whether licensee, Northland Television Inc., violated fraudulent billing rule; whether officials of station made misrepresentations or were lacking in candor with FCC, and whether station violated rules regarding maintenance and retention of program logs. Action May 26.

### Procedural rulings

■ **San Jose, Calif., FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communicators Inc., competing for 100.3 mhz (Docs. 20,611-2)—ALJ James K. Cullen rescheduled June 7 hearing to June 20 in San Jose. Action May 18.

■ **Warrenton, Va., FM Proceeding:** Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21,112-3)—ALJ David I. Kraushar extended certain procedural dates and rescheduled hearing for June 6 to June 27. Action May 20.

### Dismissed

■ **Baltimore, J.B. Broadcasting of Baltimore Ltd. (WEBB), AM proceeding:** (Doc. 21,021)—ALJ Frederick W. Denniston dismissed with prejudice application of J.B. Broadcasting and terminated proceeding. Action May 19.

### Initial decision

■ **Dallas, AM-FM proceeding:** Belo Broadcasting Corp. Competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20,945-8)—ALJ Thomas B. Fitzpatrick granted renewal to Belo, denied petition by Maxwell and found Maxwell had failed to establish that it had reasonable assurance of proposed AM and FM transmitter sites and that it was financially qualified to construct and operate its proposed stations. Ann. May 25.

### Review board decision

■ **Dickinson, N.D., AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20,691-2)—Review Board remanded for further proceedings March 11 initial decision of ALJ James F. Tierney recommending grant of application of Roughrider. Judge had approved agreement between Badlands and Roughrider which provided for merger of parties, but Dickinson Broadcasting Corp., licensee of KDIX-AM-FM there, appealed decision to board. Action May 18.

## Fines

■ **KIFW-AM-FM** Sitka, Alaska—Broadcast Bureau notified licensee that it had incurred apparent liability of \$1,000 for failing to maintain operating power of aural trans. between 80% and 110% of authorized power. Trans. operated overpower in periods of April 18, 1976 to June 22, 1976 at various times. Action May 16.

■ **WLUX(AM)** Baton Rouge, La.—Broadcast Bureau rescinded notice of apparent liability since licensee did not violate rules which require that application for renewal of license shall be filed with commission not later than first day of fourth full calendar month prior to expiration date of license sought to be renewed. Action May 17.

■ **KOJM(AM)-KPQX(FM)** Havre, Mont.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$1,500 for failing to make a complete inspection of transmitting and monitor systems at KOJM once each calendar week as required and failing to accomplish trans. inspections at KPQX once each calendar week as required. Action May 16.

■ **KLCB(AM)** Libby, Mont.—Broadcast Bureau relieved licensee of apparent liability with respect to violation of rule which states that carrier frequency of trans. must be measured once each calendar month and found licensee in violation of rule which states in part that entry be made each week of results of frequency measurements, including data performed and description of method used. (Measurement must be made at intervals of not more than 40 days.) Action May 17.

- KFOR(AM) Lincoln, Neb.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for operating station at more than 105% of authorized nighttime operating power of 175 w on various dates and times. Action May 16.
- KICX(AM) McCook, Neb.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for failing to calibrate remote control point meters to provide indication within 2% of corresponding instrument at trans. site. Action May 16.
- KXPO(AM) Grafton, N.D.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for failing to calibrate base current ammeter at remote control point within 2% of regular base current ammeter. Action May 16.

## Allocations

### Petitions

- Augusta, Ark.—Service Communications Inc., KMCW(AM) Augusta, requests assignment of FM ch. 249A (RM-2890). Ann. May 24.
- Columbia, La.—Ernest Sandige and Tom Gay request assignment of FM ch. 276A (RM-2891). Ann. May 24.
- Manti, Utah—Sanpete County Broadcasting Co., KMTI(AM) Manti, requests assignment of FM ch. 286 (RM-2888). Ann. May 24.
- Burlington, Vt.—Vermont Public Radio, South Burlington, requests deletion of FM ch. 300 for Newport, Vt. and reassignment to Burlington (RM-2889). Ann. May 24.

### Action

- Rice Lake, Wis.—Broadcast Bureau proposed assignment of ch. 249A as community's second FM. Action was response to petition by Red Cedar Broadcasters Inc. (Doc. 21,254). Comments are due July 5; replies July 25. Action May 18.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced May 24 (stations listed are TV signals proposed for carriage):

- Kleer Cable Co., for Waynesburg, Pa. (CAC-38890): Interim authorization for existing operations.
- Capitol Cablevision Systems Inc., for Green Island, N.Y. (CAC-08891); WTEN Albany, N.Y.; WRGB Schenectady, N.Y.; WOR-TV New York; WSBK-TV Boston; WAST Albany; WMHT Schenectady; WPIX New York.
- Nationwide Cablevision Inc., for Anacortes, Wash. (CAC-08892): Certificate of compliance for existing operations.
- Sammons Communications Inc., for Wellsville, Wellsville, Amity, Andover, Belmont, Willing, Andover, Scio, Hazelwood, Waynesville, Haywood, Live Oak, All New York (CAC-08893-904): Interim Authorization for existing operation; and to add WENY-TV Elmira, N.Y.
- Cablevision of Soda Springs, for Soda Springs, Ind. (CAC-08905): Interim authorization for existing operation.
- Vidi-Com of Saugerties Inc., for Saugerties, N.Y. (CAC-08906-7): Certificate of compliance for existing operation.
- Madison Cablevision Inc., for McColl, Bennettsville, both South Carolina (CAC-08908-9): Certificate of compliance for existing operation.
- Aberdeen Cable TV Services Inc., for Aberdeen, S.D. (CAC-08910): Certificate of compliance for existing operation.
- Kickapoo Antennavision Inc., for Mauston, Prairie Du Chien, Bridgeport, all Wisconsin (CAC-08911-4):
- J and E Cable Co., for Decorah, Iowa (CAC-08915): Interim authorization for existing operation.
- Friona Cablevision Corp., for Friona, Tex. (CAC-08916): Interim Authorization for existing operation.
- Cotulla Cable TV Inc., for Cotulla, Tex. (CAC-

08917): Interim authorization for existing operation.

- Bovina Cablevision Corp., for Bovina, Tex. (CAC-08918): Interim authorization for existing operation.
- Crestview Cable TV, for Metolius, Madras, Both Oregon (CAC-08919-20): Certificate of compliance for existing operation.
- Sammons Communications Inc., for Black Mountain, N.C., Waynesboro, Miss. (CAC-08921-2): Interim authorization for existing operation.
- Enterprise Cable Television Inc., for Enterprise, Ala. (CAC-08923): Interim authorization for existing operation.
- Kentucky Cable TV Inc., for Horse Cave, Powderly, Central City, Greenville, all Kentucky (CAC-08924-7): Certificate of compliance for existing operation.
- Service Electric Cable TV Inc., for Reading, Cumru, Kenhorst, Exeier, Birdsboro, St. Lawrence, Robeson, Wernersville, all Pennsylvania (CAC-08928-85): WFMZ-TV Allentown, Pa.; WJZ-TV Baltimore; WLVT-TV Allentown.
- Massillon Cable TV Inc., for Massillon, Tuscarawas, Perry, Jackson, Navarre, all Ohio (CAC-08936-40): WOR-TV New York; to delete: WPGH-TV Pittsburgh.
- Community Cables Inc., Vance AFB (CAC-08941): KDTV San Francisco; KTVT Fort Worth; KOCO-TV, KTVY, KWTU, KETA, Oklahoma City; KTEW Tulsa, Okla.; KARD-TV, KAKE-TV Wichita, Kan.; KBMA-TV Kansas City, Mo.; WTCG Atlanta; KOTV Tulsa.
- Starkville TV Cable Co., for Starkville, Miss. (CAC-08942): WTCG Atlanta.
- Starkville TV Cable Co., for Oktibbeha, Miss. (CAC-08943): WTCG Atlanta.
- Toms TV System Inc., for Donner Summit, Truckee, both California (CAC-08944-5): KLOC-TV Modesto, Calif.; KEMO-TV San Francisco.
- B-C Cable Co., for Greater Juneau, Alaska (CAC-08946): WTCG Atlanta.
- Hearne Cablevision, for Hearne, Tex. (CAC-08947): WYAH-TV Portsmouth, Va.
- Long Beach/Signal Hill Cable Communications Co., for Long Beach, Signal Hill, both California (CAC-08948-9): KOCE-TV Huntington Beach, Calif.; KLCS Los Angeles.
- Palos Verdes Peninsula Cable Communications Co., for San Pedro, Rancho Palos Verdes, both California (CAC-08950-1): KHOF-TV San Bernardino; KLZA-TV Fontana; KLCS Los Angeles; KMEX-TV Los Angeles; KOCE-TV Huntington Beach, all California.
- CATV of Ohio Valley Inc., for East Liverpool, Wellsville, both Ohio (CAC-08952-3): Interim authorization for existing operation.
- Marion CATV Inc., for Marion, Ohio (CAC-08954):
- Orange County Cable Communications Co Inc., for Capistrano Beach, Calif (CAC-08955): KLXA-TV Fontana, Calif.
- Orange County Cable Communications Co., for Tustin, Calif. (CAC-08956): KLXA-TV Fontana, Calif.
- Sammons Communications Inc., for Natchez, Adams, McCom, Summit, all Mississippi; Esther-

ville, Graettinger, Emmet, All Iowa; Hamblen, Washington, both Tennessee; Easton, Williams, Bethlehem, Plainfield, Glendon, all Pennsylvania (CAC-08957-70):

- Sammons Communications Inc., for Stockertown, West Easton, both Pennsylvania (CAC-08971-2): Certificate of compliance for existing operation.

### Certification actions

- Unincorporated areas of Polk County, Fla., Polk Cablevision Inc.—CATV Bureau granted certificate of compliance to carry \*WJCT(TV) Jacksonville, and non-network programming of WESH-TV Daytona Beach and WINK-TV Fort Myers, all Florida conditioned on continuing unavailability of distant independent signals other than that of WCIX-TV Miami. In event WSWB-TV Orlando, Fla., resumes broadcasting or WTCG(TV) Atlanta or any other independent station becomes available, temporary authority will lapse. (CAC-07479). Action May 12.
- Cleveland, Tenn. Southeastern Cable Co.—CATV Bureau granted application for certificate of compliance to add WSB-TV Atlanta to its existing cable television system at Cleveland (CAC-07237). Action April 29.
- CATV Bureau granted following operators of cable TV systems certificates of compliance: Konocet Inc., for Clearlake Highlands, Lower Lake, Kelseyville, Clearlake Park, all California (CAC-07267-70); Storer Cable TV of Florida Inc., for Longboat Key, Sarasota, both Florida (CAC-07357-8); Suburban Cable TV Co., for Souderton, Pa. (CAC-07542); Fort Smith TV Cable Co., for Sallisaw, Okla. (CAC-07543); Queen City Communications Inc., for Clarksville, Tenn. (CAC-07709); Atoka Cablevision Co., for Atoka, Okla. (CAC-07854); Buckeye Cablevision Inc., for Toledo, Ohio (CAC-07887); Mannington TV Service Co., for Mannington, W.Va. (CAC-07955); Fallsburg Video Corp., for South Fallsburg, N.Y. (CAC-07964); Teleservice Corp. of America, for Plainville, Tex. (CAC-07965); Cablevision of New Jersey, for Cresskill, Dumont, both New Jersey (CAC-07970-1); Urban TV Cable Systems Inc., for Quaker City, Ohio (CAC-07986); Fredericksburg Cable Corp., for Fredericksburg, Tex. (CAC-08005); El Reno Cablevision, for El Reno, Okla. (CAC-08019); Cable TV Inc., for Bloomfield, Ind. (CAC-08028); Colville TV Cable Co., for Kettle Falls, Wash. (CAC-08037); Texas Community Antennas Inc., for Winnsboro, Henderson, both Texas (CAC-08040-5); Canandaigua Video Corp., for Hopewell, Manchester, Victor, all New York (CAC-08052-4); Rollings Cablevue Inc., for Elsmere, Wilmington, Newport, all Delaware (CAC-08061-3); Stehles Trailer Sales, for Paint, Shipperville, Elk, all Pennsylvania (CAC-08074-6); Stehles Trailer Sales, for Knox, Pa. (CAC-08077); Osage City Cable Television Co., for Osage City, Kan. (CAC-08081); Home Cable Co., for Mountain Home, Ark. (CAC-08113); Texas Community Antennas Inc., for Athens, Tex. (CAC-08114); Warner Cable of Russellville, for Russellville, Ark. (CAC-08115); Newport TV Cable Inc., for Newport, Tuckerman, Campbell Station, Diaz, all Arkansas (CAC-08116-9); West Newton TV Cable Co., for West Newton, Suiterville, both Pennsylvania (CAC-08120-1); Interstate Cable TV Co., for Fort Campbell, Ky. (CAC-08151); Clear Vue TV Inc., for Madill, Okla. (CAC-08154); Delta Cablevision Inc., for Lake Village, Ark. (CAC-07710); Central City Cable TV Inc., for New Rockford, N.D. (CAC-08111); Central City Cable TV Inc., for Carrington, N.D. (CAC-07123).

## Summary of broadcasting

### FCC tabulations as of April 30

	Licensed	On air STA*	CP's on air	Total on air	CP's on air	Total authorized**
Commercial AM	4469	6	21	4496	42	4538
Commercial FM	2845	1	69	2915	148	3063
Educational FM	861	0	33	894	78	972
Total Radio	8175	7	123	8305	268	8573
Commercial TV	722	1	3	726	42	768
VHF	514	1	0	515	8	523
UHF	208	0	3	211	34	245
Educational TV	243	3	12	258	7	265
VHF	93	1	7	101	2	103
UHF	150	2	5	157	5	162
Total TV	965	4	15	984	49	1033

\*Special temporary authorization

\*\*Includes off-air licenses

# Professional Cards

**ATLANTIC RESEARCH CORP.**  
**Jansky & Bailey**  
 Telecommunications Consulting  
 Member AFCEE  
 5390 Cherokee Avenue  
 Alexandria, Virginia 22314  
 (703) 354-3400

**EDWARD F. LORENTZ & ASSOCIATES**  
 Consulting Engineers  
 (formerly Commercial Radio)  
 1334 O St., N.W., Suite 500  
 347-1319  
 Washington, D. C. 20005  
 Member AFCEE

**A. D. Ring & Associates**  
 CONSULTING RADIO ENGINEERS  
 1771 N St., N.W. 296-2315  
 WASHINGTON, D. C. 20036  
 Member AFCEE

**COHEN and DIPPELL, P.C.**  
 CONSULTING ENGINEERS  
 527 Munsey Bldg.  
 (202) 783-0111  
 Washington, D.C. 20004  
 Member AFCEE

**CARL T. JONES ASSOCS.**  
 (Formerly Gautney & Jones)  
 CONSULTING ENGINEERS  
 2990 Telestar Ct. Suite 405  
 (703) 560-6800  
 Falls Church, Va 22042  
 Member AFCEE

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St., N.W., Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCEE

**A. EARL CULLUM, JR.**  
 CONSULTING ENGINEERS  
 INWOOD POST OFFICE  
 BOX 7004  
 DALLAS, TEXAS 75209  
 (214) 631-8360  
 Member AFCEE

**SILLIMAN, MOFFET & KOWALSKI**  
 711 14th St., N.W.  
 Republic 7-6646  
 Washington, D. C. 20005  
 Member AFCEE

**STEEL, ANDRUS & ADAIR**  
 2029 K Street, N.W.  
 Washington, D.C. 20006  
 (301) 827-8725  
 (301) 384-5374  
 (202) 223-4664  
 Member AFCEE

**HAMMETT & EDISON, INC.**  
 CONSULTING ENGINEERS  
 Radio & Television  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5208  
 Member AFCEE

**JOHN B. HEFFELFINGER**  
 9208 Wyoming Pl. Hiland 4-7010  
 KANSAS CITY, MISSOURI 64114

**JULES COHEN & ASSOCIATES**  
 Suite 400  
 1730 M St., N.W., 659-3707  
 Washington, D. C. 20036  
 Member AFCEE

**CARL E. SMITH**  
 CONSULTING RADIO ENGINEERS  
 8200 Snowville Road  
 Cleveland, Ohio 44141  
 Phone: 216-526-4386  
 Member AFCEE

**VIR N. JAMES**  
 CONSULTING RADIO ENGINEERS  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 345 Colorado Blvd.—80206  
 (303) 333-5562  
**DENVER, COLORADO**  
 Member AFCEE

**E. Harold Munn, Jr., & Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
 CONSULTING & ENGINEERING  
 250 West 57th Street  
 New York, New York 10019  
 (212) 246-3967

**JOHN H. MULLANEY**  
 CONSULTING RADIO ENGINEERS  
 9616 Pinkney Court  
 Potomac, Maryland 20854  
 301 - 299-3900  
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**MERL SAXON**  
 CONSULTING RADIO ENGINEER  
 622 Hopkins Street  
 Lubbock, Texas 75901  
 684-9558 (AC 713) 632-2821

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 Broadcast and Communications  
 906 - 36th Ave.  
 Seattle, Washington 98122  
 (206) 324-7860  
 Member AFCEE

**MIDWEST ENGINEERING ASSOCIATES**  
 Consulting Engineers  
 6034 A N UNIVERSITY PEORIA ILLINOIS 61614  
 (309) 692-4233  
 Member AFCEE

**DAWKINS ESPY**  
 Consulting Radio Engineers  
 Applications/Field Engineering  
 P.O. Box 3127—Olympic Station 90212  
**BEVERLY HILLS, CALIF.**  
 (213) 272-3344

**MATTHEW J. VLISSIDES, P.E.**  
 STRUCTURAL CONSULTANT  
 TOWERS, ANTENNAS, STRUCTURES  
 Studies. Analysis. Design Modifications.  
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 CONSULTING ENGINEERS  
 P. O. BOX 18312 12141 321-8140  
 DALLAS, TEXAS 75218

**L. SCOTT HOCHBERG & ASSOCIATES**  
 NON-COMMERCIAL RADIO  
 APPLICATIONS — DESIGN  
 Box 25304, Houston, Texas 77005  
 713-523-7878

**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**  
 PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV  
 Monitors Repaired & Certified  
 103 S. Market St.  
 Lee's Summit, Mo. 64063  
 Phone (816) 524-3777

**CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE**  
 SPECIALISTS FOR AM-FM-TV  
 445 Concord Ave.  
 Cambridge, Mass. 02138  
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**RALPH E. EVANS ASSOCS.**  
 Consulting Telecommunications Engineers  
 AM-FM-TV-CATV-ITFS  
 216 N. Green Bay Rd.  
**THIENSVILLE, WISCONSIN 53092**  
 Phone: (414) 242-6000  
 Member AFCEE

**BROADCAST TECHNICAL SERVICE, INC.**  
 • AM-FM Station Construction  
 • Audio/Skeleton ... Partial Proofs  
 • Signal Sound Improvement  
 • FREE Counsel by Phone  
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 Technical broadcast data base  
 Engineering computations  
 FCC actions "flag" service  
 1302 18th St., N.W. Suite 502  
 Washington, D. C. 20036  
 (202) 296-4790

contact  
**BROADCASTING MAGAZINE**  
 1735 DeSales St. N.W.  
 Washington, O. C. 20036  
 for availabilities  
 Phone: (202) 638-1022

**PAUL H. LEE**  
 RADIO ENGINEERING  
 P.O. Box 1575  
 Thousand Oaks, California 91360  
 (805) 492-5056  
 1910 K Street NW  
 Washington, D.C. 20006  
 (202) 223-1183



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Wanted: General Manager** of Radio Station KVOU-KYUF, Uvalde, Texas. Should be heavy on sales. Contact E.J. Harpole Box 758, Uvalde, TX 78801.

**General Manager AM-FM**, Southwest major market. Experienced, knowledge construction, staffing, promotion, sales. Full charge from ground up, responsible only to corporate headquarters. Send resume, salary and suggested incentive plan. Communications, Box 667, Tucson, AZ 85702.

**General Manager needed** for Midwest, small market FM station. Must be experienced in daily station operations. Great opportunity for a young dynamic person to develop. Send resume to: Lindstrom Broadcasting Co., PO Box 346, Galesburg, IL 61401.

**Wanted: Program Director** for AM and FM Operation. Indiana: AM/FM Operation seeking qualified Program Director. Air Shift on AM part of responsibility. Must be strong leader and top flight organizer, thorough knowledge of production technics. Programming: AM—Adult MOR Heavy News & Sports, FM—Automated Rock. Twenty-four hour operation on AM and FM. Top salary and full fringe package. Immediate opening. Send tape and resume to Bill Williamson, WIOU/WZWZ, PO Box 2208, Kokomo, IN 46901. Equal Opportunity Employer.

**General Manager:** Lower Fairfield County Community involved station. Experienced in sales, programming, news desirable. Box G-18.

**General Manager** Locally sales oriented for major Midwest market. Experienced in inspirational radio preferred. Box G-27.

### HELP WANTED SALES

**Sales Manager** for established rock station in North Carolina. Must be a self starter and one who can motivate and manage salespeople. Please send references and other important information along with resume. Box F-139.

**Florida living.** Proven hard closing salesman looking to move up. Mgt. potential. Must carry own list. We offer large market, salary, weather benefits, great format. Call Pat Hayes, 904-744-1280.

**Sales Manager** for 1KW daytimer in Syracuse suburb. Excellent opportunity for immediate high earnings and near-future advancement to bigger station. Contact Bob Rooney, GM, WOSC, Fulton, NY 315-343-2630.

**Sales Managerial Opportunity.** Aggressive Experience salesperson. 10KW AM in excellent Long Island Market. WHLI, Box 219, Hempstead.

**Account Executive**—I need a pro for our mid-west market. Radio sales experience essential for fast growth with our station. Send a resume to Phil Hoover, General Sales Mgr., WDIF Radio, Box 524, Marion, OH 43302.

**Established Music Production** Company, needs experienced Radio pro to head Sales organization. Must communicate with top level radio personnel on a one to one level. Ambitious-creative sales and promotional programs a must. Excellent commission/expense account. Contact George Stalter, Composers-Arrangers Group, 12 East 44th Street, New York, 10017, telephone 212-988-4747.

**Top rated southern Illinois** station needs experienced account executive interested in advancing to sales manager within three years. Salary commensurate with ability. Earnings potential \$15,000 first year, \$20,000 second. Write Jim Glassman, VP, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

**Broadcast Account Executive** An account executive position is now open for a super salesperson calling on broadcasters and broadcasting representatives in the Northeast. Based in our New York office, this person will sell the nation's leading syndicated research service, and will service the user's of this information. Salary and commissions are commensurate with experience. Affirmative Action Employer. If you think you're the strong salesperson we're looking for, please forward your resume and salary history to Box G-22.

### HELP WANTED ANNOUNCERS

**KPOW-AM Powell** is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

**First Phone:** For regional country station, 5 kw in south Texas. Modern on-the-go format. Must be dedicated and 2 plus years experience. EOE/Call Jack Bales. 512-782-3515 days. No collect calls.

**Strong experienced announcer** with first phone for contemporary MOR. Dominant station in good North Carolina market. Good production, too. Equal Opportunity Employer. Contact Box F-72.

**Crazy, creative jock/P.D.** needed for career job at top-rated, mid-market, midwest station. Modern country music. Send tape, resume, and salary requirements to Box F-128.

**Experienced announcer wanted** for adult contemporary format. If you can communicate with your audience, then you're the person we're looking for. Excellent starting salary, benefits, and opportunity for advancement. Steve Samet, WZOE, Box 69, Broadcast Center, Princeton, IL 61356.

**Announcer, fulltime**, with 1st class ticket for Pennsylvania station. Nights and Sundays. Opportunity TV production. \$160 per week to start. Applications desired from members of minority groups. EOE. Send resume to Box F-118.

**Experienced D.J.** Bright easy listening. Salary open. WVOS Liberty, NY.

**Are you good enough** for us? Last two openings occurred when jocks were called to Top 50 markets. Now accepting aircheck/production samples and resumes for future openings. Send to Fred Morse, WTHI, Box 1486, Terre Haute, IN 47808.

**Strong Personality** for N.E. Contemporary M.O.R. Must be able to communicate. Experience and Third Phone necessary. Reply Box G-36.

**Medium Market** Modern Country operation needs morning and midday air personalities and news person. Third endorsed needed for announcers, experience helpful. Send resume, tapes, and salary requirements to Operations Manager, WFIG, Box 38, Sumter, SC 29150. E.O.E.

**Central Pennsylvania Contemporary** Group-owned number 1 needs mature, mid-day personality with production know-how, experience and 3rd endorsed. Job security. Excellent advancement opportunity. Equal Opportunity Employer. Send resume Box G-37.

### HELP WANTED TECHNICAL

**Chief for major 50 KW** with FM affiliate. Must be experienced in transmitter, studio, and automation. Continental 10 & 50 and Harris Twin 20's. Present chief retiring after 25 years. Excellent working conditions. Send resume to: KWJJKTIB, 931 S.W. King, Portland, OR 97205. No phone calls.

**WCHS, Charleston**, West Virginia, has an opening for a Chief Engineer. If your bag is radio and you want a career with a potential for advancement, send your resume with salary requirements to Steve Shrader, Rollins, Inc., PO Box 647, Atlanta, GA 30301.

**Wanted: Engineer capable** of maintaining technical excellence at medium market AM and FM station complex. Good salary, benefits. Great place for a professional. Send resume to Manager, WAJR, Morgantown, WV 26505. EOE.

**AM/FM Maintenance Engineer**—1st phone, 2 yr. degree preferred. Call Charles Dodge C.E., WAJR, Morgantown, WV 304-292-6301.

**Chief Engineer for Class IV AM.** Remote controlled. Eqpt. 3 years old and well maintained. Full time engineering—no air work. Strict compliance with Reg.—no short cuts. Resume to GM, WALE, Box 208, Fall River, MA 02722.

**Experienced chief engineer**, AM/automated FM. Excellent salary and company benefits. Midwestern city of 35,000. Thoroughly professional staff. Need take charge person who takes pride in his work. Equal Opportunity Employer. Box F-132.

**Chief Engineer Wanted** for Midwestern Daytimer filing for full time operation. Must have complete engineering background including automation. Most of all must be a sober mature adult. Salary open plus fringe benefits. Send complete resume and salary requirements. Box G-19.

**Experienced chief** for AM-Directional and FM-Stereo in Upstate NY. Automation. Good equipment, good ratings, and upcoming construction. No board shift. 12K to start. Box G-4.

### HELP WANTED NEWS

**Help Wanted:** Medium market rocker looking for aggressive young News Director. Excellent station and working conditions. Tapes and resumes only to Bob Henabery, 136 East 55th Street, New York, NY 10022.

**We are looking** for a dedicated newsperson who is willing to go that extra step for a story. Tape & resume to Bob Miller, WGNT, PO Box 1539, Huntington, WV. EOE M/F.

**Instructor Mass Communications** Mass Communications instructor needed, beginning with fall 1977 term. One-year appointment. Full-time position. Radio background with news emphasis preferred. Knowledge of advertising, film or print journalism desirable. Minimum requirements include masters degree in mass communications or related area, teaching experience and one year of broadcasting experience. Mail resume to Jim Porchey, Chairperson, Mass Communications Department, St. Louis Community College at Florissant Valley, 3400 Pershall Road, St. Louis, MO 63135. An Affirmative Action/Equal Opportunity Employer.

**Experienced broadcasters.** A West Coast newsradio station is looking for broadcasters. Ability to run a tight board essential for some positions while a news background is helpful, its not essential. Newscaster-reporter applicants also wanted. Up to \$15,000 for right people. Send tape and resume to 453 Roosevelt Way, San Francisco, CA 94114.

**Medium Market** Modern Country operation needs morning and midday air personalities and news person. Third endorsed needed for announcers, experience helpful. Send resume, tapes, and salary requirements to Operations Manager, WFIG, Box 38, Sumter, SC 29150. E.O.E.

**If you like to dig for hard news**, pull a three hour drive-time news shift, and direct a top news team, there is a position for you with a growing group of stations based in Central Pennsylvania. Excellent advancement opportunities. Job security. Equal Opportunity Employer. Send tape, resume and salary requirements to the Gilcom Stations, Hilltop, Logan Boulevard, Altoona, PA.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Manager educational FM.** Experience, MA required. Details on request. Dr. W. Steis, WAUP, Univ. Akron, Akron, OH 44325.

**Production/Continuity Director**—Creative take-charge Production/Continuity chief needed for mid-west adult contemporary. We need a production and copy pro with excellent organizational and administrative skills. Work with the best and grow. Send resume in confidence to Box F-104.

**Instructor/Assistant Professor** Teach radio-tv courses, manage university radio-tv. Tenure track. Small, professionally oriented journalism department. Must have masters degree, Ph.D. pref. Three-five years radio-tv experience. R.H. MacDonald, Dept. of Journalism, Washington & Lee Univ., Lexington, VA 24450.

**Looking for Small Market PD** who wants to move to medium market as PD. Hard worker, creative, dynamic, doer. Send complete resume—Box G-11.

**Instructor Radio/Speech** Teach Introductory and Advanced Radio courses and selected Speech Communication courses including introductory course and interpersonal communication. Supervision of management and programming of campus FM radio station possible. Advanced degree required with professional radio experience in programming/sales. Broadcast management experience helpful. Interested candidates should write to Dr. Jerome H. Supple, Maytum Hall, State University College at Fredonia, Fredonia, NY 14063. An Equal Employment/Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**Ten year pro.** Program Director. Host of a national network program, air personality in two top 5 markets. Experience in network, AOR, MOR programming. Seeking a position in Program Management. Contact Jim Bauer, 86 Burnaby Blvd., Toronto, Ontario, 416-484-9328.

**General Manager:** currently Station Manager, medium market. Strong sales background. Prefer Minnesota or Wisconsin. Box G-6.

## SITUATIONS WANTED SALES

**Retail-Agency-Co-op** experience. Exceptionally successful top 10 market salesman desires permanent career in sales/management with group or individual operation Any size market considered. Box F-153.

## SITUATIONS WANTED ANNOUNCERS

**Black Top 40** jock with third ticket seeks first break in radio. Will relocate. For tape and resume write J. White, 2222 Market St., Wilmington, DE 19802. 302-998-9508.

**Enthusiastic beginner** seeking position in a small market as Top 40 or Rock jock, preferably night-time. Hold 3rd endorsed. Broadcast Schl. grad. Creative, willing to relocate, prefer Midwest. Call Keith, 815-399-6986.

**Humorous, first phone, air personality** desires top 40 or adult contemporary small market station. S.H. Green, 213-387-7175.

**Sportscaster, experienced** play-by-play man and sports interviewer, also with production and music announcing background. College grad with 3rd ticket, relocation no problem. If you are looking for great imaginative sportscasting and sound steady music announcing I'm your man. For references, resume and tape, write: Steve Jackson 2515 Vista Laguna, Terrace, Pasadena, CA 91103, or call 213-795-6803 and ask for Mr. Jackson.

**Announ/DJ, 1st class, 27, single, 5 years** experience. Good pipes, and excellent attitude, not afraid of hard work or long hours, presently employed. Seeking mid-morning or afternoon drive shift at small to medium market C&W and/or MOR station. Midwest or South preferred. Contact: Jerry Michels, 406-482-3871 after 2 p.m. M.D.T.

**Up and coming college grad., 6 years** air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 203-227-5687.

**The last 12 years** was the So. Calif. voice of the races on 50 kw XPRES. Besides horses, strong on PBP, commentary, and news. Will relocate. Leo Herbert, 943 Melrose, Chula Vista 92011. 714-426-6702.

**PD, Suburban Market MOR.** Formerly Top 40 announcer. Top 10 market. First phone. Available soon. Box F-122.

**Adult contemp. announcer** with 1st., seeking employment in/around north east. 2 years exp. Alan 212-942-2593 collect.

**Sports oriented,** good voice, reliable college grad seeks production experience, 3rd endorsed. Call Bob Simen 419-683-2874.

**Attention South Jersey** and Eastern PA. Young professionally trained announcer seeks small market station to learn and grow. Third Phone, good attitude and the ability to take direction. John Greene, 234 East 22nd Street, Chester PA 19013. 215-TR2-1631.

**Wanted: To Purchase** a percentage of a station, work as an announcer and learn all aspects of Radio. I have a first phone. Box G-34.

**D.J. 1st Phone** 9 yrs experience F.M. Rock, Country. Smooth delivery, available immediately. 34, sgl. ready to work. Tapes and resume—Don Hall—3232 Jersey, Orlando, FL 32806. Call 305-898-9602.

**Part time DJ, knows** CW format, looking for full time night shift in south or southwest: T. W. McGowan, 804-486-6249.

**One hungry DJ,** 3rd endorsed, 4 years experience is looking for AOR or contemporary winner in the Southwest. Contact Bob Wolf at 806-353-0298.

**1st class, 6 yrs.** experience in AM, FM, FM stereo, Top 40, MOR, Easy Listening, news sports, production, remotes, engineering, reporting. Looking for a small or medium market in Mid-Atlantic States or N.E. John. 814-267-5001.

**Minority Person.** Trained. Some experience. 3rd endorsed. No Fee. Box G-1.

**Yes I Can!** I write commercials. I read them. I write news. I read it. I'm also dependable and reliable. Looking for start. 3rd endorsed. Your move. Box G-26.

**1st Phone Woman**—On air and sales experience. TV or radio news or sports. Tapes and resume available immediately. East Coast preferred. Box G-23.

**Morning Man, PD,** at Midwest contemp, looking to move up to medium market. Intelligent personality, good production, third. Box G-10.

**Investment Opportunity!** Married, experienced P.D.—Morning Man—production—copywriter—newsman; FCC First, offers dedication, pleasant delivery, intelligence. You offer immediate, definite opening—opportunity; Medium market operation (prefer Northeast; others considered). State salary, opening, first reply. Box G-2.

**Seeking a medium** or large market in MOR or Beautiful Music. 3-1/2 years experience with morning drive. Will sell too! Ref. and tape available on request from 703-777-1290 or contact Mike Berry, 9315 Hamilton Dr. Fairfax, VA 703-273-6713. I love my work and will work hard for you! Call collect anytime.

**Hello, I'm 27,** have experience, 3rd ticket, and want full-time air shift in Beautiful Music format. Good pipes, tight board, good news, commercials, production. Will relocate immediately. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343 Phone 714-658-1094.

**Experienced Woman** desires announcing position—med. to major market. Tapes and resumes available. Call Linda 617-776-6071.

**Station Managers!** Need an announcer with excellent voice who can also double in sales? Steve Tisland, 33300 Mission Blvd. No. 96, Union City, CA 94587. 415-276-6875.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer, experienced** AM-FM, first phone, technical school. No air work. Prefer warm climate. Box F-115.

**Mature, experienced AM-FM** chief engineer desires to relocate. Fine references. Box F-111.

**Good Chief Experienced** all facets—prefer Northern New England. \$1100 month—five day week—avail August. Box G-35.

## SITUATIONS WANTED NEWS

**You give me** a fulltime news position, no D.J., no spots, I'll give you 150%. Award winning investigative reporter. Strong local news, heavy on actualities. Write Box F-125.

**Professional Broadcaster** desires to re-locate in home state of California. Experienced news reporter and writer. PBP, college, dependable. Box G-5.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Talented grad,** background in promotion, AP news, small market salesman, excellent copywriter, 3rd endorsed, know music, smart programmer. Will relocate. Ira Friedwald, 212-689-8417, 229 E. 29th, NYC 10016.

**Looking for Christian Radio** or Country, heavy on Gospel. 14 years Announcer, D.J./M.D./P.D./Operations Mgr. News, production. Small or medium market. 34, family man. 1st Phone. Will relocate. Tom Izzo, Gladwin, MI 48824. 517-426-4694.

## TELEVISION

### HELP WANTED MANAGEMENT

**Alabama ABC affiliated** station, metropolitan area, desires experienced sales manager. Excellent opportunity. Send photo and resume to Box F-130.

**Alabama network affiliated** TV station desires experienced station manager. Send photo and resume to Box F-131.

### HELP WANTED SALES

**Experienced local sales** person to assume top local-regional account list for a No. 1 network affiliate in medium-size Midwest market. An Equal Opportunity Employer. Send resume to Box F-151.

**Local/Regional Sales** Manager, Top 60 market, Southeast, group owner, great opportunity for aggressive sales manager who wants to move onward and upward. E.O.E. Immediate opening, send resume, Box F-123.

**In Virginia**—local sales. Big chance for fast promotion. Appx. \$18-20M to start. Must have strong background in sales. Prefer TV/RAB trained. No beginners. Account list mainly direct, some big agency. E.O.E. Station. Box G-13.

**East Coast Sales** position with large national co. We have an immediate need for an individual who has good knowledge of the broadcast industry and a minimum of 3 years sales experience. This position involves selling a business automation system to broadcast properties. Excellent company benefits. Travel required. Affirmative Action Employer. If you feel you have these qualifications and would like the opportunity to pursue this sales position which offers definite growth potential, please send resume with salary history to Box G-21.

### HELP WANTED TECHNICAL

**Chief engineer** for Western Montana VHF Commercial station. Must be strong in maintenance on VTR, studio and transmitter equipment. Located in growing university town. Equal opportunity employer. Send resume to Pete Friden, KPAX-TV, Box 4827, Missoula, MT 59806, or call 406-543-7106.

**Chief Engineer Needed:** To Start July 1, 1977. \$15,000. Minimum 5 years extensive translator/transmitter experience. Must travel between locations of translators and main transmitter. Heavy transmitter maintenance. 19 translators in system. Send resume to Arthur F. Dees, President, WSKG Public Television, Box 97 Endwell, NY 13760. An Equal Opportunity Employer

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**HELP WANTED TECHNICAL CONTINUED**

**Television Engineer** Must be able to perform specialized technical duties necessary to the operation, installation, modification and maintenance of television broadcast equipment. At least two years resident electronics school or equivalent education and experience. At least 3 years as television studio engineer. P.T.V. or I.T.V. and experience with R.C.A. & Philips cameras is desirable. Must have strong background in Quad. Video tape operation and editing. 1st class F.C.C. license required. Send resume: MSU Personnel Employment, 110 Nisbet Bldg., E. Lansing, MI 48824. MSU is an Equal Opportunity Employer.

**Wanted:** Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions with full benefits. An equal opportunity employer. Contact Chief Engineer, Jack Jopling, WJBF-TV, Augusta, GA.

**Master Control Engineer**—Southeast PTV. Career oriented operations engineer with FCC First Class License and minimum two years experience. Excellent conditions, competitive salary and benefits. Send resume Box F-134.

**Camera maintenance & Tape maintenance engineers** with a minimum 5 years broadcast experience and FCC First Class. Salary 18-25 K. Send resume to Chief Engineer, WPHL-TV/WPHL Productions, 5001 Wynnefield Ave., Phila., PA 19131. E.O.E. M/F.

**Central Michigan University** is seeking a Senior Television Engineer to be responsible for operation, preventative maintenance, and repair of television-related apparatus; and to assume responsibility for technical operation of the University's television broadcast station as necessary. Require education equivalent to two years of TV-related repair training at the college or trade school level. Minimum three years of regular TV broadcast experience of a qualifying nature. Must possess a valid first class FCC radio-television operator's license. Excellent fringe benefits. Send resume, references and salary requirements by June 15, 1977 to Tom Endres, WCMU-TV, 155 Anspach Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is a non-discriminatory educational institution and employer.

**Experienced Engineers.** Technical schooling and first phone license required. EOE. Send resume and salary requirement to KBMA-TV, 3017 Bellevue, Kansas City, MO 64108.

**Southeast Sunbelt television** station has immediate opening for experienced first phone technician strong on VTR production with TCR-100, TR-70C and TR600 machines. Maintenance experience required. Equal Opportunity Employer. Send resume and salary requirements to Box G-15.

**VTR (Quad.) & camera maintenance engineers** for active TV Station and Production House. E.O.E., M/F. Box G-24.

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**HELP WANTED NEWS**

**Weather Reporter** authoritative presentation, some news reporting if capable, send auditions to: Bob Lee, News Director, WWTV, P.O. Box 627, Cadillac, MI 49601. 616-775-3478.

**Expanding staff.** Top rated midwest station looking for experienced, strong reporter with anchor possibilities. Must be self-starter, people-oriented and conversational, up-beat writer. Send recent photo and resume. Equal Opportunity Employer. Box F-109.

**Weather Person/Reporter**—Experience preferred. Send 2" non-returnable tape and resume. WCTI-TV, P.O. Box 2325 New Bern, NC 28560. Attn: Judy Larson. An Equal Opportunity Employer.

**If you're an anchor** person in a small market or on weekends someplace we have a good 6 & 11PM anchor position open. Ours just left for a major market. It's a real opportunity for someone who can do the job. E.O.E. Box G-30.

**Enthusiastic Sports Reporter**—A real go getter with solid sports background. Medium market station in major University City. Equal opportunity employer. Box G-29.

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**Writer-Reporter,** University Radio-TV production unit. Degree plus 2 years experience in Radio or TV Journalism. Will prepare informational material for broadcast stations. Starting Salary \$9,600 plus state employment benefits. Resume and application to Mrs. Ann Weisend, Personnel Dept., 324 Burruss Hall, VPI & SU, Blacksburg, VA 24061. An Equal Employment Opportunity/Affirmative Action Employer.

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**HELP WANTED PROGRAMING, PRODUCTION, OTHERS**

**Experienced, Creative Producer-Director-Writer** needed in top 40 market. Emphasis on special studio, film and remote local programming. Minimum 3 years experience in commercial television. Audition tape a must. Box F-129.

**Cinematographer/Editor** A sound, basic knowledge of motion picture production is desirable, including lighting, exposure, composition and editing. The ability to maintain and operate sophisticated photographic and sound equipment is a necessity. A college degree in Film Production is preferred but not required. Direct all applications and questions concerning this position to Roy E. Duncan/Film Branch/Miss. ETV/PO Drawer 1101/Jackson, MS 39205. Applications accepted until June 15. We are an Equal Opportunity Employer.

**Executive Producer.** Western PTV needs experienced, creative, imaginative executive producer to lead local programming activity. Must have excellent producing, directing, and writing skills and ability to evaluate and guide similar work of others. Willing and capable of assisting with outside funding of program development projects. Commercial experience desired. Send resumes to Box G-3.

**Faculty Position:** Radio/TV or print; film desirable. Ph.D. Experienced. Inquire Dr. Ruth B. Lewis, Head, Department of Mass Media-Communication. The University of Akron, Akron, OH 44325.

**We're The Number One** Station in a medium Mid-East market. We're looking for a Producer/Host of a new morning talk show to premiere in September. The person we're looking for should be an experienced on-air personality, an expert interviewer, possess a sense of humor and know how to research background information on people, places and things. The person we hire must be a dynamic personality experienced enough to make this show number one in its time period. EOE. Box G-9.

**Instructor/Assistant Professor** Teach radio-tv courses, manage university radio-tv. Tenure track. Small, professionally oriented journalism department. Must have masters degree, Ph.D. pref. Three-five years radio-tv experience. R.H. MacDonald, Dept. of Journalism, Washington & Lee Univ., Lexington, VA 24450.

**Growing Southeast market** television station seeking professional promotion manager, idea person skilled in scripting, producing and scheduling creative on air promo's, preparing effective print ads and press releases, analyzing research for program and sales purposes. Excellent employee benefits and compensation plans. Equal Opportunity Employer. Contact Jay Haller, WDBO TV 305-843-0006, Orlando, FL for appointment at BPA convention.

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**SITUATIONS WANTED MANAGEMENT**

**Group Administrator**—Television/Radio/Pay TV/Cable/Etc. Outstanding credentials! Practicing 30 years +. Pioneered television. Thoroughly experienced all phases: acquisitions, ownership, management, long-range planning, sales direction, programming, film-buying, promotion, etc. Nationally recognized leader, innovator, motivator. An aggressive, quality competitor. Producer of pleasing profits and prestige. Accustomed to challenges and total responsibility. Mid-40's. Also can build empire from scratch. Box G-20.

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**SITUATIONS WANTED SALES**

**Experienced Sales Engineer.** Television Broadcast Equipment. Over 15 years in active field sales & a successful track record. Write for details Box G-33.

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**SITUATIONS WANTED ANNOUNCERS**

**Creative Pro** with something different to offer (because I am). Entice me with production \$ and TV. Box G-31.

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**SITUATIONS WANTED TECHNICAL**

**Kansas/Save this ad ...** 6 years experience, announcer-technician, TV experience. Family man. Contact Broadcasting Box F-98.

**Experienced Broadcast Engineer**— Experience includes Field Engineering for major TV equipment supplier and duties as Chief Engineer. Desire position as chief engineer, TV. Reply to Box G-32.

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**SITUATIONS WANTED NEWS**

**Top Rated Anchorman/ND** seeking Anchor/Reporter position in medium or large market. Can write, edit, produce. Experienced in film and ENG. 417-744-2048.

**Ratings-Building Producer,** assignment editor, executive producer seeks new challenge. 15 years Radio-TV experience. Excellent track record... Best references. Seeking producer, executive producer, news director. Box F-119.

**Female news manager** with excellent credentials and experience is ready for field producer, assignment editor or assistant ND job in top 20 or network bureau. Box F-116.

**Street reporter** with great ENG credentials! I'm energetic, hard working, inventive and determined. All that in one package! How can you pass me up? Call Francis, 803-648-9308.

**If you've got** the courage, I'll get the numbers in your small to medium market. Outlaw news director, strong consumer, political background. Wayne, 214-657-2627.

**B.A., 25, Med. Mkt.** Radio ND. seeks T.V. anchor, sports, street. P.B.P. 3rd end. 512-787-0786.

**Reporter. Awards,** network feeds. Eight years experience in news. One year as PR executive. Seeks stable, quality news operation. Box G-14.

**News Professional,** B.J., 28, married. Four years radio experience, one year TV, plus PR. Currently in radio, but VTR available. Box G-8.

**Hello Detroit** You give me ENG equipment, I'll give you documentary art. Tom Klamesrud, 106 N. Edgemont St., Los Angeles, CA 90004, 213-387-1485.

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**SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS**

**Talk Program** Producer/Host. Into all phases "talk" past ten years in St. Louis, New Orleans, Milwaukee plus NBC News Vietnam correspondence. Strong female demos! Can anchor/report too. Will audition my expense. Replies confidential. Box E-61.

**Producer/Director:** Male Producer/Director with 8 years extensive commercial and ETV experience looking for a new position. West coast based but will relocate for right situation. John Hensley-201 N. Wayfield Ave., no. 7, Orange, CA 92667.

**Creative Producer/Director,** lots of experience, film & tape, documentaries, sports, variety, commercials. Fast, enjoys work & people. Call or write Bob Soukis, Box 251, Bronx, NY 10471. 212-549-1431.

**Video Tape/Film** Program and Spot Producer-Director. Studio and location background with 16mm, 35mm, 3/4", and Quad. Strong background in opticals and VTR computer-assist editing. Fine references, presently V.P. in charge of production operations. If you're looking for a Production and/or Operations Director who can do everything from routine switching to shooting with an Arri BL-call me. All inquiries handled discreetly. Call or write Cal Brady; 20 Indian Tr. Rd.; Williamsville, NY Zip-14221 ... Area 716-631-0953. Primary objective: a nice pleasant Warm community.

**1st Phone,** B.S. college exp. desire position any phase production, give me the opportunity and I'll give you 150%. do both of us a favor. 216-864-5251.

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**EMPLOYMENT OPPORTUNITIES**

**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.

### WANTED TO BUY EQUIPMENT

**Self-supporting, insulated tower**, 140 feet or adaptable. Milton Holladay, WCOS, P.O. Box 748, Columbia, SC 29202.

**Need an RCA Frequency Meter**, MI-26405, that fits an RCA TVM-1 Transmitter, WGTU-TV, 201 E. Front St., Traverse City, MI 49684. Attn: Robert Pincumbe.

### FOR SALE EQUIPMENT

**3" Air Helix Coaxial cable** new all copper, 50 ohms—8 reels, 400 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

**Like-new IGM Instacart**, model 48PBM, monaural, excellent condition; Ampex 600, Gates Spotape. WBPZ, Lock Haven, PA 717-748-4038.

**Schafer 800T Stereo Automation control unit** mint S2500. Schafer 800 Stereo Automation system with 4 Stereo Ampex AG350s (3 special 14") 3 racks, extras. Call Paul Schafer 714-454-1154.

**3 year old**, ten bay Shively 6811 FM antenna, on 99.1 mc, and 350 feet of 3 inch coax. Available 90 days, make offer. Duane Cornett—WQIK Radio, Jacksonville. 904-356-1366.

**Autogram Automation System** in excellent condition. Used just three years to execute beautiful music format. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Manufacturer can supply parts or update if required for your format. Price \$8,000 cash. Contact Charies Fletcher WLIN, Jackson, MS 601-982-7336.

**TV High Band VHF 50 KW Transmitter** \$15,500. RCA TT50 AH. Excellent condition. Presently on air. Includes VSBF and cutback kit. Contact: T. Arthur Bone, Poole Broadcasting Co., 25 Catamore Boulevard, East Providence RI 02914. Telephone: 401-438-7200.

**2 Ea. 6 ft. 7 KMC Andrew Parabolas**, with feed horns, 1 Type A, 1 Type B Mount. Perfect condition. S500 for All. Box 1336, Atascadero CA 93422.

**Schafer 903 Automation**, 4 years old, 3 random carousels, 2 sequentials, 1 single play, 1 record playback, \$12,500. By owner. Available June 15th. Box G-12.

### COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B, Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks. Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**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.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

### MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programing. 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.

**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.

**Here's An Idea!** A new approach to help increase the billing—a promotion subscription service. Write for our exciting free brochure. Daring Management, P.O. Box 19827, New Orleans, LA 70179.

**Need Help** with sales/programing/promotions. Guaranteed results! Write Daring Management, Inc., P.O. Box 19827, New Orleans, LA 70179.

**Collection Problems?** We have a unique solution. Write for free details. Daring Management, Inc. P.O. Box 19827 New Orleans, LA 70179.

**Deejays:** A collection of Stories, Facts, and Laughs. King's Korner: Write to The King at 1045 Park Avenue, River Forest, IL 60305 for free sample.

### INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. 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.

**"Tests-Answers"** for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**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.

**Free booklets** on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

## RADIO Help Wanted Sales

### CAREER OPPORTUNITY IN SALES

Buffalo's beautiful music station, WBNY, now has a sales opening.

Someone will take advantage of:

1. An opportunity to sell in the 27th largest market.
  2. The highest commission rate in the market.
  3. Great audience ratings.
  4. The most intensive sales training program available.
  5. One of the more aggressively promoted good music stations.
  6. Internal sales promotions that have already sent our account executives to Paris, France and Rome, Italy.
  7. An opportunity to grow in a young, expanding company ... General Managers at all of our stations were promoted from within.
- Send your resume to David E. Gerard, General Sales Manager.

WBNY  
2500 Rand Building  
Buffalo, NY 14203  
An equal opportunity employer.  
McCormick Communications, Inc.

## Help Wanted Sales Continued

### Do You Know Regional Selling?

The largest regional rep firm is looking for the right person to be responsible for present offices and planned expansion. Tell us about yourself and we'll tell you about our salary, bonus arrangements, excellent company benefits and our future plans.

Len Auerbach, President  
Regional Reps Corp.  
5340 Central Avenue  
St. Petersburg, Florida 33707

## Help Wanted Management

### NETWORK STATION RELATIONS

Mutual Broadcasting System is expanding its Station Relations Department and needs qualified Regional Managers at new Washington, D.C. World Headquarters. Must have management and sales experience; excellent written and telephone presentation and understand the needs of today's radio broadcaster.

Send resume (No phone calls please) to:

Jack M. Sabelta

Director Station Relations  
Mutual Broadcasting System  
1755 S. Jefferson Davis Hwy.  
Arlington, VA 22202

An equal opportunity employer

## Help Wanted Programing, Production, Others

### RESEARCH-ORIENTED P.D.

Logical thought and strong organizational ability. Must be able to express ideas both verbally and in writing. College degree required.

Resume to:

Bob Lowry,

Frank N. Magid Associates,  
One Research Center,  
Marion, Iowa 52302.

## Situations Wanted Announcers

### GOTTA' MINUTE?

Do you have room for a funny, friendly, personality? Creative ad-libber, 9 years exp. Good refs. Mature sounding communicator. Whaddye' Think? 215-647-4785.

## Situations Wanted News

### PLAY-BY-PLAY FOOTBALL

Major market play-by-play veteran seeks football assignment for the coming season. I have major college play-by-play experience for a statewide network. Will consider pro or college opportunity.

Reply Box G-16.

**TELEVISION**  
Help Wanted Management

**MARKETING**  
**MANAGER**

RICHMOND HILL  
LABORATORIES LIMITED  
is a wholly-owned subsidiary  
of The Unimax Group Inc.

We have just lost our World-wide Marketing Manager through promotion to one of our sister companies. We would like to receive resumes from qualified, professional people interested in joining a growth-oriented organization where performance against mutually agreed to objectives is recognized and remunerated promptly and generously.

The successful candidate will be selected on the following basis:

- sales experience
- management experience
- technical capability
- past performance record
- demonstrable oral and written communication skills
- general business knowledge

Interested individuals should contact Fred W. Huffman, President and Chief Executive Officer, (416) 291-7921.



**Richmond Hill  
Laboratories**

1240 Ellesmere Road  
Scarborough, Ontario

M1P 2X4  
416-291-7921

**Help Wanted Programing, Production, Others**

**Northern Michigan University**

Northern Michigan University at Marquette in Michigan's beautiful Upper Peninsula seeks a Graphic Artist for the departments of television, audio-visual and instructional development to develop, design and prepare charts, posters, graphs and finished art work for educational and informational media. Bachelor's degree in Art or related field required, and experience. Salary range \$9,000-\$11,000. Excellent fringe benefits. Interested candidates should send their resume to:

Beatrice Marana  
Employment Supervisor

Personnel and Staff Benefits  
Northern Michigan University

Room 202 Cohodas Administrative Center  
Marquette, Michigan 49855

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**FLORIDA**

Ted Johnson Productions, Inc. in Jacksonville, Florida, needs a Producer/Director who is experienced in both film and video tape production. Our specialty is television commercials, produced both on film and video tape. Our facilities include a mobile production unit, in-house studio and a full complement of post-production equipment. RCA equipped plant with TR-600 VTR's, TK-45A and TKP-45 color cameras, and associated studio gear. Datatron time code editing equipment. Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202, or contact Tony Kennedy-904-354-7000.

**Help Wanted Management  
Continued**

**COMMUNICATIONS  
EXECUTIVE**

Washington, D.C. radio & TV management consulting firm needs an executive with broad radio and TV experience and a strong background in financial management. For the executive with rolled up sleeves, initiative and ability this is a fine opportunity for personal and financial growth with a 30 year old innovative company. Please address resume to:  
Horace W. Gross, President  
Frazier, Gross & Clay, Inc.  
5028 Wisconsin Ave., N.W.  
Washington, D.C. 20016.

**Production Manager**

Top five market, top quality TV production house. Must be good with people, numbers and equipment. Manage studio, remote. Schedule directors and crew. EOE. Resume and letter Box F:107.

**Radio Drama**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Lum & Abner Distributors**  
1001 SPRING  
LITTLE ROCK, ARK. 72202  
Phone (501) 376-9292

**Radio Programing**

★ SAM SPADE ★ FRED ALLEN  
★ YOUR HIT PARADE ★ BIG TOWN  
★ AMOS 'N ANDY

Plus over 1,000 other Old Time Radio Shows now available for half-hour snip programming under the title CAT WHISKERS

**PROGRAM DISTRIBUTORS**  
1001 SPRING STREET • LITTLE ROCK, ARKANSAS 72202  
(501) 376-9292

**Free Golf, Car Rental**

**FLORIDA FREE GOLF**  
Completely furnished deluxe condominium apartments for two. \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS. Write or call.

**VILLA LAGO APARTMENTS**  
3910 Crystal Lake Drive  
Pompano Beach, Fla. 33064 (305) 782-3400  
SORRY, NO PETS

**Wanted To Buy Stations**

**Public Company** interested in acquisitions and/or mergers. T.V. — Radio. Profitability not a factor.  
Reply Box E-69.

## Wanted To Buy Stations Continued

### SMALL MARKET PROPERTY

Group of financially qualified former broadcasters has keen and immediate interest in small market property in Southeast, prefer Alabama or Georgia. Potential considered. All pertinent replies acknowledged with follow up handled discreetly. Principals only. Reply Box G-7.

### FINANCIALLY QUALIFIED BUYER

Seeks AM, FM or combo in small or medium market in AR, MO, KY, TN or MS. Must have good airport near town. Want to deal direct with Owners, with all facts and figures held in strict confidence. Will consider property already making money, or station which needs building up. Contact Bill Cole, 1419 S. Main St. Jonesboro, AR 72401. Phone. 501-932-0150 Days, 501-935-9611 Nites

## For Sale Stations

### FULLTIME AM

**For sale:** Fulltime AM station (10Kw-D/1Kw-N) in Cheyenne, Wyoming. Minimum offer: \$200,000 cash. Serious inquiries or offers (which must be submitted with a 10% earnest money deposit) should be directed to: Robert L. Nelson, Attorney, 1716 B Capitol Avenue, Cheyenne, Wyoming 82001, Telephone: 307-632-2870.

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### Metro Market Radio Midwest

5000 Watt AM Fulltimer. Best Facility in Market. Excellent Cash Flow.  
Box F-64.

### FLORIDA FULLTIME

**For Sale:** Florida Full Time AM & FM radio stations. Long established, high ratings. Growth market. Principals Only. Box G-17.

## For Sale Stations Continued



**CHAPMAN ASSOCIATES\***

nationwide service

### STATIONS

MO	SM	Profitable	\$180K	80K	Alan Jones	(312)354-3340
NW	Med	Profitable	400K	116K	Ray Stanfield	(213)363-5764
Texas	Met	Daytimer	145K	nego	Bill Hammond	(214)243-6043
SE	Met	Profitable	525K	terms	Bill Chapman	(404)458-9226
NY	Sub	AM/FM	1,700K	29%	Art Simmers	(617)837-6711

### CONTACT

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341.

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104  
415/673-4474

EAST COAST 210 EAST 53RD ST. NO. 5D. NEW YORK 10022  
212/288-0737



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

**It's a small market challenge.** To give this 1000 Watt daytimer the community standing and quality programming it deserves in a good southern town in the Southeast. It's profitable, \$225,000.00, terms.

John Mitchell and Associates  
Box 1065  
Shreveport, Louisiana 71165  
318-221-5464  
318-865-8668

- Fulltimer North Central California. Single station market. Potential for FM now on file. \$480,000. Terms.
- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Make Offer.
- Black programmed daytimer in small town. Northern N.C. \$90,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511 24 HOURS

### 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.

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# Stock Index

Stock symbol	Exch.	Closing Wed.	Closing Wed.	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
		June 1	May 25			High	Low						
<b>roadcasting</b>													
3C	ABC	N	42 3/4	42	+	3/4	+	1.78	46 1/4	37	11	18,058	771,979
APITAL CITIES	CCB	N	47 3/4	47 3/8	+	3/8	+	.79	57	44 3/4	10	7,484	357,361
3S	CBS	N	56 1/2	56 3/8	+	1/8	+	.22	60 3/8	55	10	28,395	1,604,317
DX	COX	N	28	28 1/2	-	1/2	-	1.75	33 5/8	28	8	5,872	164,416
ROSS TELECASTING	GGG	A	15 1/4	15 3/8	-	1/8	-	.81	15 1/2	13 5/8	8	800	12,200
INGSTIP COMMUN.	KTVV	O	4 1/4	4 1/4				.00	4 5/8	3 7/8	8	461	1,959
IN	LINB	O	16 3/4	16 3/4				.00	19 1/8	16 3/4	7	2,725	45,643
DONEY	MOON	O	2 5/8	2 5/8				.00	2 5/8	1 7/8	9	425	1,115
AHALL	RAHL	O	15 1/2	15 1/2				.00	18 1/2	8 5/8	19	1,281	19,855
CRIPPS-HOWARD	SCRP	D	34	34				.00	36 1/2	31 1/2	8	2,589	88,026
TARR**	SBG	M	5 5/8	6 7/8	-	1 1/4	-	18.18	7	3 1/2		1,418	7,976
TORER	SBK	N	21 3/4	21 7/8	-	1/8	-	.57	26 7/8	21 3/4	8	4,876	106,053
AFT	TFB	N	27 1/2	27 3/8	+	1/8	+	.45	33 7/8	27 3/8	7	4,070	111,925
									TOTAL			78,454	3,292,825

## roadcasting with other major interests

DAMS-RUSSELL	AAR	A	4 3/4	5	-	1/4	-	5.00	5 1/2	3 3/4	8	1,234	5,861
VCO	AV	N	15 3/4	15 1/4	+	1/2	+	3.27	16 5/8	13 3/8	3	11,656	183,582
OHM BLAIR	BJ	N	16 1/2	16	+	1/2	+	3.12	17 1/2	11 1/8	7	2,414	39,831
HRIS-CRAFT	CCN	N	4 5/8	4 1/2	+	1/8	+	2.77	7 3/8	4 1/2	4	4,396	20,331
OMBINED COMM.	CCA	N	20 1/4	20 1/2	-	1/4	-	1.21	23	19	8	6,493	131,483
OWLES	CWL	N	14 3/4	15 1/4	-	1/2	-	3.27	15 5/8	12 1/2	18	3,969	58,542
JN & BRADSTREET	DNB	N	26 1/2	26 3/8	+	1/8	+	.47	30 1/2	26 1/4	15	26,447	700,845
AIRCHILD IND.	FEN	N	11 1/2	11 3/4	-	1/4	-	2.12	11 3/4	9 1/2	11	5,708	65,642
JOVA	FQA	N	9 1/4	9 5/8	-	3/8	-	3.89	13	9 1/8	6	8,987	83,129
ANNETT CO.	GCI	N	33	32 3/4	+	1/4	+	.76	40 3/4	32 3/4	15	22,430	740,190
ENERAL TIRE	GY	N	25 5/8	26 3/8	-	3/4	-	2.84	28 5/8	24 3/4	5	22,242	569,951
LOBE BROADCASTING	GLBTA	O	3 3/4	3 3/4				.00	4 3/8	2 1/8	42	2,783	10,436
RAY COMMUN.	O		10	10				.00	11	8	5	475	4,750
ARTE-HANKS	HNN	N	26 1/8	27 1/4	-	1 1/8	-	4.12	29 3/8	26	11	4,470	116,778
EFFERSON-PILDT	JP	N	28 3/4	28 3/8	+	3/8	+	1.32	32 3/8	26 5/8	10	24,128	693,680
AISER INDUSTRIES	KI	A	17 1/8	17 1/8				.00	18 5/8	14 3/4	9	28,119	481,537
ANSAS STATE NET.	KSN	O	5 7/8	5 7/8				.00	6	4 3/4	9	1,716	10,081
EE ENTERPRISES	LNT	A	22 7/8	23	-	1/8	-	.54	28 1/8	22 1/4	11	5,010	114,603
IBERTY	LC	N	20	21	-	1	-	4.76	21 5/8	18	7	6,762	135,240
CRAW-HILL	MHP	N	17 5/8	17 3/8	+	1/4	+	1.43	18	15 5/8	11	24,655	434,544
EDIA GENERAL	MEG	A	16 3/4	16 3/4				.00	20	16 1/2	8	7,272	121,806
EREDITH	MOP	N	19 1/8	20	-	7/8	-	4.37	20 1/4	17 3/8	5	3,067	58,656
ETROMEDIA	MET	N	25 3/4	25 3/4				.00	31 1/8	25 3/4	6	6,771	174,353
ULTIMEDIA	MMED	O	23 1/2	24	-	1/2	-	2.08	25 1/2	21 1/2	10	4,391	103,188
EW YORK TIMES CO.	NYKA	A	17 1/2	18	-	1/2	-	2.77	19 1/4	15 3/4	9	11,207	196,122
UTLET CO.	OTU	N	17 1/4	16 5/8	+	5/8	+	3.75	24 1/4	16 5/8	6	2,140	36,915
JST CORP.	POST	O	18	18 1/4	-	1/4	-	1.36	19 1/4	16 1/4	8	869	15,642
EEVES TELECOM	RBT	A	2 1/2	2 1/2				.00	3	1 3/4	16	2,380	5,950
JLLINS	ROL	N	17 1/4	17 1/4				.00	24 1/4	17 1/8	10	13,404	231,219
JST CRAFT	RUS	A	11 3/4	11 5/8	+	1/8	+	1.07	11 7/8	8 1/2	8	2,291	26,919
AN JUAN RACING	SJR	N	7 7/8	10 3/8	-	2 1/2	-	24.09	10 3/8	7 5/8	7	2,509	19,758
CHERING-PLOUGH	SGP	N	33 3/4	33 1/2	+	1/4	+	.74	44 3/4	32 7/8	12	54,084	1,825,335
JNDERLING	SDB	A	9 1/8	8 3/8	+	3/4	+	8.95	10 7/8	8 3/8	4	1,103	10,064
ECH OPERATIONS**	TO	A	2 7/8	2 3/4	+	1/8	+	4.54	3 3/8	2 3/8		1,344	3,864
IMES MIRROR CO.	TMC	N	21 3/4	21 1/2	+	1/4	+	1.16	23	20 3/4	11	33,927	737,912
ASHINGTON POST CO.	WPO	A	22 3/4	23 1/4	-	1/2	-	2.15	25 1/8	21 3/4	8	8,876	201,929
JMETCO	WOM	N	11 1/8	11	+	1/8	+	1.13	12 3/4	10 7/8	7	9,437	104,986
									TOTAL			379,166	8,475,654

## ablecasting

TON CORP.	ATN	A	4	4 1/8	-	1/8	-	3.03	4 3/4	3 1/8	9	2,757	11,028
IECO** +	ACO	O	2 1/8	1 7/8				.00	1 1/2	1 1/8		1,200	150
IERICAN TV & COMM.	AMTV	O	22 1/4	23 3/4	-	1 1/2	-	6.31	25 3/4	19 3/4	16	3,374	75,071
HERNA COMM.** +	O		3/8	1/8	+	1/4	+	200.00	3/8	1/8		2,125	796
IRNUP & SIMS	BSIM	O	3 1/8	3 1/8				.00	4 1/8	3 1/8	21	8,319	25,996
IBLE INFO.+	O		7/8	3/4	+	1/8	+	16.66	7/8	1/2	4	663	580
INCAST	O		4 3/8	4 3/8				.00	4 3/8	3 3/4	8	1,662	7,271
IMMUN. PROPERTIES	COMU	O	5	5				.00	5 1/2	3 5/8	15	4,761	23,805
X CABLE	CXC	A	22 3/8	22 1/2	-	1/8	-	.55	22 1/2	16 1/2	22	3,566	79,789
ITRON+	ENT	O	7/8	1	-	1/8	-	12.50	2	7/8	1	979	856
NERAL INSTRUMENT	GRL	N	18 1/8	19	-	7/8	-	4.60	21 3/4	18 1/8	20	7,332	132,892
NEVE CORP.	GENV	O	7 1/2	8	-	1/2	-	6.25	9 1/4	7 1/2	50	1,121	8,407
LE-COMMUNICATION**	TCOM	O	3 3/4	4 1/4	-	1/2	-	11.76	5 1/8	2 7/8	54	5,281	19,803
LEPROMPTER	TP	N	7 1/8	6 3/4	+	3/8	+	5.55	9 3/8	6 3/4	238	16,793	119,650
XSCAN	TEXS	O	1 1/4	1 1/2	-	1/4	-	16.66	2	1 1/4	8	786	982
ME INC.	TL	N	34 3/8	34 3/4	-	3/8	-	1.07	38 1/4	33	10	20,306	698,018
COM	TOCM	O	3 1/4	3 1/4				.00	3 1/4	2 1/4	12	617	2,005
-COLUMBIA CABLE	UACC	O	15 3/4	16 3/4	-	1	-	5.97	18	15 1/2	12	1,679	26,444
ITED CABLE TV**	UCTV	O	4	4				.00	4 5/8	3 7/8		1,879	7,516
ACOM	VIA	N	13 1/8	12 7/8	+	1/4	+	1.94	15 5/8	9 1/2	13	3,736	49,035
									TOTAL			88,936	1,290,094

Stock symbol	Exch.	Closing Wed. June 1	Closing Wed. May 25	Net change in week	% change in week	High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	12 7/8	11 3/8	+ 1 1/2	+ 13.18	12 7/8	7 3/8	5	6,748	86,88
DISNEY	DIS	N	32 1/2	34 1/4	- 1 3/4	- 5.10	47 5/8	32 1/2	14	31,908	1,037,01
FILMWAYS	FWY	A	9 1/8	8 1/8	+ 1	+ 12.30	9 7/8	6 7/8	8	2,397	21,87
FOUR STAR+			1			.00	1	3/4	10	667	66
GULF + WESTERN	GW	N	13 3/8	13 7/8	- 1/2	- 3.60	18 3/8	13 1/8	3	48,269	645,59
MCA	MCA	N	40 3/4	39 1/8	+ 1 5/8	+ 4.15	42 1/2	36 3/8	8	18,024	734,47
MGM	MGM	N	22 5/8	21 5/8	+ 1	+ 4.62	22 5/8	16	10	13,102	296,43
TELETRONICS INTL.			4 3/4	4 3/4		.00	6 1/2	4 3/4	7	1,018	4,83
TRANSAMERICA	TA	N	13 7/8	13 3/4	+ 1/8	+ .90	15 1/4	13 5/8	8	67,238	932,92
20TH CENTURY-FOX	TF	N	18	12 7/8	+ 5 1/8	+ 39.80	18	10	13	7,631	137,35
WARNER	WCI	N	30	29 3/8	+ 5/8	+ 2.12	31 1/2	26 1/4	8	14,436	433,08
WRATHER	WCO	A	5 7/8	6	- 1/8	- 2.08	6 3/4	4 1/2	9	2,243	13,17
<b>TOTAL</b>									<b>213,681</b>	<b>4,344,31</b>	

### Service

BBDO INC.	BBDO	O	27	26 1/2	+ 1/2	+ 1.88	28 1/4	22 1/2	8	2,513	67,85
COMSAT	CO	N	35 1/2	35	+ 1/2	+ 1.42	36 3/4	29 3/8	9	10,000	355,00
DOYLE DANE BERNBACH	DOYL	O	18 1/2	18 3/4	- 1/4	- 1.33	19 7/8	16 3/4	6	1,866	34,52
FOOTE CONE & BELDING	FCB	N	15 1/8	15 5/8	- 1/2	- 3.20	16 5/8	14 3/4	8	2,304	34,84
GREY ADVERTISING	GREY	O	23 1/4	23	+ 1/4	+ 1.08	23 1/2	16 1/2	6	729	16,94
INTERPUBLIC GROUP	IPG	N	33 7/8	34	- 1/8	- .36	35	28 1/2	8	2,387	80,85
MARVIN JOSEPHSON	MRVN	O	13 1/2	12	+ 1 1/2	+ 12.50	14	10 1/4	6	1,896	25,59
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8		.00	2 1/2	1 3/4	6	19,985	37,47
MOVIELAB	MOV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2	1 1/4	6	1,410	1,93
MPO VIDEOELECTRONICS	MPO	A	5 1/2	5 1/2		.00	9	4	6	520	2,86
NEOHAM, HARPER	NDHMA	O	12 1/2	12 1/2		.00	12 1/2	11 1/8	7	823	10,28
A. C. NIELSEN	NIELB	O	19 1/4	18 7/8	+ 3/8	+ 1.98	22 1/8	18 7/8	11	10,762	207,16
OGILVY & MATHER	OGIL	O	32	32 1/4	- 1/4	- .77	33 1/2	31	8	1,805	57,76
J. WALTER THOMPSON	JWT	N	15 7/8	15 7/8		.00	18 1/2	15 1/8	8	2,649	42,05
<b>TOTAL</b>									<b>59,649</b>	<b>975,16</b>	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/2	4 7/8	- 3/8	- 7.69	5 1/2	2 3/8	20	1,672	7,52
AMPEX	APX	N	8	8 1/8	- 1/8	- 1.53	9 3/8	7 3/8	11	10,885	87,08
ARVIN INDUSTRIES	ARV	N	16 3/4	17 1/8	- 3/8	- 2.18	19 1/4	15	5	5,959	99,81
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	56
CETEC	CEC	A	3 1/8	3 1/8		.00	3 1/8	1 3/4	13	441	1,37
COHU, INC.	COH	A	2 3/8	2 3/8		.00	3 1/8	2 1/8	14	1,779	4,22
CONRAC	CAX	N	26 1/2	26 3/8	+ 1/8	+ .47	27 1/4	23 3/4	8	1,433	37,97
EASTMAN KODAK	EASKD	N	58	58		.00	86 3/4	58	14	161,371	9,359,51
FARINON ELECTRIC	FARN	O	9	8 3/4	+ 1/4	+ 2.85	12	8	11	4,267	38,40
GENERAL ELECTRIC	GE	N	54 5/8	54 1/8	+ 1/2	+ .92	55 7/8	49 1/4	13	184,581	10,082,73
HARRIS CORP.	HRS	N	37 7/8	37 3/8	+ 1/2	+ 1.33	39	28	15	12,261	464,38
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	5 1/2	3 1/8	8	480	1,50
INTL. VIDEO CORP.	IVCP	O	5/8	3/4	- 1/8	- 16.66	2 3/8	5/8		2,701	1,68
MICROWAVE ASSOC. INC	MAI	N	21 3/8	21 1/2	- 1/8	- .58	24 1/2	20 1/4	10	1,320	28,21
3M	MMM	N	48 7/8	48 1/2	+ 3/8	+ .77	57	48 1/2	17	115,265	5,633,57
MOTOROLA	MOT	N	37 3/4	40 1/2	- 2 3/4	- 6.79	56 7/8	37 3/4	13	28,544	1,077,53
N. AMERICAN PHILIPS	NPH	N	32 1/2	33 1/8	- 5/8	- 1.88	36	31 5/8	7	12,033	391,07
OAK INDUSTRIES	OAK	N	13 5/8	14 1/4	- 5/8	- 4.38	17 7/8	9 5/8	10	1,639	22,33
RCA	RCA	N	30 3/4	30	+ 3/4	+ 2.50	31 3/8	25 3/8	13	74,807	2,300,31
ROCKWELL INTL.	ROK	N	34 3/8	33	+ 1 3/8	+ 4.16	34 5/8	30 7/8	9	32,400	1,113,75
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2	1 5/8	8	2,690	4,70
SCIENTIFIC-ATLANTA	SFA	A	17 7/8	18 1/8	- 1/4	- 1.37	21 1/8	16 3/4	12	1,668	29,81
SONY CORP.	SNE	N	9	8 7/8	+ 1/8	+ 1.40	10 3/8	8 1/8	17	172,500	1,552,50
TEKTRONIX	TEK	N	33 5/8	33 5/8		.00	68 1/2	28 1/4	8	17,342	583,12
TELEMATION	TIMT	O	1/2	1/2		.00	3/4	1/2	1	1,050	52
VARIAN ASSOCIATES	VAR	N	19 1/8	18 7/8	+ 1/4	+ 1.32	19 7/8	14 3/4	14	6,838	130,77
WESTINGHOUSE	WX	N	20 3/8	19 5/8	+ 3/4	+ 3.82	21 1/2	16 1/4	8	87,492	1,782,64
ZENITH	ZE	N	24	23 7/8	+ 1/8	+ .52	28	21 3/8	12	18,818	451,62
<b>TOTAL</b>									<b>963,133</b>	<b>35,289,30</b>	
<b>GRAND TOTAL</b>									<b>1,783,019</b>	<b>53,667,35</b>	

Standard & Poor's Industrial Average 106.9 106.7 +.2

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.  
+Closing Tues. May 31.

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.



## SSC&B's Otter: A confident man with a \$70-million blue chip

These early June days are hectic, chaotic and nerve-wracking for an advertising agency program executive like Jack Otter of SSC&B Inc., New York, who is grappling with a \$70 million question.

That robust figure is the amount SSC&B, where Mr. Otter is vice president and director of network programming, paid this past season to ABC-TV, CBS-TV and NBC-TV. And Mr. Otter is the first to acknowledge that with television's spiraling costs, the allotment can go higher this year. Preliminary jousting with the networks already has begun, according to Mr. Otter, who adds, however, that "serious negotiating, for the most part, has not taken place."

Mr. Otter is a tall, trimly built man of 46 who radiates energy, enthusiasm and confidence. Without a trace of braggadocio he points out his strong qualifications for negotiating that stem from the many years he was on the other side of the equation—as a seller of network advertising for NBC-TV.

Along with his confreres at other agencies, Mr. Otter has viewed the new offerings of the networks for next season; has read story lines on series and has pored over the Nielsen and Arbitron ratings of returning series. More than \$3 billion will be funneled into network television during the 1977-78 season, but it will be the \$70-million-plus investments that Mr. Otter and his agency associates make over the next month that will decide whether SSC&B clients are astride winners or losers.

The entertainment world has always held an attraction for John Martin Otter, even as he grew up in his native Pottsville, Pa., and later in Chicago and Philadelphia. At Cornell he majored in political science ("I think it gives young people a broad-based understanding of the world," he jays) but he devoted much of his outside time to the college dramatic group. "I directed and produced a number of musical comedies," he recalled recently. "And I was the only salaried person on the staff."

During summers he worked at odd jobs at the Bucks county (Pa.) Playhouse and recalls he hit the jackpot one year: "I had a small part in a play called 'Accent on Youth' and the star was none other than Grace Kelly."

Armed with his degree from Cornell in 1953, he tackled New York for a job in the entertainment field and landed a spot as a guide at NBC. The pay was only \$37.50 per week, but Mr. Otter managed to survive by taking occasional acting assignments on NBC dramatic series, including



John Martin Otter—VP and director of network programming, SSC&B Inc., New York; b. Nov. 26, 1930; BA in political science, Cornell University, Ithaca, N.Y., 1953; guide staff, NBC New York, 1953-54; commercial producer, NBC-TV *Home* program, 1954-56; special program account executive, NBC-TV, 1959-61; director, special program sales, NBC-TV, 1961-62; VP and national sales manager, NBC-TV, 1962-65; VP in charge of sales, NBC-TV, 1965-73; formed and headed Dragonwyk Productions, New York, 1973-75; VP and director of network programming, SSC&B New York since 1975; m. Susan Morgan Eaves of Washington, 1960; children, John M., 11, and Robert M., 2.

### *Armstrong Circle Theater.*

The following year he became commercial producer for the NBC-TV's *Home* program, featuring Arlene Francis. He was responsible for the live production of commercials appearing on the program. In 1956 Mr. Otter snared what he considers "a prize assignment"—associate producer on NBC-TV's *Today* series.

"At that time *Today* was produced on location all over the country from time to time," he recalls. "And I remember when the show went to Paris in 1959 and we were about to tape Brigitte Bardot, and the National Association of Broadcast Employees and Technicians struck. Luckily, it was settled the second day out so the show went on only a day late."

He was perfectly content with his post in production, but in 1959 he was approached by several executives in the sales department. They reasoned that he could make a valuable contribution to NBC-TV in sales because of his knowledge of programming and his close relationship with advertising agencies.

"I had no thought of going into sales," he remarked. "Reluctantly I decided to try it. And I loved it."

Mr. Otter enjoyed a rapid rise in sales. He started as an account executive in 1959; moved up to director of special pro-

gram sales in 1961, vice president and national sales manager in 1962 and rose to the top tier of vice president in charge of sales in 1965. He remained at the helm for eight years.

In 1973 Mr. Otter decided to venture out on his own, resigned from NBC-TV and formed Dragonwyk Productions, New York. The firm produced several pilots, one of which was telecast but was not picked up as a regular series. For about a year he also served as a consultant to public station WNET(TV) Newark, N.J.—New York and the Practising Law Institute.

He credits Hal Miller, a senior vice president at SSC&B, with taking him into the agency in 1975.

He declined to make a forecast on how the three-network competition is going to shape up, adding with a grin, "I've got to negotiate with those guys." Mr. Otter called the opening prices from networks "rather steep, anywhere from 25% to 40% higher than last year." He said he has noted a difference in negotiating patterns this year.

"Last year there was a big rush to go in and buy early," he said. "This year there seems to be a tendency on the part of agencies to evaluate more thoroughly. There's a feeling of 'let's look around for a while.'"

"Of course there are advertisers with special needs who have already committed or are about to commit because they want to be represented on a particular program or in a specific time period. This may be particularly true of clients who require upscale audiences and have to buy or risk being left out."

Touching upon program trends for next season, Mr. Otter pointed to the reduction in the number of violent shows and a consequent accent on comedy; a continual attempt at producing variety ("it's awfully hard to do") and an acceleration toward best-selling book dramatization and made-for-TV movies.

Mr. Otter understandably has personal and business friends at all three networks, but singled out ABC-TV for particular praise. He remarked that ABC's success is "not an overnight happening" and was the result of "good work by a lot of good people, which ABC has in depth."

Mr. Otter is a city person: he lives on East 93d Street with easy access to his midtown office and within walking distance of Central Park. He can be found there virtually every Saturday playing with his children. His other hobbies are fishing off Block Island and attending theatrical and motion picture productions.

"I like to keep current with the cultural scene," he observed. "I enjoy my work tremendously, and there's no other business I would want to be in."

## Finale

Unless Jimmy Carter departs from political tradition there will be a new chairman of the FCC—a Democrat—who will take over when Republican Richard Wiley on June 30 ends his tenure as the most energetic and ubiquitous playmaker in the agency's 43-year history.

It isn't likely that the Wiley record will soon be eclipsed. No other living being conceivably can take on as many projects.

There are those, ourselves included, who sometimes have been critical of Chairman Wiley's desire to keep contending forces happy—a something-for-everyone philosophy. But although he has compromised and horse-traded, he has never, in our view, sacrificed principle for expediency. On balance, the pluses that have emerged during Mr. Wiley's three-year-and-three-month stewardship as chairman, capping his five and a half years on the FCC, far exceed the minuses. There was never a more diligent, capable or dedicated public servant.

Broadcasters' major problems in recent months have not been with the FCC but rather with the Circuit Court of Appeals in Washington. The court has ensconced itself as a super-FCC whose seemingly hand-picked panels usually stretch both the law and logic to fit their antibroadcast bias.

## Memory lane

For reasons best known to him, Richard S. Salant, the president of CBS News, has chosen to break a silence of 16 years and tell a *Los Angeles Times* reporter that CBS News—under a preceding administration—cooperated with the Central Intelligence Agency. In the original *Times* report, which Mr. Salant is yet to disavow, he implicated Sig Mickelson, his predecessor as head of CBS News, and Ted Koop, one-time CBS News Washington bureau chief and later CBS Inc. vice president in Washington, in an arrangement that provided the CIA with access to correspondents and outtakes of film. Both Messrs. Mickelson and Koop have accused Mr. Salant of distortions.

Other figures have also been mentioned: Daniel Schorr, a veteran CBS News correspondent who was dismissed last year after he conveyed to the New York *Village Voice* a leaked copy of a secret report on a CIA investigation by the House Select Committee on Intelligence; William S. Paley, CBS chairman, who Mr. Schorr has said was the original intermediary between CIA agents and Mr. Mickelson, and Frank Stanton, retired CBS vice chairman, who is alleged to have been aware of the arrangements in the pre-Salant period, the 1950's into 1961.

All of this bears the musty odor of a yellowing page torn from the past. As Mr. Salant told BROADCASTING a week ago, the arrangements were in effect during the cold war when political attitudes were infinitely different from those prevailing now. "This was in the days before all of us became sophisticated about our relationships with the government," said Mr. Salant.

Well, of course, and it is for that very reason that Mr. Salant would have been well advised to keep his silence on a matter that he now reports had come to his attention almost as soon as he assumed office back in 1961. He has, however, spoken up—but not enough. As the story now stands, it is undisputed that CBS News was to at least some degree cooperative with the CIA. What about other broadcast organizations? Last week officials of both ABC and NBC denied association with the CIA, but is it possible to believe that no correspondent outside CBS employ was inveigled into CIA liaisons?

Those are questions that Mr. Salant has raised, perhaps unwittingly. They are questions that we thought were settled, even

though unanswered, more than a year ago when the House ethics committee, investigating the Schorr leak, began looking into bygone CIA arrangements with journalists.

Older people may forget and younger ones never knew that in the cold war that followed World War II there was a commonality of purpose in this country. A journalist could pass on information to the CIA in the belief it was a patriotic duty—provided the passing corrupted no story. It was symptomatic of the period that all mass media, especially broadcasting, conducted vigorous fund-raising campaigns for Radio Free Europe, which not until years later was publicly revealed to have been an arm of the CIA.

As was noted on this page in the issue of Feb. 23, 1976, this publication is willing to believe that the cozy relationships between the CIA and reputable journalists ended long ago. There is no reason now to insist on an accounting of the distant past.

There is, however, a need for CBS to clear the air about its own role. Absent a statement to which principals, including Mr. Salant, can fix their names, there will remain doubts about the organization's past and present associations. If there's anything television doesn't need right now, it's doubt about its journalistic integrity.

## Cluttered thinking

The pressures for an increase in commercial time on television are building up. The existing inventory is in such demand that costs are escalating. In the addition of, say, a minute per half-hour, broadcasters see a large increase in revenue, and at least some agencies and advertisers see the prospect of price competition. Put countervailing forces like those together, and a drive for more time could soon start openly.

The buyers' case was presented a fortnight ago by Louis T. Fischer, senior vice president, Dancer-Fitzgerald-Sample (BROADCASTING, May 30). He told a financial workshop of the Association of National Advertisers that unit prices would come down if the supply of commercial time were increased, and he proposed a relaxation of time standards in the National Association of Broadcasters television code.

There is agreement here that the code denies broadcasters the flexibility that they ought to exercise, but that is not to suggest that everybody start piling on commercials. A third factor called the audience is to be considered. Does anybody know how the public would react to an increase in the volume of television advertising?

Not until that question is answered will it be time for the schedulers to start opening more positions for paid messages.



Drawn for BROADCASTING by Jack Schmie

"It's for a good cause. We're raising funds for our local noncommercial television station."

# WSB Is A Pacemaker

When Atlanta's sanitation workers were on strike recently, WSB News Director Bob Ketchersid kept listeners informed with direct reports from Mayor Maynard Jackson. Being up front with the newsmakers is just one reason why WSB has received from Associated Press:

- For an unprecedented 12th

consecutive year, the Pacemaker Award for the best Class A news operation in Georgia for 1976;

- Top awards for editorial, sports reporting and feature story;
- Other honors in deadline reporting, non-deadline reporting, editorial, and documentary.

In United Press International competition, WSB Radio received for 1976:

- Seven first place honors for news story, news program, sports story, documentary, public service, general editorial excellence and investigative reporting.

- Gordon Van Mol received UPI's special "Newsleader" award. More than four dozen major awards for news and public affairs programming in 1976 have joined hundreds already on WSB's wall. Every year, year 'round, WSB is a pacemaker.

## WSB RADIO 750

Cox radio stations are represented by The Christal Company.

**COX**  
Broadcasting

WSB TV-AM-FM  
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WHIO TV-AM-FM  
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WSOC TV-AM-FM  
Charlotte

WIC-TV  
Pittsburgh

KTVU-TV  
San Francisco-Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles



# MARTY ROBBINS' SPOTLIGHT

Johnny Cash... Ray Stevens...  
Carol Channing... Tom T. Hall...  
Hank Williams Jr... Dottie West  
... Chet Atkins... Sonny James  
— just a few of the stars on  
Marty Robbins' Spotlight now  
in production for a Fall start.

**This is a unique series.** Each  
program is a 30 minute special  
that builds an entire show  
around the music and  
performance of a major star.

**Check these quick program  
notes:** A 17 piece orchestra and  
vocal group. Marty Robbins'  
hits that keep him at the top of  
both the country and pop charts.  
Big name guests on every show.  
Production by the same team  
that now gives you DOLLY.

**This is the freshest new music  
variety show of the season.**

Now sold to 57 stations. If your  
market is still open we'd like to  
rush a cassette out to you.  
May we hear from you today?

**IT'S LIKE PROGRAMMING  
YOUR STATION WITH  
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