

Communications Act options: out of the hat  
In review: the NCTA convention

# Broadcasting Apr 25

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER



## 42% share! <sup>\*\*†</sup>

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

**EYEWITNESS NEWS**  
**KSTP-TV**   
MINNEAPOLIS • ST. PAUL

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

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# Family Of The Year.



“My Three Sons”

Meet this year's sitcom family of super-achievers.

Compared with the performance of year-ago programs in their time period, Fred MacMurray's clan has

**...increased ratings for 53 stations!**

**...increased shares for 60 stations!**

**...increased 18-34 women viewers by an average 54% for 66 stations!**

**...increased 18-49 women viewers by an average 39% for 70 stations!**

“My Three Sons” is currently aired on 89 stations. Which means the series has scored these spectacular gains in 60% to 79% of its total markets.

And that's another super achievement.

Now that you know what this sitcom family can do, you know they should be doing it for you.

**from Viacom**



**When you're hot you're hot.**



The Bionic Woman.\*  
With the breathtaking figures  
and the sizzling sales!

\*Or another appropriate title.

# The Week in Brief

**HELD UP ON ACT I** □ The House Communications Subcommittee gets an 850-page report prepared by the subcommittee staff on the options available in restructuring a telecommunications policy in a rewrite of the Communications Act. **PAGE 21.**

**CABLE PARADE** □ It was a big week for cable operators as they met with each other, FCC commissioners and legislators last week in Chicago to gain perspective on where the industry is going. **PAGE 23.**

**FREE IN ONE** □ Carter takes to television several times to help push his energy package. **PAGE 25.**

**COURT CLOUT** □ A U.S. Court of Appeals has reversed the FCC's decision in three license-renewal cases giving a stronger hand to citizen group. **PAGE 25.**

**BEAK-UP** □ The Steinman family has agreed to dispose of its television outlet in Lancaster, Pa., and if it is approved by the FCC, citizen groups will not challenge the station's license as was originally planned. **PAGE 26.**

**GROUP ACTIVITY** □ A coalition of citizen groups are out to make equal-employment-opportunity waves in the broadcast industry. The groups have petitioned the FCC to look at 295 broadcast licensees and 16 group owners. **PAGE 28.**

**A MATTER OF PROCEDURE** □ Two citizen groups are upset about how an FCC judge went about issuing a consent order in a proposed one-year license renewal of WHBB(AM) Selma, Ala. **PAGE 33.**

**CODE DECISIONS** □ The NAB television code review board scrutinizes children's advertising, denying requests of toy manufacturers and Action for Children's Television. **PAGE 34.**

**A PRIME-TIME WINNER** □ ABC-TV sets a new record in prime-time ratings for September-April season. **PAGE 38.**

**ABC KO'S BOXING** □ Network suspends coverage of boxing tournament and is launching an investigation for possible corruption. **PAGE 44.**

**PEABODY PRESENTS** □ The George Foster Peabody awards give recognition to 21 TV shows, but only three in radio. **PAGE 46.**

**CLEAR SKIES FOR CABLE** □ At NCTA convention, Magness points to more favorable climate in Washington for industry. Daniels says more customers and more investors are on the way. Geller criticizes cable's copyright stance. Kahn sees unlimited horizons with fiber optics. **PAGE 48.**

**HOLLINGS SOUNDS OFF** □ Senate Communications Subcommittee chairman denounces FCC's handling of cable, says Capitol Hill may have to straighten things out. **PAGE 48.**

**FACT-GATHERING TIME** □ FCC's Wiley wants an economic inquiry to get additional information on cable-broadcast TV situation. He also encourages more cross-country meetings between commission and CATV operators. **PAGE 49.**

**WASHINGTON UPDATE** □ A good report on cable's position is offered NCTA delegates by FCC's Quello and Fogarty as well as by the Hill's Reigle, Frey and Wirth. **PAGE 50.**

**VAN DEERLIN DEFENDS** □ In Chicago TV interview, he wards off some rocks aimed at FCC's Wiley and his own Communications Act rewrite proposal. **PAGE 52.**

**GET INVOLVED** □ FCC's White maintains states and cities should be doing more in the area of cable regulation. **PAGE 55.**

**IN THE PAY LINE** □ Harris Cable's Burt Harris says the entire country will have pay television in 10 years. Others offer varying opinions on the prime factors for pay-cable success. **PAGE 56.**

**PALEY KEEPS PROMISE** □ CBS's chairman formally tells stockholders that he will turn over executive reins to John Backe on May 11, but that he'll continue as chairman of board. He also announces record sales and earnings for the first quarter. **PAGE 61.**

**BEST QUARTER AT RCA** □ Company income for that period comes to \$48.5 million with sales of \$1.3 billion. RCA and other subsidiaries hit new records. **PAGE 62.**

**WINNER AGAIN** □ John Corporon's career has been a series of challenges and successes. The latest have come as vice president, news, WPIX(TV) New York and as president of the Independent Television News Association. **PAGE 81.**

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WDCA-TV, Washington, D.C.**

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# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Spring bloomers

Although they're going along with April 17 as cut-off date for 1976-77 prime-time season (see page 38), NBC sources say all three networks should consider June as cut-off for future seasons. Reason: Second season and third season have fostered rash of premieres, with new episodes in some cases running into May. And all three networks are beginning to schedule more block-buster movies and specials during May sweeps to help their affiliates' ratings. Finally, according to NBC, steepest decline in homes-using-television levels doesn't occur until June, when numbers fall drastically, by 13% last year, compared to 5% drop-off in April and additional 5% dropoff in May.

Competition during May sweeps will be intense. About 70% of NBC-TV May programming will be first-run. CBS has scheduled such attractions as "Ben-Hur," "Hello, Dolly," "The Alamo" and "Paper Moon." ABC's heavyweights will include "Airport," "Walking Tall," Indianapolis 500 in prime time and first rerun of original novel-for-television, *Rich Man Poor Man*, which started miniseries vogue. (All this network activity is worrying backers of Operation Prime Time, whose own six-hour miniseries, *Testimony of Two Men*, plays on participating stations in May. Some OPT officials think regular networks are out to kill OPT in cradle.)

## Handwriting?

Washington circles are wondering about advisory Harry J. Shaub Jr., president of WGAL-TV Inc., circulated among employees in explanation of decision to trade or sell WGAL-TV Lancaster, Pa., by Dec. 31, 1981, as part of settlement with Feminists for Media Rights, antagonist in hearing (see page 26). According to advisory, station's lawyer, Howard Roycroft of Hogan & Hartson, Washington, as much as said that jig was up for newspaper-broadcast crossownerships and that, regardless of outcome of hearing on WGAL-TV's renewal, forced divestiture of that station was close at hand. Station is under common ownership with all three Lancaster newspapers. Advice caused eyebrows to rise in view of fact that Hogan & Hartson partner Lee Loevinger is National Association of Broadcasters' lawyer in attempting to reverse court ruling to require breakup of situations like that in Lancaster.

## Play it as it lies

It looks as though there'll be no new

guidelines on TV sex and violence in National Association of Broadcasters TV code. NAB TV code board is said to be unanimous in feeling that present TV code language is adequate. Its members believe that dialogues it has had with networks, producers and citizen groups and planned public hearings this fall are sufficient response for now to public outcry over sex and violence on TV. Any future change of mind on code board depends largely on what's in networks' fall schedules.

Whether that is last word on new code guides depends on TV board, which reaffirmed support last January for "revised and strengthened advisory program guidelines within limits of its authority." NAB Chairman Wilson Wearn, primary advocate of code strengthening, made earnest appeal for code board to look again for ways to amend code with stronger antiviolence language (NAB TV board Chairman Robert Gordon attended session with him last week). But insiders doubt such review will result in anything being set down on paper.

## Unveillings

With ABC set to announce its 1977-78 prime-time TV schedule today (April 25), sources said NBC's schedule could be released by end of this week, possibly as early as Wednesday (April 27). CBS will take its time and won't be ready with its line-up until about May 9. CBS is in no rush because its affiliates' meeting doesn't take place until May 24 (compared to May 8 for ABC and May 15 for NBC).

## UHF space claims

FCC members get chance to earn their salaries this week, in closed meeting on position U.S. should take in WARC (World Administrative Radio Conference) 1979 on treatment of UHF in international table. FCC staff is split, and commission will have to resolve issue. Safety and Special Radio Services Bureau favors equal sharing of land mobile with UHF throughout band. At other extreme is Broadcast Bureau, which favors maintaining status quo. Officials point out that commission is not making policy for U.S. in position it adopts. But position that is adopted, they say, will signal attitude toward land mobile's hunger for UHF spectrum.

## Turnover

Staff changes are in works in new National Association of Broadcasters public affairs department. Robert Resor, director of

media relations under senior vice president, Thomas Swafford, is said to be on way out. Mr. Resor, formerly with public relations firm, Bozell & Jacobs, started at NAB in 1974 as head of Office for Free TV, NAB's antipay-cable organ. It's speculated that his duties will be assigned to Candace Greene, now editor of NAB's weekly newsletter, *Highlights*.

## Diversion

What does a network tell its affiliates when, after at least 20 years of ratings leadership, it's no better than distant second in prime-time audience? CBS-TV officials, facing that question in planning May 24-25 affiliates convention, intend to "accentuate the positive," as one put it. That means emphasis on its claim as most-watched network on all-day basis, supremacy in daytime, progress in late night, etc., as well as bullishness about new fall schedule. Instead of being split between Los Angeles's Century Plaza hotel and CBS Studio Center, sessions this time will all be in Century Plaza area, and whole affair will have elaborate circus motif—with tents.

## Helsinki to Phoenix

In Washington last week, Mark Evans Austad, recently retired as U.S. ambassador to Finland, disclosed he will return to Metromedia in September in old slot as vice president, public affairs. But he will base in Phoenix rather than in Washington. Mr. Austad, 60, left Metromedia in 1975 to accept diplomatic appointment after 15 years with company, preceded by like span with CBS in Washington mainly on *Housewives Protective League* program.

## Literary front

FCC and its relation to broadcasting is getting attention in two books now in progress. One due out in September carries working title of "Reluctant Regulators: FCC and the Broadcast Audience," and is product of Barry Cole, one-time consultant to FCC, and Mal Oettinger with U.S. Information Agency. Other book, expected next year, will focus on controversy over family viewing—both trial in Los Angeles of suit Hollywood creative community filed to have self-regulatory plan thrown out of National Association of Broadcasters code, and reaction in Hollywood to success of that suit. Author is Geoffrey Cowan, lawyer who aided in prosecuting suit.

# Business Briefly

## Radio-TV

**Pier 1** □ Retail import store is arranging one-week spot-radio and TV drive, slated to begin in early May. Witherspoon & Associates, Fort Worth, will place TV spots in day, prime, access, early and late news periods, and radio spots in 34 markets, aiming to reach women, 18-34.

**Club Meditteranean** □ Vacation resort chain is planning one-week spot-radio and TV campaign beginning in early May. Young & Rubicam, New York, is placing spots in eight markets, reaching for adults.

## TV only

**Ralston Purina** □ Company has three four-to-six-week spot-TV flights set for its Chicken of the Sea tuna starting in early May, mid-May and early June. D'Arcy-

MacManus & Masius, Los Angeles, will set spots in nine markets during fringe-time periods, zeroing in on women, 25-49.

**Chrysler** □ Approximately \$6 million will be spent on two-month intermediate-size campaign to introduce LeBaron car, with heavy concentration in TV promotion. Network TV spots will run in May, June and early July on telecasts of outstanding sporting events, including major tennis matches, Kentucky Derby, Preakness and Belmont Stakes as well as on prime-time shows. In addition, spot TV will be used during period in 37 major markets. Young & Rubicam, Detroit, is handling campaign to reach young adults.

**Pet** □ Food products company will start four-week spot-TV promotion for its Sego diet bar in early May. Haworth Group, Edina, Minn., is buying in at least 20 markets in fringe and daytime periods, seeking women.

**Johnson & Johnson** □ Baby powder will get seven-week spot-TV campaign

starting in mid-May. Young & Rubicam, New York, will gear spots to women, 18-49, in 10 markets during fringe periods.

**Heinz** □ Company will feature its catchup in seven-week spot-TV campaign starting in early May. Leo Burnett, Chicago, will place spots during late fringe-time periods, seeking women, 18-49.

**Max Factor** □ Cosmetic company is placing nine-week spot-TV buy for various products starting at end of April. SFM Media, New York, will place spots in fringe and daytime periods in 30 markets zeroing in on women, 18-49.

**Samsonite** □ Luggage firm has two-week spot-TV flight slated for mid-May. J. Walter Thompson, New York, will seek spots in daytime and fringe periods to reach adults, 25-54.

**Scott** □ For its paper towels, Scott is launching spot-TV campaign beginning in May. J. Walter Thompson, Atlanta, will place spots in day, early and late fringe periods to reach women, 25-54.

**Sunshine Biscuit** □ Company has four-week spot-TV buy slated for its Hi Ho crackers beginning at end of April. SSC&B, New York, will place spots during fringe and prime viewing peaks to reach women, 18-49.

**Sun Chemicals** □ Company is planning five-week spot-TV promotion for its pool chemicals beginning in mid-May. Desmond & Associates, Detroit, is seeking spots in day and early fringe periods to reach adults, 25-49.

**A-W Brands** □ Company has 13-week spot-TV campaign planned for its Bloody Mary mix starting in late May. SMY Media, Chicago, will arrange spots in fringe, day and prime periods to reach adults.

**Zedco** □ Company has three-week spot-TV promotion scheduled for its linen rollers-hair curlers starting at end of April. A. Eicoff, Chicago, will buy in all dayparts in at least 20 markets, including Miami and Washington, seeking women of all ages.

**Jet X** □ Spray car washer will get six-week spot-TV promotion beginning in early May. Frye-Sills, Denver, will place spots in 40 markets during fringe and daytime periods. Target audience is adults, 18-49.

**Jelmar** □ Company is arranging two-week spot-TV promotion for its tarnish


**The Twilight Zone**

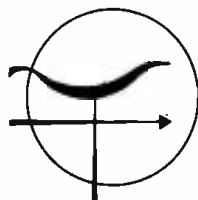
Rod Serling's triple Emmy winner showcases Cliff Robertson, Peter Falk, Carol Burnett, Jack Klugman, Elizabeth Montgomery, Agnes Moorehead and more stars in ingenious dramas of suspense and fantasy. A masterful series for the young adults in your market.

**Viacom**



# Right On Down The Line, People Make The Difference At Rust Craft!

Take Bill Lambdin,  of WRCB-TV, Chattanooga, for instance. Bill is probably the only TV Sports Director in the world who is a bonafide authority on the Baroque music of the 17th Century. Or Steve Scherer. On the job at WROC-TV, Rochester. Steve is one of Rust Craft's better Art Directors. But he's also a student of mime, painter, skier, skin diver and an accomplished long distance runner. Take Bill Lindsey. . . a technician. Bill and his wife grow fruits and vegetables organically on a farm run by wind-generated electricity and heated with solar energy. Take Mary Cashon, Promotion Manager at WRDW-TV, Augusta. In her spare time, Mary is a poet and novelist, fashion model, painter, grooming expert, horticulturist and an avid golfer. And how about Christine Sykes, at WJKS-TV, Jacksonville? Chris has the distinction of being the first female Sports Director in Florida and has earned a solid reputation for her sports coverage. Off the job, Chris finds time to take an active part in Jacksonville community affairs. These are just some of the people who help make the difference at Rust Craft. Professionals. . . who care! On duty or off, Rust Craft people get things done.



- RUST CRAFT BROADCASTING CO.
- WRDW-TV Augusta, Ga.
- WRCB-TV Chattanooga, Tenn.
- WJKS-TV Jacksonville, Fla.
- WROC-TV Rochester, N.Y.
- WEYI-TV Saginaw-Flint, Mich.
- WSTV-TV Steubenville, Ohio

remover Tarn-X starting at end of April. A. Eicoff, Chicago, is scheduling spots in 10 markets during all dayparts, keyed to women.

**Evenflo** □ Juvenile products company will feature its tub toys in four-week spot-TV flight beginning early next month. CPM Inc., Chicago, will buy spots in 32 markets during early fringe peaks, keyed to women, 18-49.

### Radio only

**3M** □ Company has four-week spot-radio drive set for its Aerosol Scotchgard, starting at end of April. Young & Rubicam, New York, will select spots in 11 markets, gearing to women and men, 25-49.

**General Mills** □ Company will feature its Nature Valley Granola cereal in one-week spot-radio campaign starting in early May. Campbell-Mithun, Minneapolis, will pick spots in about 40 markets to reach women, 18-49.

**U.S. Coast Guard** □ Organization is mapping seven-week spot-radio campaign beginning in early May. Henry J. Kaufman & Associates, Washington, will select spots in 12 major markets. Target audience is men, 18-34.

**Firestone** □ Tire and rubber manufacturer is arranging two-week spot-radio promotion starting in mid-May and late June. Sweeney & James, Cleveland, will select spots in top-10 markets, looking for men, 18-49.

**Jack in the Box** □ Restaurant chain is planning three-to-six-week spot-radio flight for mid-May. Doyle Dane Bernbach, Los Angeles, is scheduling spots in about 30 markets to reach adults, 18-49.

**South Central Bell** □ Telephone

### Rep appointments

- WJLB(AM)-WMZK(FM) Detroit; WZZP(FM) Cleveland, WCUE(AM)-WKDD(FM) Akron, Ohio: H-R/Stone, New York.
- WMPs(AM)-WHRK(FM) Memphis: Eastman Radio, New York.
- WMBR(AM)-WAIV(FM) Jacksonville, Fla.: Katz Radio, New York.
- KXOA(FM) Sacramento, Calif.: ABC Radio Spot Sales, New York.
- WOKW(AM) Brockton, Mass.: Kadetsky Broadcast Properties, Boston.
- WDCR(AM)-WFRD(FM) Hanover, N.H.: Kettell-Carter, Boston.

company is preparing five-to-six-week spot-radio drive for its Yellow Pages directory, slated to begin in June-July. Luckie & Forney, Birmingham, Ala., will schedule spots in 165-170 markets to reach adults, 18 and over.

**Victor Milano** □ Aqua de Silva, men's cologne, will get two-week spot-radio buy beginning in early June. Advertising People, Bala-Cynwyd, Pa., will seek spots in about five markets to reach women, 25 and over.

**Pocket Book** □ Paperback company is arranging two-week spot-radio push for John Ehrlichman's book, *The Company*, starting in mid-May. Waterman, Getz, Neidelman Adv., New York, will place spots in eight markets, including New York, Los Angeles and Boston, to reach adults, 18-34.

**United Vintners** □ Wine company is

planning six-week spot-radio flight beginning at end of April. Kelly, Nason, Inc., New York, will place spots in at least five markets, zeroing in on women, 18-34.

**Cook Paint & Varnish** □ Company has two-week radio campaign scheduled for mid-May. Gene Miller Advertising, Raytown, Mo., is arranging spots in more than 200 markets to reach adults, 25-49.

**Valvoline** □ Motor oil will get six-week spot-radio push beginning in early June. Fahlgren & Ferriss, Cincinnati, will place spots in 46 markets to reach men, 18-49.

**Brown Miller** □ Subsidiary of Beatrice Foods is mapping eight-week spot-radio promotion for its Rainbow pickles starting in June. Biddle, Chicago, will select spots in three markets to reach women, 25-49.

**Zale** □ Store chain will feature its watches in two four-week spot-radio flights beginning in late April and early June. Bloom Agency, Dallas, will schedule spots in 26 markets, looking for adults, 18-49.

**Polar** □ Beverage company will feature its Polar soft drink in eight-week spot-radio flight beginning at end of April. Provandie & Chirurg, Boston, will schedule spots in Boston and Worcester markets to reach adults, 18-49.

**New York State Lottery** □ Lottery will be promoted for three weeks in spot-radio drive in early May. Smith/Greenland Inc., New York, will schedule spots in about 10 markets, including Albany and Syracuse, gearing spots to adults, 35-64.

**Michigan Travel Commission** □ State agency for national promotion of tourism in Michigan is planning three-week spot-radio buy for early May. Ross Roy, Detroit, will place spots in 10 Midwestern markets to reach adults, 25-49.

**Washington State Apples** □ Apple commission has two-week spot-radio promotion planned for May. Cole & Weber, Seattle, will place spots in at least 50 markets, including Boston, Chicago and Dallas, aiming for women, 18-49.

**Oregon-Wash.-Calif. Pear Bureau** □ Six-week spot-radio flight is scheduled for mid-May. David W. Evans-Pacific, Portland, Ore., is placing spots in 35 markets, zeroing in on adults, 15-49.

**Quality Bakers** □ Baking company will launch new four-month spot-TV flight for its Sunbeam bread starting in May. Cohen Pasqualina Timberman, New York, will schedule spots in regional markets in daytime and prime-time viewing peaks, seeking women, 18-49.

**Latrobe** □ Brewing company has 10-week spot-radio promotion slated for its Rolling Rock beer beginning in May. Robert Wiltman, Sewickley, Pa., will slot spots in at least 100 markets, zeroing in on men, 18-34.

## BAR reports television-network sales as of April 3

ABC \$308,261,300 (34.2%) □ CBS \$296,894,100 (33.0%) □ NBC \$295,414,400 (32.8%)

Day Parts	Total minutes week ended April 3	Total dollars week ended April 3	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.	149	\$ 909,600	1,894	\$ 11,196,600	\$ 9,659,900	+15.9
Monday-Friday						
10 a.m.-6 p.m.	971	15,073,400	12,873	193,143,200	161,721,000	+19.4
Saturday-Sunday						
Sign-on-6 p.m.	321	7,424,900	4,588	116,017,300	92,133,500	+25.9
Monday-Saturday						
6 p.m.-7:30 p.m.	99	3,960,600	1,336	50,885,500	40,364,700	+26.1
Sunday						
6 p.m.-7:30 p.m.	25	1,377,700	303	16,383,500	13,300,000	+23.2
Monday-Sunday						
7:30 p.m.-11 p.m.	413	36,102,400	5,543	457,367,100	366,889,500	+24.7
Monday, Sunday						
11 p.m.-Sign-off	208	5,949,100	2,664	55,576,600	50,068,700	+11.0
<b>Total</b>	<b>2,186</b>	<b>\$70,797,700</b>	<b>29,201</b>	<b>\$900,569,800</b>	<b>\$734,137,300</b>	<b>+22.7</b>

Source: Broadcast Advertisers Reports

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

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

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

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

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

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

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

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

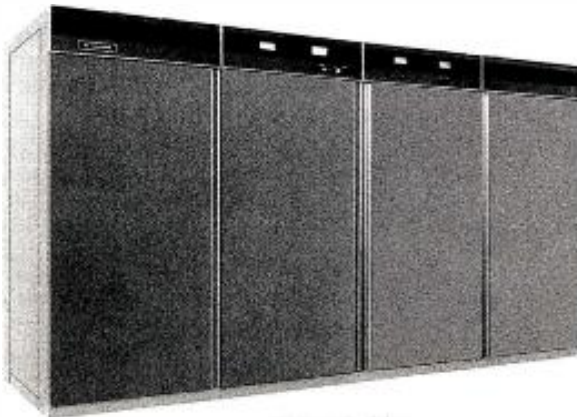
\* Patented



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



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING



MW-50A, fifty kilowatt transmitter



MW-5A, five kilowatt transmitter

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Grant C. Gentry, president, A&P, Montvale, N.J.

## A&P and TV: price and pride, steak and sizzle

Like any of us who sometimes talk too much, television advertising is not always appreciated. But when it speaks with sincerity and conviction, TV can be a most effective communicator.

A&P has come a long way in its use of TV, although as with most other retailers, we're still heavily print-oriented. But we led all supermarket chains in TV advertising in 1976, and our TV spending in the first three months of this year is up over the same period a year ago.

We believe this has been a sound, profitable investment in terms of keeping people informed about the vast change taking place throughout our company and in our stores. This success is due in part to the interest and support TV has provided our merchandising people at the operating level.

Our advertising has been directed at a variety of publics:

□ The loyal, long-time customers to whom A&P is something of an institution.

□ New customers, particularly young shoppers.

□ And our more than 90,000 employees, whose enthusiastic support is critical to the success of our immense redevelopment program.

Further, we are convinced that television has significantly strengthened essential communications with stockholders, the financial community, influential persons in government and business, as well as the general public.

When we began our corporate advertising in October 1975, most people were well aware that something was happening at the venerable A&P tea company as they witnessed the closing of many of our unprofitable stores and support facilities. While the news media provided a full, faithful and running account of our efforts to reverse the fortunes of the company, the key question remained unanswered: How would this vast expenditure of money and manpower redound to the benefit of A&P shoppers?

We set out to answer this question in a three-phase TV advertising campaign. The first flight, which broke 18 months ago, pledged that A&P was committed to restoring price and pride to its store operations.

As clear-cut as this commitment appears, there were many news people and others who pressed us for a more precise definition of our mission. To them, we restated our goals in terms of retailing fundamentals:

- Build pride in our people.
- Be competitive in prices.



Grant C. Gentry has been president of Great Atlantic & Pacific Tea Co. since March 1975. Earlier he had been associated with Jewel Tea Cos. Inc. since 1957 as vice president, secretary and general counsel, and executive VP, administration. Before his career in food retailing, Mr. Gentry practiced law in Chicago.

- Operate clean stores.
- And, above all, treat the customer right.

Two weeks after issuing our pledge, we introduced two spokesmen, Messrs. Price and Pride, to help feature specific sale items being offered in stores in our 28 operating divisions. It wasn't long before the bespectacled Mr. Price with his sharp pencil and the barrel-chested Mr. Pride with his hearty air of concern for superior customer service became two of the most recognizable—and most parodied—characters in advertising. When I was introduced to President Ford at a reception in this city a year ago, the former Chief Executive immediately quipped: "Are you Price or are you Pride?"

But the main thrust of our campaign remained to be enunciated in the persons of our store managers, who in their red blazers became tangible symbols of our commitment to making A&P stores the best in the business. We introduced them to the public via TV a year ago last February. A brighter, snappier commercial than that would be hard to come by.

Television has helped us in a number of other ways.

We had been so busy selling price that we had forgotten how to be a merchant. TV is teaching us how to be a merchant again. Or, as our advertising vice president, Mal Anderson, puts it: Where we

were once selling merely steaks, we're now also selling the sizzle. TV sound, movement and color lend added appeal to products.

We find TV particularly effective in bringing reach to a media-mix program in complementing print campaigns. Because of the nature of our business, we necessarily depend on print ads to present a large variety of sale items to the consumer. Print ads can be retained for comparison with competitors and are handy for arriving at family buying decisions and taking along as ready shopping lists. Television, on the other hand, gives us the added benefit of reaching many new customers, an important plus in our highly competitive business.

(Another challenge we faced was solved by TV—but a different kind of television.) We spotted hundreds of TV sets throughout our marketing territory, which helped us to expedite a company-wide retraining program designed to improve operating performance at all levels. In a series of tapes privately screened on these sets, A&P executives individually responsible for various supermarket activities acquainted company employees from stockroom to checkout counter on how to measure up to our consumer service standards. We believe this use of television training messages is a key factor behind the improved treatment A&P customers now receive.

The success of our corporate advertising campaign, I believe, can be traced to its basic credibility. We publicly admitted our failure to live up to the superior consumer standards that had been a hallmark of A&P for more than a century.

We pledged to change our ways. We did change them, and the public responded with an enthusiasm that exceeded our expectations.

In the six months following the start of the campaign, sales rose 4% over the year-earlier period although we'd closed more than a third of our stores. Per-store sales jumped from \$43,000 to \$64,000.

Much to our surprise and delight, we seem to have tapped a wellspring of goodwill among consumers. They wanted us to succeed. It was as if the 116-year-old Great Atlantic & Pacific Tea Co. had a glorious franchise with the American public—and in the Bicentennial year to boot.

All of us at A&P, in fact, had become part of an exciting crusade to make good on our promise to give customers competitive prices, quality products, clean and attractive stores, and shopping convenience.

Television will have a continuing place in this long and intensive assignment we have given ourselves.

# A fourth TV network?



## Maybe.

# But there is a better media alternative right now.



## Radio.

For example, if you buy a 30-second announcement in a top-rated program on one of the three established television networks, let's say that you will reach 25,000,000 adults, or 17% of all U.S. adults, one time. For the same amount of money, you can buy *sixty* 30-second commercials on *five* radio networks with over 1,700 stations. This radio network buy would reach 52,000,000 adults, or 36% of the adult population, 2.3 times.

TV gross impressions: 25,000,000.

Radio gross impressions: 120,000,000.

Or if you use network television and spot television, try replacing spot television with spot radio. Your media buy will be much more

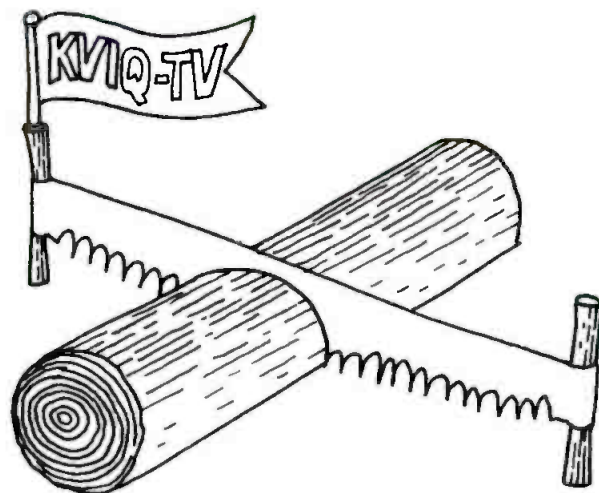
efficient—you'll reach many more people, many more times.

And as for print—Starch Readership Studies show that you can reduce a double-truck to one page, or one page to a half-page, without proportionately reducing the number of people noting the ad. Take that money you save and put it into network or spot radio. Again, you'll be making many, many more "sales calls" more often.

Join the local retail millionaires who for years have known about the results-producing power of radio. They've got the best research there is—their cash register.

It's your bottom line.





**Katz TV Continental  
now represents KVIQ-TV  
Eureka, California.**



**KVIQ-TV. Katz. The best.**

# Datebook

■ indicates new or revised listing

## This week

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

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

**April 25**—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

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

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

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

**April 26-27**—*Center for Continuing Education at Emerson College* will have Chet Collier, senior vice president, Westinghouse Broadcasting Co., speak on "Television Sales." Emerson College, Boston.

**April 27**—*National Broadcasters Club* of Washington reception honoring Chairman Ernest F. Hollings (D-S.C.), chairman of Senate Communications Subcommittee, 6:30-8:30 p.m.

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

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

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

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

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

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

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

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

**April 30**—*White House Correspondents Association* 63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

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

## May

**May 1**—Deadline for entries in Howard W. Blakelee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with

material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

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

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

**May 2-4**—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

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

■ **May 4**—Luncheon presentation of 37th annual Peabody Awards, administered by the *Henry W. Grady School of Journalism at the University of Georgia*. Hotel Pierre, New York.

■ **May 4**—*Television Bureau of Advertising* breakfast presentation (9 a.m. local time) in 27 markets (BROADCASTING, April 18). Cities so far: New York, Boston, Philadelphia, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco, Chicago, Detroit, Washington, Cleveland, Houston, Tampa-St. Petersburg, Fla., Indianapolis, Minneapolis-St. Paul, Tulsa, Okla., San Antonio, Tex., Sacramento, Calif., Cincinnati, Miami, Baltimore, Seattle-Tacoma, Fort Wayne, Ind., Fort Myers, Fla., Medford, Ore., and Jackson, Miss.

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

**May 5-9**—*Pennsylvania Association of Broadcasters*

annual convention. Castle Harbor, Bermuda.

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

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

■ **May 7**—*American Society of Composers, Authors and Publishers* symposium (9:30-4 p.m.) on Copyright Act of 1976. Participants will include Barbara A. Ringer, register of copyrights; Thomas C. Brennan, chief counsel of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, and Bruce Lehman, counsel, House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. New York Hilton, New York.

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

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

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

**May 9-10**—*New York State Cable Television Association* spring meeting. Speaker will be FCC Chairman Richard E. Wiley. Empire State Plaza, Albany.

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

■ **May 10-13**—*Audio Engineering Society's* 57th convention. Hilton hotel, Los Angeles.

■ **May 12**—One-day workshop on cooperative advertising sponsored by *cooperative advertising committee of the Association of National Advertisers*. Waldorf-Astoria hotel, New York.

## Major meetings

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

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

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

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

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

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

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

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

**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 9-14, 1978**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: in 1979, Dallas, March 25-30; in 1980, New Orleans, March 30-April 4; in 1981, Las Vegas, March 12-17; in 1982, Dallas, in April; in 1983, Las Vegas in April; in 1984, Atlanta, tentatively in April.

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

**May 13-14**—*Florida Associated Press Broadcasters* annual meeting. World Inn, Orlando.

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

**May 14**—Northeast region meeting of *National Federation of Local Cable Programers*. Yale Divinity School, New Haven, Conn. Contact: Sally Fischer, P.O. Box 75, Derby, Conn.

**May 15**—Emmy awards presentation of *National Academy of Television Arts and Sciences*. Santa Monica Civic Auditorium, Hollywood.

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

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

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

**May 16**—FCC's deadline for comments on inquiry on fund raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

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

**May 17**—*Radio Advertising Bureau* Idearama for radio salespeople. Quality Inn, Madison, Wis.

**May 17-18**—*Center for Continuing Education at Emerson College* will have Chet Collier, senior vice president, Westinghouse Broadcasting Co., speak on "Television Sales." Emerson College, Boston.

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

**May 19**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott hotel, Minneapolis.

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

**May 20**—FCC's deadline for comments on VHF drop-in proposal for Charleston, W.Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City (Docket 20418). Replies are due June 20, FCC, Washington.

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

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

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

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

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

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

**May 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn (Latham), Albany, N.Y.

**May 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton, Albuquerque.

**May 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Airport, Moline, Ill.

**May 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Pensacola North, Pensacola, Fla.

**May 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn of Spokane Airport, Spokane, Wash.

**May 24**—Conference of *Public Relations Society of America's government relations committee*. Jody Powell, press secretary to President Carter, will address breakfast session. L'Enfant Plaza hotel, Washington.

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

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

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Birmingham, Ala.

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn of Buffalo No. 4, Buffalo, N.Y.

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Camelback Inn, Phoenix.

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Downtown, Portland, Me.

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton, Salt Lake City.

**May 26**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton, Stan Musial & Biggie's, St. Louis.

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

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

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

## June

**June 1**—FCC's new deadline for comments on inquiry into network programing practices and policies (Docket 21049). Replies are now due July 1, FCC, Washington.

**June 2**—*Radio Advertising Bureau* Idearama for radio salespeople. Captain Cook hotel, Anchorage.

**June 2**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn, Indianapolis.

**June 2**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Little Rock, Ark.

**June 2**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Motor Inn, Macon, Ga.

**June 2**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Worcester, Mass.

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

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

**June 2-5**—*Mississippi Broadcasters Association* annual convention. Sheraton Biloxi, Biloxi.

**June 3**—FCC's deadline for comments on rulemaking proposal to change CATV financial reporting (Docket 21202). Replies are due June 13, FCC, Washington.

**June 3-5**—Spring meeting of *Missouri Public Radio Association*. Bentre Lodge, Table Rock Lake.

**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 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* sum-

mer convention. Hilton Paladio del Rio, San Antonio.

**June 8-9**—*Advertising Research Foundation* midyear conference. Featured luncheon speaker June 9 will be Gerald Ralshoon, Ralshoon Advertising Inc., Atlanta. Keynote speech will be by James Button, 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 9-11**—*Alabama Broadcasters Association* spring convention. Olympia Spa and Sheraton Inn, Dothan.

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

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

**June 13-15**—*Broadcast Promotion Association* 22nd annual seminar. 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**—Hearings on cable television before *Senate Communications Subcommittee*. Room 235 Russell Senate Office Building, Washington.

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

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

**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, Youngstown, Ohio.

**June 16-17**—*Oregon Association of Broadcasters* spring conference. Bowman's Mt. Hood Resort, Wemme.

**June 16-18**—*South Dakota Broadcasters Association* annual convention. 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 19-21**—*National Association of Broadcasters* communications seminar for broadcast managers.



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**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 21-23**—*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, (D-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 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 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 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 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.

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## Open Mike<sup>®</sup>

### Vitt medium

EDITOR: As a media man I am of course aware that all media selection is made after carefully weighing two critical criteria of qualitative and quantitative factors in those media under consideration. BROADCASTING, just incidentally, has always scored well in both. Nevertheless, I seem to learn something new (or old, depending upon one's viewpoint) every week. This week I learned of the astonishing qualitative strength of BROADCASTING. This happened because you were kind enough to run a "Profile" on me April 4.

Before I even received my issue Monday morning I got five phone calls commenting on it. I will not tell you how many other calls, comments and letters I received since then (four days later) because you wouldn't believe me. But it was a lot. I won't wish you luck or best wishes since you obviously don't need it with this kind of reader involvement at work for you.—*Sam Vitt, president, Vitt Media International, New York.*

### Metric matters

EDITOR: Thank you for the cartoon in the April 11 issue depicting a harried weather-caster trying to convert Fahrenheit to Celsius. We applaud announcers who give the audience the temperature in both. They are helping to promote thinking in metric rather than converting from one system to another. (By the way, degrees Fahrenheit minus 32 times five-ninths

equals degrees Celsius.)—*Susan Lieberman, public information specialist, National Bureau of Standards, Washington.* (P.S. The NBS publication, *Metric Style Guide for the News Media*, is available to all harried newscasters from NBS, U.S. Department of Commerce, Washington 20234.)

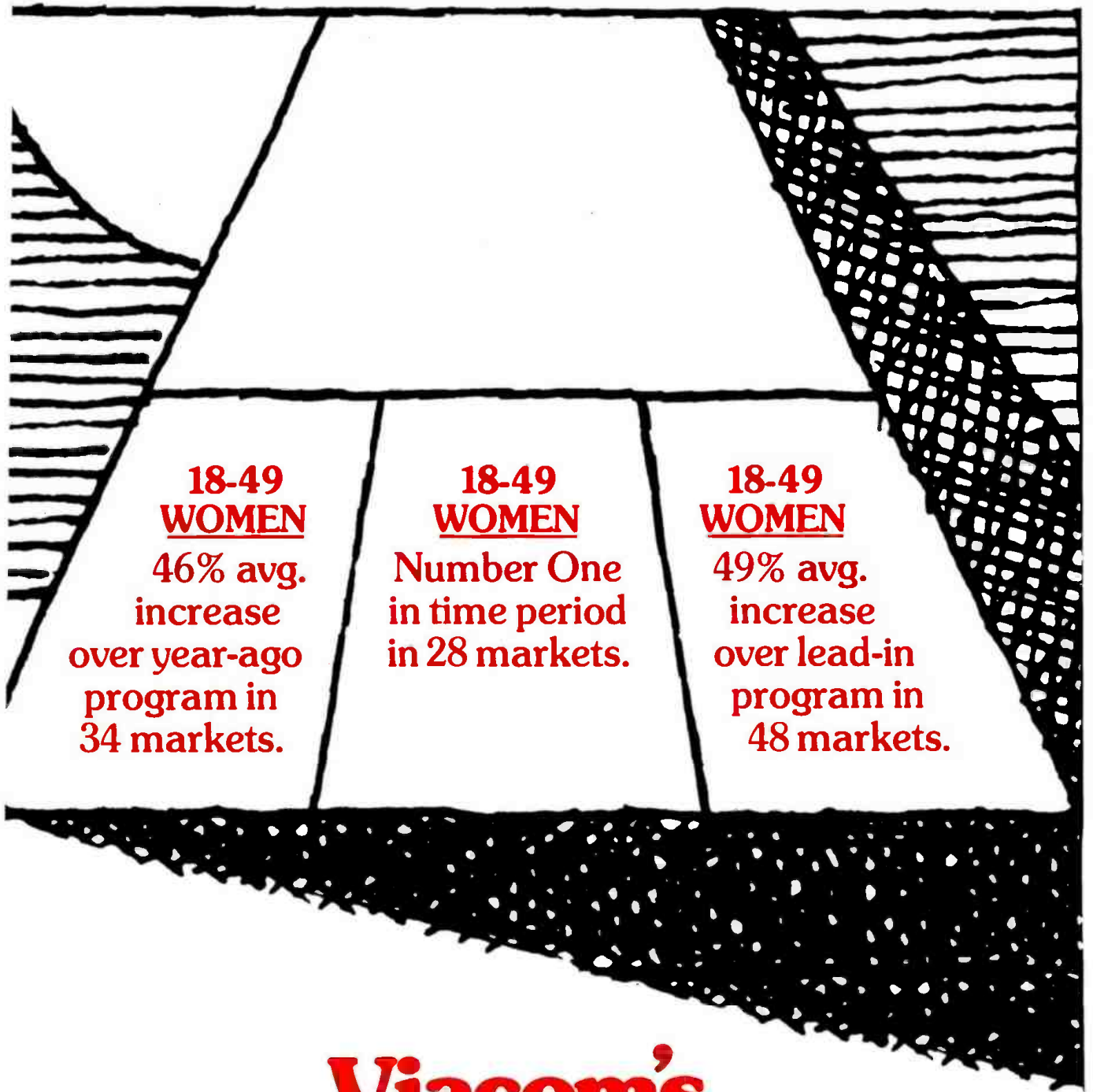
### Bigger and better

EDITOR: The public-affairs man's working partner, *Broadcasting Yearbook 1977*, has arrived and gets constant use. The expanded features are most helpful to newcomers in my department as well as oldtimers. Another example of BROADCASTING's tradition of service.—*Lawrence C. Christopher, vice president-communications, American Mutual Insurance Alliance, Chicago.*

### The Ford in your future

EDITOR: I wish to call to your attention the omission of Senator Wendell Ford in the listing of new Senate Communications Subcommittee members (BROADCASTING, March 28). I can understand your missing the good senator, since he has been on the full Commerce Committee for two years. But this is the first year he has occupied a slot on the subcommittee.—*J.T. Whitlock, executive director, Kentucky Broadcasters Association, Lebanon.*

BROADCASTING regrets missing Senator Ford the first time around, and repairs the breach on page 32 this week.



**Viacom's**  
**“The \$25,000 Pyramid”**  
**is built on**  
**a firm foundation.**



In April the five CBS Owned Television Stations launched a pioneering children's program: "Marlo and the Magic Movie Machine." It's a fast-moving frolic of learning, keyed to ages six to twelve. It's one hour long, once a week.

Co-stars are a young man, Marlo, and an electronic wizard. They turn the television screen into a children's delight sprinkled with fascinating information. They flash on segments of film on almost any subject that comes to mind. They bring famous people to life. They re-create great events. They light up facts, ideas, and issues. And they open young minds to the pleasures of reading...appreciation of music...the uses of science...the paths to different careers—and much more. With intelligent patter and audiovisual action, Marlo and his genius machine find new ways to reach and teach the young.

Some children's television is all entertainment. Some makes use of fun to guide and instruct. In "Marlo," entertainment and learning go hand in hand. They're brought together by showmanship, technology, and educators' insight. Content, pace, and variety match a youngster's interests and attention span.

"Marlo and the Magic Movie Machine" is the brainy brainchild of the CBS Owned Television Stations and the Corporation for Entertainment and Learning, Inc. A panel of educators—one from each CBS Owned station city—counsels on material for growing minds. Special consultant for the series is Dr. Roger Fransecky, a leading authority on television as a force in learning.

The program is an amusement park with lots of "rides" for the mind. You'll want your children—or anyone's—to watch it. Just sample "Marlo," and you may be watching with them.

**ANNOUNCING  
A BRAND NEW  
LEARNING MACHINE:  
IT RUNS ON FUN  
AND ACTION!**



**THE FIVE CBS STATIONS**

WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST LOUIS

# Broadcasting Apr 25

Vol. 92 No. 17

## Top of the Week

### Van Deerlin panel gets 850 pages of ways to go in rewriting act

Pointed questions are raised about most cherished principles of communications regulation

Members of the House Communications Subcommittee last week were handed two bulky volumes, bound in yellow and totaling some 850 pages, that might—just might—contain the seed of a new Communications Act. The volumes comprise, as the legend on them proclaims, the “option papers” prepared by the subcommittee staff as a starting point for the top-to-bottom rewrite of the Communications Act of 1934 that Chairman Lionel Van Deerlin (D-Calif.) has set as the subcommittee’s goal. And although the papers contain no recommendations, as such, they provide a veritable smorgasbord of options from which the subcommittee could choose to structure the telecommunications industry in any one of a number of new ways.

Is localism really the goal Congress should pursue in structuring the broadcast industry? Should broadcasters be accorded the same First Amendment right that the press enjoys? Perhaps Congress should consider whether influencing market conditions—through increased competition or by providing for minority ownership—is preferable to the regulation of program content. And why not scrap the present system of licensing broadcasters and consider a new system of regulation—one, in which spectrum space would be assigned on a lease option basis?

As for cable television, the staff’s memorandum starts from the basic question: “What is the nature of cable television?” And it says that “if it is to be regulated at all,” cable can be regulated as a multi-channel broadcaster or as a common carrier, or some combination of both. The paper appears critical of the FCC for restricting cable’s development but suggests that the subcommittee provide for experimental deregulation before making decisions on the degree and nature of regulation that cable is ultimately to have. In any event, the paper suggests a less grand role for the FCC than it now fills in regulating cable.

Another option paper seeks to unravel

some of the problems that have developed along with the growth of public television since the adoption of the Public Broadcasting Act of 1967. It reflects criticism of the Corporation for Public Broadcasting for confining itself to broadcast technology instead of exploring additional means of serving the public, indicates concern over the “unsettled” relationship between CPB and the Public Broadcasting Service that CPB created as a program distribution service, and raises the fundamental question of whether public broadcasting has been responsive to the public’s needs. As for funding, the paper lists a variety of options, but offers the conclusion that the amount of funding now being provided by the federal government “is insufficient,” but says that “sufficiency is not the only problem connected with finding.”

There is an option paper, also, on “improving use of the spectrum.” It talks, somewhat surprisingly, of “the myth of spectrum scarcity,” criticizes current spectrum regulation as inefficient, and offers a variety of ways to improve that regulation.

Nor are those all of the major papers. There are papers on domestic communications common-carrier policy, on interna-



Rewriters Van Deerlin, Shooshan, Possner

tional telecommunications, on the impact of communications technology on the right to privacy and on safety, special, and mobile radio communications. There are several appendices as well, including a 108-page legislative history of broadcast regulation.

The papers, for the most part, seem to be an attempt to look both backward and forward—backward to the principles on which the present act was established and the policies and legislation that have been adopted in their name, and forward to the needs telecommunications will be called on to serve and the kind of government policy that would make that possible.

The paper on **broadcasting**, written by

Harry M. (Chip) Shooshan III, the subcommittee’s chief counsel, says that “recent court decisions and reversals by the FCC of its own long-standing precedents call into question the wisdom” of the evolutionary approach that has resulted from commission and court interpretations of the Communications Act in the absence of congressional guidance. The subcommittee, the paper says, must make a “comprehensive appraisal of broadcast policy and regulation . . . if broadcasting is to continue to play an important role in an era of communications abundance.”

And the paper deals with such basics as “the viability of ‘localism’ as a continuing basis for broadcast regulation,” asking some hard questions in the process:

■ If most viewers are satisfied with stations as “conduits for national programming” and if local programs fare poorly, the paper asks, “should ‘localism’ continue to be promoted?”

■ If the networks’ control over program selection is contrary to the promotion of localism, “should the creation of new VHF stations and the enhancement of UHF reception be adopted as policy goals? Or should all television service be shifted to UHF in order to provide outlets for new

networks, thereby expanding the range of choice for local licenses and the potential service to the viewers?”

■ “Is it necessary to require divestiture of the network owned and operated stations in order to deal with concentration of control? Or should the content of network affiliate agreements be subject to more specific restrictions?”

The paper sees the issue of localism differently where radio is concerned. There are so many radio stations compared to television outlets (8,100 compared to 961), that network dominance is not a significant factor, the paper says. Furthermore, many programming options are available to the broadcaster. Thus, the paper

says, the issue is not the extent of licensee control but of how the licensee exercises that control. As for how that control might be regulated, the paper suggests that, where many radio stations are involved, "the marketplace may be an adequate and more acceptable mechanism for determining what programming is in the public interest."

The rewrite of the Communications Act would give Congress an opportunity to make clear the degree of First Amendment protection it intends broadcasters to have. The paper notes that the experience under the 1934 act leaves broadcasters' First Amendment rights "in considerable doubt." "The problem facing Congress," the paper says, "is to determine what kinds of control over programming, if any, are permissible and to what extent program control is desirable."

The questions posed by the paper regarding the First Amendment's applicability to broadcasting include the usual ones as to whether broadcasters are entitled to the same degree of protection as the press and whether "vague regulatory standards and general guidelines" tend to have a chilling effect on broadcasters' programming decisions. But it also asks some new ones—whether government should attempt to control or eliminate "the program content control that results from commercial sponsorship of individual programming" and how the "public's right to free speech is affected by broadcasting."

But the paper also raises the question of whether Congress "may want to avoid the thicket of competing First Amendment claims and consider whether basic goals can be accomplished" by means other than content regulation. One alternative: promoting competition for broadcasters.

The paper says that as an alternative to the fairness doctrine, for instance, Congress should consider a policy of "encouraging greater diversity by increasing the number of broadcast outlets, eliminating the UHF handicaps, limiting the dominance of the networks, adopting strict crossownership and multiple-ownership rules (with divestiture), and enabling other technologies to serve as additional outlets of local expression."

The paper also lists a number of options available to Congress for choosing the means of regulating broadcasting, all of them mechanisms for translating "the value of the spectrum . . . into benefits to the public."

One option is to retain the present licensing system, under which broadcasters are subject to renewal every three years. Variations mentioned are to lengthen the term as broadcasters have urged, or to stagger the renewal dates for stations within a city, as has been urged by citizen groups that say they are overwhelmed with the job of reviewing the performance of all stations in a market at the same time.

Another option listed is the lease, under which broadcasters' obligations would be set out as conditions and which would generate fees that "could be used to ac-

**The baby with bathwater?** The option paper on broadcasting and an appendix associated with it say the record does not support broadcasters' pleas for longer licenses as a means of assuring stability. But that may not be bad news for broadcasters, for the appendix also says that the record suggests that the present license-review process may be unnecessary—"or even counterproductive in that it may subject the industry to an undue burden of paperwork."

The paper notes that since the Communications Act was adopted in 1934, the FCC revoked or denied renewal of only some 100 licenses and construction permits. And the appendix says that in the last five years, the FCC has approved an average of 98.8% of AM renewals, 99.4% of FM renewals and 97.7% of television renewals.

Thus, the appendix says broadcasters' appeals for "greater stability" through longer license periods cannot be based on the commission's record on renewals. But the record, it says, calls into question "the validity of the license-renewal process as an adequate means of reviewing the performance of the broadcast licensee." Indeed, it says that in view of the burden the system imposes on the licensee—and the increased expense to government that an effective system would involve—"it appears that a comprehensive reevaluation of the entire broadcast licensing system is in order."

comply desired public benefits." Competing applications would be decided by lottery or at an auction.

Under a third option, broadcasting would be regulated like a public utility, with a rate of return established that would create an incentive for a broadcaster "to utilize excess profits for more local programming, expanded news and public affairs, minority training programs, etc.," and under a fourth option, broadcasters would be treated like a common carrier during parts of the day, during which access time could be provided on a free or paid basis. The access requirement, the paper notes, could replace such concepts as the fairness doctrine and equal time.

Regarding **cable television**, too, the staff calls for a re-examination of basic assumptions. The staff paper, written by Karen Possner, says the subcommittee should focus on such fundamental questions as the nature of cable television—is it a distribution service or a program service, or both?—and its relationship to other media providing similar service. The paper says the industry's "identity crisis" results from the fact that cable did not develop naturally but within constraints imposed to guard against cable's possible effect on "competing technologies," presumably television. These assumptions regarding cable's impact "should be re-examined in order that the validity of the present regulatory structure for cable be reaffirmed or disapproved," the paper says. And it suggests a period of experimenta-

tion, in which cable would operate free of the regulatory restraints that have been charged with slowing cable's growth—the signal-carriage and syndicated exclusivity rules, for instance.

Indeed, the paper seems to reflect the conviction that the regulation now imposed on cable may be unnecessary. "If the FCC were truly dedicated to reaping the benefits of this developing communications technology," the paper says, "it would allow cable to offer all the services it is technically capable of providing, and would wait for consumer response before concluding which products could be offered to its subscribers, based on harm to other competing services and media."

The paper says that, "if cable is to be regulated at all, it can either be regulated as a multichannel broadcaster or as a common carrier, or some combination of the two." If regulated as a broadcaster, cable would be subject to such regulations as the fairness doctrine and equal time; if as a common carrier, it would be subject to rate but not content regulation.

The paper also states what Congress's principal responsibility in cable regulation would be: formulation of the role cable television is to play in the national system of communications, and articulation of specific goals for the medium. But there apparently would be little for the FCC to do, beyond delineating national technical and interconnection standards and, perhaps, serving as a mechanism for achieving the goals established by Congress and as advisory agency whose expertise in cable could be tapped by various government entities.

The paper on **public broadcasting**, which was also prepared by Mr. Shooshan, is critical of the present system on a number of counts.

Technologically, the Corporation for Public Broadcasting, created by Congress to channel federal funds supporting programming, views change within the "limited context" of broadcasting. The basic system, the paper says, could be augmented by the use of such nonbroadcast technologies as direct microwave service or instructional fixed television service, and broadband systems with multichannel capacity.

The very structure of public broadcasting is in need of overhaul, the paper suggests in a section certain to cause uneasiness in the public broadcasting community. It points to the on-going dispute between CPB and the Public Broadcasting System, and says that although it seems to deal with programming control, the principal issue goes "to the rationale of the existence of the two entities." The paper suggests a merger of the organizations, with the possibility of substantial savings resulting. Or, if CPB is to serve only as a conduit for federal funds and as a buffer against political pressure, those ends could be met, the paper adds, "by a much smaller entity."

There is yet another difficult issue. The paper notes that for the last decade, "Congress has become increasingly concerned about public broadcasting's lack of respon-

siveness, especially in the areas of equal employment for women and minorities and of programing designed for target audiences (see page 25). Congress should no longer delay the consideration of legislative reforms, the paper says.

In discussing funding, the paper says that, although the question of whether the level is adequate depends on prior decisions as to goals and technology, the amount being provided by the federal government—\$103 million in fiscal year 1977—is “insufficient.” Many major countries spend more per capita on public broadcasting than does the United States.

But that is not the principal question raised. The paper notes that public broadcasting is funded by various sources—state boards of education and state governments, particularly, as well as by foundations, businesses and the public—and expresses concern that public broadcasting, as a result, tailors its programing to be responsive to the needs of those sources.

The proposed solution: full federal funding. This would be expensive, but it might be necessary to realize the advantages of a public telecommunications system, the paper says.

The paper on the **spectrum**, written by Chuck Jackson, says the present method of spectrum regulation “delays and denies the development of new, effective, efficient and desirable radio services.” But for such inefficient regulation, the paper says, it would be possible to have citizen band service of 1,000 channels “with no congestion” and “hundreds of local radio stations in every community . . . The list of useful services denied by our current spectrum policy will continue to grow as improved electronics develop.”

The paper offers a number of options for spectrum-resource allocation and management. They include providing more explicit standards for spectrum management than the current “public interest, convenience and necessity”; funding research in radio system design, uses and needs in order to provide better information for spectrum management; developing mechanisms for easing the impact of changes in spectrum policy (possibly through the creation of a transition trust fund from license fees or general revenues), and changing the mechanism the FCC uses to choose among competing applicants—substituting lotteries or auction techniques for comparative hearings.

Whether the option papers will be turned into the Communications Act of 197- or even 198- remains to be seen. There is distinctly less interest in the project on the Senate side (although Senator Ernest Hollings [D-S.C.], chairman of the Senate Communications Subcommittee, spoke of it with more than passing merit last week [see page 48]), and broadcast representatives are showing increasing hostility to the project. Nevertheless, the House subcommittee will meet at 9 a.m. Thursday to plan “broad-scale strategy,” as Representative Van Deerlin put it last week, for beginning to translate the options into a new statute.

## Cable flies high in Chicago

**NCTA convention is upbeat on regulation and the marketplace**

As FCC Commissioner James Quello said at the outset of the National Cable Television Association convention in Chicago last week, the meeting could not have come at a better time.

The industry got the copyright legislation it wanted last year, the FCC's payable rules recently were overturned in court—and from all indications from government speakers at the convention, the regulatory climate can only get better for the industry.

The ranking Republican on the House Communications Subcommittee, Lou Frey (Fla.), said he thinks the subcommittee's rewrite of communications law will be a “plus” for cable. And the chairman of the subcommittee, Lionel Van Deerlin (D-Calif.), indicated that he's thinking the same. Senate Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.) talked of the need for Congress to “untie the various knots” of FCC cable regulations. FCC Chairman Richard Wiley proposed a major economic study to determine once and for all how cable affects broadcasting's business.

And as the climate improves for cable in Washington, so it does in the marketplace, the predictors at the convention all said. They said investors are coming up with more money for cable, and they look for pay cable to continue to advance.

But the convention program sketched

**Scenes from Chicago.** Marc Nathanson, NCTA convention committee chairman, presides; Bob Schmidt, association president, reports; Richard Wiley, FCC chairman, says good-bye; Burt Harris of Harris Cable, outgoing NCTA chairman, passes the power to his successor, Daniel Aaron of Comcast; Art Buchwald entertains, and Richard Neustadt, White House aide, visits with Tom Wheeler, NCTA executive vice president and director of government relations.

the lines of cable's future battles too.

A Washington battle the industry would like to win in the short range is a bill to regulate pole attachments. There were hints from congressmen at the convention that that bill will receive attention this year.

The visiting regulators and legislators gave the conventioners reason to be optimistic, but not to think they are going to win it all in future regulatory battles. Referring to House Communications Subcommittee's rewrite, Representative Frey said, “If you get some rights, you're also going to get some responsibilities.”

In relation with other industries, the predictors said the chill between cable and broadcasting will not soon abate—although Harris Communications' Burt Harris said, “There is a better relationship today between the broadcasting industry and the cable industry.”

More significantly, there were signs that cable sees its battles shifting to another front. NCTA leaders are taking a hard look at AT&T, which is beginning to seem to them a Goliath bent on turning their industry into a lessee on Bell wires.

NCTA reported attendance at the convention was 4,000-plus, including press, exhibitors and guests, about the same as last year's convention in Dallas. The convention ran smoothly, NCTA staff reported, and exhibitors said their sales were better than last year.

Next year's gathering is scheduled for New Orleans, April 30-May 3; detailed reporting on this year's begins on page 48.



Nathanson

Schmidt



Wiley



Harris, Aaron



Buchwald



Neustadt, Wheeler

## In Brief



**Michael Pertschuk**, former chief counsel of Senate Commerce Committee who was sworn in last Thursday as **chairman of Federal Trade Commission**, looks on as President Carter shakes hands with Anna Sofaer, who was to marry Mr. Pertschuk over past weekend. Mr. Pertschuk was one of four presidential appointees sworn in at White House Rose Garden

ceremony. Supreme Court Justice William Brennan administered oath to Mr. Pertschuk. One of new FTC head's first appointments is expected to be **Albert H. Kramer**, founder and first director of Citizens Communications Center, who is now practicing law with Arnold & Porter firm. Mr. Kramer is reported to be in line for job as director of agency's **Bureau of Competition**.

As **ABC-TV programers** began virtually round-the-clock weekend meetings to firm up their **1977-78 prime-time schedule**, due to be announced this afternoon (April 25), there were still dozen or more pilots in contention on Friday, according to James Duffy, president of ABC-TV. Other spokesmen said ABC probably would send cancellation notices to following series: *Rich Man Poor Man—Book II*, *Tony Randall Show*, *Feather and Father Gang*, *Captain and Tennille*, *Streets of San Francisco*, *Future Cop*, *Brady Bunch Variety Hour*, *Most Wanted*, *Wonder Women*, *Westside Medical* and *Blansky's Beauties*.

**WTOP-TV Washington** will offer free time to proponents of legislation to break up oil companies rather than appeal FCC ruling that station violated fairness doctrine in carrying Texaco company commercials commission said advocated antitrust side of issue without offering time for contrasting views (BROADCASTING, April 11). But in notifying FCC of station's plans, James T. Lynagh, WTOP-TV vice president and general manager, defended station's position, which commission would not accept. He expressed agreement with statement of Commissioner Margita White, who cast only dissenting vote in case, that Texaco ads did not present "meaningful, obvious or substantial statement on the issue of divestiture." Station will over next three months offer divestiture proponents 16 60-second and 14 30-second spots in time periods comparable to those in which Texaco commercials were aired, Mr. Lynagh said.

**Executive committee of National Association of Broadcasters** has given go-ahead for NAB to appeal all aspects of U.S. Court of Appeals decision overturning FCC's pay-cable rules. Meeting in Washington last week, executive committee also: (1) authorized association's legal department to seek court order to force FCC to pay back broadcasters' fees paid under schedule declared illegal by court (NAB official said staff is not planning that action soon, however), and (2) decided to split with Association of Public Radio Stations \$25,000 cost of study on pricing of radio receivers. Two groups hope study, to be done by Booz, Allen, will prove that FM auto radios are overpriced, adding to arguments in favor of passage of legislation that would require nearly all radio sets be capable of receiving AM and FM.

**Newhouse Broadcasting group** has sold its **50% interest in KOIN-TV Portland, Ore.**, to Lee Enterprises, newspaper and broadcast group based in Mason City, Iowa, for \$13.5 million, with explanation it despaired of acquiring other 50%—held by Gamble family, Howard Lane and others—under FCC crossownership rules. Newhouse owns co-located newspapers. Lee said it had made same offer for other half interest in station. Newhouse has just sold KOIN-AM-FM (see page 31). Lee, publicly traded on American Stock Exchange,

is headed by Lloyd G. Schermer, president. Newhouse, closely held by Samuel I. Newhouse and family, is major newspaper chain and station group. KOIN-TV, on channel 6, is CBS-TV affiliate. ■ **Multi-media Inc.** has announced agreement in principle to **purchase WQHI(FM) Jeffersonville, Ind.** (Louisville, Ky.), for \$2 million. Sellers are John T. Rutledge and Charles R. Legette, who have no other broadcast interests. Multimedia, Greenville, S.C.-based group owner, purchased WAKY(AM) Louisville for \$8.65 million from LIN Broadcasting Corp. in 1975. Buyer, publicly traded, owns six other AM's, five FM's, five TV's and publishes seven newspapers in South. WQHI operates on 95.7 mhz with 34 kw and antenna 580 feet above average terrain. Broker: Ted Hepburn Co.

**FCC says U.S. Court of Appeals** in Washington "usurped" administrative function in directing commission, **in opinion in newspaper-broadcast crossownership case**, to adopt rule requiring divestiture of all newspaper-broadcast combinations in same city. Commission, in petitioning Supreme Court to review that decision, said issue is "one of fundamental importance" which warrants high court's review.

NBC-TV says it will use **Sony one-inch video-tape recorders** for virtually all **coverage of 1980 summer Olympics** in Moscow. Network will do little live coverage due to eight-hour time difference.

**Westinghouse Broadcasting Co.** is persisting in its attempt to have FCC give separate and immediate consideration to **pre-viewing portion of over-all network industry**. Commission turned down request earlier this month (BROADCASTING, April 18) and last week Group W came back with call for reconsideration. Group W also brought up new angle—claims FCC violated "Sunshine Act" by circulating proposed order among commissioners, rather than considering decision at open meeting.

**FCC Commissioner Robert E. Lee** on Thursday (April 21) had served on commission for 23 years, six months and 15 days, **longer than anyone else** before him. On that day, his length of service exceeded by one day that of former Chairman Rosel H. Hyde, who retired from agency in October 1969. Commissioner Lee, who joined FCC on Oct. 6, 1953, has been appointed by three Presidents—Dwight Eisenhower (twice, in 1953 and 1960), Lyndon Johnson (in 1967) and Richard Nixon (in 1974). Commissioner Lee will be honored at informal celebration this week.



**Storer Broadcasting** reported **revenues of \$29,116,000** for first quarter of this year, 11.6% increase over \$25,421,000 reported for same period last year. Broadcast stations contributed \$23,981,000 to this year's figure compared with last year's contribution of \$21,475,000. Net income decreased 11.5%, from \$2,261,000 to \$2,002,000. Storer said station earnings were "affected adversely by heavy promotion and other start-up costs" involved in full-time new format operation of company's KTNQ(AM) Los Angeles. ■ **Warner Communications**, New York, reported **record first-quarter net income of \$18,032,000**, up 16% from year ago, on revenues of \$253,241,000, up 39%, with per-share earnings at all-time high of \$1.26 vs. 92 cents year ago. Revenues from production of TV series reached record \$17,772,000, gain of 238% while leasing of theatrical films for TV declined 53% to \$7,996,000. Cable revenues gained 12% to \$13,631,000, cable profits 37% to \$3,366,000.

**Contending parties in pay-cable case** filed papers with U.S. Court of Appeals in Washington last week. FCC filed for partial stay—applying to everything in decision but its overturning of movie rule—while ABC and National Association of Broadcasters filed for stay of entire decision. All three will appeal to Supreme Court.





Carter on Monday



and on Wednesday

**Heavy artillery.** In his third televised appearance of the week—at a news conference on Friday—President Carter allowed as how there is a “danger of over-exposure.” But he blamed the heavy budget of Carter appearances on an “extraordinary week,” and expressed doubt it would be repeated.

The appearances—an Oval Office address on Monday, an appearance before a joint session of Congress on Wednesday and the Friday news conference—all dealt with what the Carter administration says is the energy crisis. And yes, said the President, he is concerned over “such heavy exposure.” He noted that his news secretary, Jody Powell, has suggested to the networks that only one of them cover news conferences. (Network news executives said they had not yet formally considered the matter.)

The President’s appearances on all three networks generated Republican requests for time to vent their views on the energy issue. And they found the networks cooperative. CBS, in a one-hour program on alternatives to the President’s proposals on Friday, presented their views as well as those of Ralph Nader and leaders of the energy industry. ABC was planning to do a half-hour program late this week in which Republicans would have an opportunity to respond. NBC officials said on Friday they were still talking to Republicans about a similar 30-minute program.

President Carter has been something of a fixture on television since his inauguration. The networks covered him live in a “fireside chat,” in a speech to the United Nations, and in five news conferences preceding last week. In addition, public television covered his Clinton, Mass., town meeting appearance. He was seen on NBC’s *A Day with President Carter*. And, for radio, he did a 90-minute call-in show from the White House over CBS.

## House threatens world of public broadcasting with money cut-off if EEO doesn't improve

**Van Deerlin subcommittee approves report recommending that no new funds be approved without upgrading of women and minorities**

The House Communications Subcommittee formally put the EEO heat on the public broadcasting community last week with a threat that went right to the bottom line. It approved a slightly redrafted version of a subcommittee report that had surfaced earlier (BROADCASTING, March 28), warning that it will consider “no new authorization” until the noncommercial sector proves that its equal-employment opportunity practices are shaping up.

According to the report, the noncommercial world can show progress by following subcommittee recommendations affecting not only the employment of women and minorities within the national public broadcasting organizations, but also at stations. Among the report’s recommendations are calls for increased representation of these groups in top management and on governing boards in public broadcasting. The FCC also is criticized in the report, its EEO enforcement record characterized as “singularly disappointing.”

The subcommittee also is asking the Department of Justice to set up an interagency task force to decide what agency

has real EEO enforcement power over noncommercial radio and television.

Semantics stirred up some debate before the report language was adopted. The subcommittee’s chief counsel, Harry M. (Chip) Shooshan, wanted the concluding paragraph to read that no “new long-term or permanent funding” would be considered. That wording, he claimed, would leave the subcommittee open to consider authorization plans either from President Carter (an administration proposal is being developed but presently is in the preliminary stage) or in connection with the proposed Communications Act rewrite. Representative Barbara Mikulski (D-Md.) got her way, however, and the stricter language “no new authorization” stood. But it was made clear that a report can always be changed. (Congress already has committed money to public broadcasting until 1980.)

As the meeting ended, the ranking minority member of the committee, Lou Frey (R-Fla.), joking, made reference to another issue that has caused some talk in and out of public broadcasting. “Because we are involved in public broadcasting,” he asked, “is there any chance we can get a chauffeur?” an apparent reference to the driver and car available to Henry Loomis, president of the Corporation for Public Broadcasting.

## Citizen groups get better cards to play in renewal cases

**Court rules in Richmond proceeding that FCC failed to weigh EEO status in earlier license period; in another edict, the right of challengers to make interrogatories for the record is upheld**

The U.S. Court of Appeals in Washington last week issued two opinions that may make life a little easier for citizen groups seeking to persuade the FCC to designate license-renewal applications for hearing, particularly on equal-employment opportunity issues. The same three-judge panel reversed the commission in a total of three cases, directing it to hold a license-renewal hearing in one, involving WTVR-AM-FM-TV Richmond, Va., and to permit the citizen group petitioners in the other two to obtain from the stations—KONO(AM) San Antonio, Tex., and KCBS(AM) San Francisco—specific data through written interrogatories before a decision is made on whether to order a hearing.

Thus, the three-judge panel, consisting of Circuit Judges J. Skelly Wright and Malcolm Wilkey and U.S. District Judge Gerhard A. Gesell of Washington, contributed several more blows to the FCC, which has lost a number of major cases in the court in the past several weeks. The two opinions were issued a week after the court had provided a respite with an opinion affirming the commission in two EEO cases involving WRC-TV Washington and WABC-TV New York.

The opinion in the WTVR case, which was unsigned, was sharply critical of the commission procedures that resulted in a rejection of the petition filed by Black Broadcasting Coalition of Richmond and a renewal, without hearing, of the WTVR stations’ licenses.

The petition, aimed at the stations’ 1972 license-renewal applications, alleged racial discrimination in employment during the 1969-72 period. For instance, BBC said that WTVR had employed only one part-time black out of 62 full-time and six part-time employees at its television station, and no blacks out of the 26 employees at the radio stations, had rejected qualified blacks who sought employment and had been involved in two cases of overt discrimination against blacks.

But, the court said, the commission delayed consideration of the case for three years, then focused on the post-license-term employment statistics, which it found to be satisfactory. The history of 1.5% or less black employment in an area where during the license period blacks constituted one fourth of the workforce went unexplored, as did the allegations of overt discrimination, the court said. Furthermore, it said, there was a serious

## Steinman offers to divest in Lancaster

**Family has agreed to sell station and if intended disposal is approved by FCC, feminist groups will not go ahead with hearing that would challenge station's license**

The final break-up of the media crossownership controlled by the Steinman family in Lancaster, Pa., appears in sight. The family has agreed to dispose of its last broadcast property in the city—WGAL-TV—by sale or trade by Dec. 31, 1981.

The principal factor in the decision: a coalition of Lancaster, Harrisburg and Lebanon Valley women's groups, known as Feminists for Media Rights, whose petition to deny persuaded the FCC in December to designate the station's renewal application for hearing. If the agreement under which Steinman, through WGAL Television Inc., made the commitment to dispose of the station is approved by the commission, the parties say, the hearing will be terminated.

And FMR won more than Steinman's promise to dispose of WGAL-TV. WGAL Television, the parties say, has accepted a number of commitments to "serve the needs and interests of women" in the area through 1981, and has promised to use its best efforts to find a new owner who will continue the commitments.

FMR petitioned the commission in July 1975 to deny the license of WGAL-TV. One ground was concentration of control of mass media, for the Steinman family then owned WGAL-AM-FM, as well as the only VHF station in the city, Lancaster's three newspapers—morning, afternoon and Sunday—and 60% of the local cable television system. Early in December, the commission approved the sale of the AM and FM stations to Hall Communications.

But FMR had a number of other arguments pending against the renewal of the television station—violation of the antitrust laws in connection with Steinman's media holdings, lack of programming to serve women's needs and employment discrimination against women.

The commission did not accept as grounds for a hearing the arguments regarding concentration of control—not only had the AM and FM stations been sold, but a number of radio and television stations other than Steinman's serve Lancaster—or those dealing with programming or discrimination in employment.

But the commission said it would consider in a hearing several issues raised by FMR in alleging antitrust violations. These involved charges that Steinman used the newspapers to promote its stations unfairly against other area stations.

The licensee and FMR said in a news re-

lease announcing the settlement that both sides believe it will benefit the area served by WGAL-TV. But Harry J. Shaub Jr., in letter to all WGAL employees, indicated that the primary reason for the agreement to divest was the advice of counsel that continuation of newspaper-television crossownership in the same market coming under increasing challenge from the FCC and the courts. He cited the decision directing the commission to initiate rulemaking aimed at breaking up all such crossownerships (BROADCASTING, March 7). "Regardless of the outcome of the [WGAL-TV] hearing," Mr. Shaub said, the attorneys feel that "forced divestiture is close at hand."

The commitments Steinman has undertaken reflect a number of familiar demands citizen groups have made and been granted in previous negotiations with broadcasters. But there are some new ones—for instance, Steinman is to provide a \$150,000 seed grant to aid the establishment of a nonprofit news service to disseminate news regarding women.

According to the news release issued on Tuesday—the agreement had not yet been filed with the commission—the only commitments include equal employment opportunities for women and minorities; a half-hour prime-time public affairs program designed to meet the needs and interests of women; increased coverage of women's sports; regular news coverage of stories concerning the interests and problems of women, and the initiation of free speech messages, that is, 30- or 60-second appearances by persons wishing to express a point of view on matters of interest to the community. Nor is that all. The station will establish a women's advisory council that will advise the station on how it can better serve the needs of women and will endow a \$100,000 scholarship fund for women from central Pennsylvania for training in technical and other positions in broadcasting.

## Snag avoided in Gannett newspaper buys by resale of broadcast stations

**Only crossownership situation remaining is in Springfield, Mo., where three-year waiver is granted**

In approving a \$42-million transaction that results in Gannett Co. adding three more newspapers to its chain, the FCC has provided for the immediate break-up of two newspaper-broadcast crossownership situations and the ultimate break-up of another. At issue was Gannett's proposal to acquire Springfield Newspapers Inc. and Oklahoma Press Publishing Co. from the Duvall and Bixby families. SNI owned two newspapers in Springfield, Mo. (the *News* and *Leader and Press*), as well as, through subsidiaries, KGBX(AM) Springfield KIMO(AM) Hannibal, Mo., and

question as to whether WTVR has taken "reasonable steps to insure an increasing number of blacks and women among its managerial and skilled employees."

"If the 'curious neutrality-in-favor-of-the-licensee,' which this court has previously noted [in the WLBT(TV) Jackson, Miss., case], is to end," the court said, "there must be a more meaningful accounting for conduct during the contested license period and more exacting standards established for the future." To accomplish that in the WTVR case, the court added, a hearing is required on the allegations of discrimination and on the licensee's performance in meeting its affirmative action obligations.

The panel was not unanimous in the second case, with Judge Wilkey dissenting from the reversal of the commission's action regarding KCBS. But the opinion, in the view of some lawyers, may be more significant than the one involving WTVR, in that it gives citizen groups the opportunity to sharpen and support their allegations before hearing through prehearing discovery, at least in EEO cases.

The Bilingual Bicultural Coalition on Mass Media and the Chinese for Affirmative Action had submitted written interrogatories to KONO and KCBS, respectively, along with their objections to the stations' renewals. Their aim, the court said, in an opinion written by Judge Gesell, was to flesh out allegations of discrimination in employment practices. However, commission rules do not provide for interrogatories, and the stations ignored the requests. And, Judge Gesell said, the commission renewed the licenses, based on submissions from the stations. That, he said, was wrong.

"We hold that before the commission makes a determination in a particular license-renewal case to grant renewal without a hearing," Judge Gesell wrote, "it has a duty to afford a petitioner opposing renewal with claims of discriminatory practices by the station in question . . . an opportunity to probe the station's initial representation in response to the petition by making a record which includes more than the flings of the parties and statistical information available in commission records. It must afford those challenging renewal a reasonable opportunity for prehearing discovery through appropriate interrogatories."

Judge Wilkey, in his separate statement, agreed that discovery should have been made available in the KONO case since, he said, the record shows the station's EEO performance was demonstrably below the "zone of reasonableness" and, he said, the commission lacked the information necessary to make an informed judgment.

However, as to KCBS, Judge Wilkey noted that the station's minority employment "is within the zone." Thus, although some questions might remain regarding the station's EEO efforts, he said, the commission could conclude that they did not raise a "substantial and material question of fact" about compliance with the affirmative action obligation.

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50% of KYTV(TV) Springfield, while OPP published a newspaper in Muskogee, Okla. (*Phoenix and Times Democrat*), where it operated KBIX(AM).

Under the agreement approved by the commission, Gannett retains the newspapers but spins off the broadcast properties to separate buyers. KBIX was sold to Bortz-Embody Broadcasting Co. for \$150,000 (thus breaking up the newspaper-AM crossownership in Muskogee), while KGBX was spun off to Stauffer Publications Inc. for \$600,000 (thus breaking up the SNI radio-newspaper crossownership situation in Springfield) and KHMO to Mark Twain Media Inc. for \$400,000.

The commission also approved the transfer of SNI's 50% interest in KYTV (the remaining 50% is retained by Grand Prairie Investment Co.) to Mark Twain Media for \$1 million. However, three of the four principals of Mark Twain Media formerly were associated with SNI and, under the agreement, become Gannett employees. Their continued employment by Gannett constitutes a violation of the crossownership rule.

So the commission waived the rule for three years. This was in accord with a request of Mark Twain Media, which had said the three owner-employees—Arch Watson Sr., Scott Salisbury and Don C. Dailey—have agreed to sever their relationship with Gannett or with KYTV within three years.

The commission said it found that granting applications that would result in the break-up of the radio-newspaper combination in Muskogee and the severance of a radio station from a newspaper-radio-television combination in Springfield, leaving the newspaper-television facilities under common ownership for a maximum of three years, would be in the public interest.

The three-year waiver of the crossownership rule was the second granted by the commission. The first was granted to Joe L. Allbritton, permitting him to acquire the *Washington Star* and its affiliated broadcast properties.

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## White, Baruch among AWRT speakers in Minneapolis this week

### Workshop sessions to run gamut of broadcasting and advertising

Fourteen workshops and a keynote address by FCC Commissioner Margita White are among the many events on tap when the American Women in Radio and Television holds its 26th annual convention in Minneapolis, April 27-May 1.

The principal focuses of the workshops: (1) Broadcasting with sessions on "Creative Production for Television"; "Public Broadcasting"; "Cable Television" with Ralph Baruch, president of Viacom International, as speaker; "Make-up for television," and "Creative Production for

Radio." (2) Broadcast Advertising—"Dynamics of Writing Good Commercials for Radio and Television"; "Finders/Keepers—An Advertising Approach to New Business Concept and Longevity of Client"; "Knowing Your Marketplace," and "Industry Self-Regulation."

Other workshops include "Putting the Plus in Product Publicity" and "How to Make Affirmative Action Work for You." There also will be two general sessions on radio and television.

Thursday, April 28, has no workshops scheduled. That day will be devoted to taking care of the association's business and will be highlighted by the broadcast industry banquet and president's reception. AWRT expects 600-700 members to attend.

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## Groups gang up for massive EEO petition

### Nearly 300 stations and numerous headquarters are hit by scattergun

A coalition of citizen groups has petitioned the FCC to begin an inquiry into the employment practices of 295 broadcast licensees and 16 broadcast group owners.

Citing what they call "the most egregious EEO violations" at the stations and the corporate headquarters, the groups asked the commission to "initiate a full investigatory hearing into the employment practices and policies" of the licensees and corporations. The groups' petition also asks that the commission "institute revocation or cease-and-desist proceedings against such designated stations where substantial and material questions of fact remain unresolved concerning discrimination of aggravated noncompliance with commission EEO rules."

The petitioning groups include: the National Association for the Advancement of Colored People, the National Urban League, the National Black Media Coalition, the National Media Task Force of the National Organization for Women, the National Latino Media Coalition, Chinese for Affirmative Action, the National Council of La Raza and the National Citizens Committee for Broadcasting. The petition was filed by the Washington-based Citizens Communications Center.

The petition includes female and minority employment statistics for each of the licensees and corporations. Relatively few major-market stations are included in the listings, and none of the networks is. Major group owners cited as having employment standards "clearly and undeniably outside any 'zone of reasonableness standard'" are: Combined Communications Corp., Phoenix; Rounsaville Radio Inc., Atlanta; Globetrotter Communications, Chicago; Orion Broadcasting Inc., Louisville, Ky.; Gilmore Broadcasting Corp., Kalamazoo, Mich.; McGraw-Hill Broadcasting Co., New York; Ohio Educa-

tional Television Network, Columbus, and the Outlet Co., Providence, R.I.

Combined Communications, according to the petition, employs 15 persons at its Phoenix headquarters, and none of them is a woman in a full-time, higher-paying position. The company employs six minority members full time.

The Outlet Co., again according to the petition, has 11 employees with no women and no minority members.

Among the stations, KEMO-TV San Francisco is cited by the petitioners as having no female employees in its higher-paying positions, but nine of its 18 employees are minority members. San Francisco, the petition says, has a general population composed of 25% minorities.

The petitioning groups say they "recognize that a licensee cannot be found to be in violation of the commission's equal-employment opportunity rules where it can be shown that the licensee has undertaken affirmative action to eliminate discrimination and afford equal employment opportunities..." But they also say the statistics they present with their petition "represent more than mere random instances of violations of the commission's nondiscrimination rules."

"What emerges," they say, "is the appearance of a 'benign neglect' attitude by the commission reflecting its less-than-full commitment to ensuring that minorities and women will have equal employment opportunities within the broadcast industry."

In a separate but related petition, the groups, saying they have already "performed what essentially amounts to a commission task" by compiling the employment information contained in their petition, are asking the commission to waive its service requirement. The petitioners are requesting that the commission and not the citizen groups notify the licensees and corporations of the petition.

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## Conflict of interest for Mississippians

### Carter appointees to government causes problems for Civic Co.

President Carter's appointment of two Mississippians to the State Department has become an issue in the long-running contest for channel 3 Jackson, Miss. When Hodding Carter III was named assistant secretary of state for public affairs, and Patricia M. Derian was named state's coordinator for human rights and humanitarian affairs, both were officers, directors and 9% subscribers in Civic Communications Inc., one of five applicants for the channel. Both submitted letters saying they were resigning as officers and directors "to avoid conflict" with the government jobs to which they had been named. However, both said they are retaining their stock-subscription interest in Civic and plan to resume their offices and directorships, as well as their commit-

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in 47 markets.

24% average  
increase over  
year-ago program  
in 32 markets.

Source: NSI, Feb. '77 and Feb. '76. Audience estimates subject to qualifications available on request.

## 18-34 WOMEN

Number One  
in time period  
in 28 markets.

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increase over  
lead-in program  
in 51 markets.

39% average  
increase over  
year-ago program  
in 31 markets.



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ments to work at the station, if Civic prevails, when their government jobs end. And Civic is seeking to amend its application to reflect the two resignations.

But two of the competing applicants—Lamar Life Broadcasting and Dixie National Broadcasting Co.—are opposing the application. They say that since Mr. Carter and Ms. Derian are retaining their financial interests in Civic and plan to return to Civic, their separations are not meaningful and do not remove the conflict. Civic, however, says the procedures being followed are in accordance with guidelines laid down by the State Department for avoiding conflicts of interest.

## Changing Hands

### Announced

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

■ **WAVA-AM-FM** Arlington, Va. (Washington): Sold by U.S. Transdynamics Corp. to group of Washington businessmen headed by Alex Sheftell for "in excess of \$2 million." Seller is owned by Arthur W. Arundel, owner of weekly *Loudon Times-Mirror*, Leesburg, *Reston Times*, Reston, and *Fauquier Democrat*, Warrenton, all Virginia. Mr. Arundel has no other broadcast interests. Mr. Sheftell is president of Washington area excursion-

boat line. He was formerly associated with **WMAL-AM-FM-TV** Washington and after that owned and sold **WLMD(AM)** Laurel, Md. Mr. Sheftell said he contemplates no change in stations' all-news format "at this point." **WAVA** is 1 kw daytimer on 780 khz. **WAVA-FM** operates on 105.1 mhz with 50 kw and antenna 500 feet above average terrain.

■ **WGOW(AM)-WYNQ(FM)** Chattanooga: Sold by Turner Communications Corp. to Bloomington Broadcasting Corp. for \$1,050,000, including \$200,000 covenant not to compete. Seller is Atlanta-based group owner of **WTCG(TV)** Atlanta and **WRET-TV** Charlotte, N.C., and is principally owned by R. E. (Ted) Turner (61%). Buyer is principally owned by Vernon Nolte and Evergreen Communications Corp. Bloomington also owns **WJBC(AM)-WBNQ(FM)** Bloomington, Ill.; **WROK(AM)-WZOK(FM)** Rockford, Ill., and **WGBF(AM)** Evansville, Ind. Evergreen is publisher of *Bloomington* (Ill.) *Panagraph*. Mr. Nolte is vice president of Bloomington and president of **WROK**. President of Bloomington is Timothy R. Ives. **WGOW** is subject of petition to deny its license renewal by Sun World Broadcasters, licensee of **WSWB-TV** Orlando, Fla. Petition, now under staff study at FCC, contends Turner forced Sun World into bankruptcy in scheme to acquire station. Turner's bid for **WSWB-TV**, however, has been denied by Orlando court (BROADCASTING, April 18). Officials at FCC said renewal question will probably have to be

resolved before commission will act on proposed assignment. **WGOW** is on 1150 khz with 5 kw day and 1 kw night. **WYNQ** is on 106 mhz with 100 kw and antenna 1,080 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **WELM(AM)-WLVY(FM)** Elmira, N.Y.: Sold by Condit Communications Inc. to Pembroke Pines Inc. for \$748,098. Seller is wholly owned by Robert D.S. Condit, who has no other broadcast interests. Buyer is owned by Robert J. Pfuntner, owner of **WACK(AM)** Newark, N.Y. Mr. Pfuntner also owns radio consulting and advertising firm, Pembroke Pines Mass Media, Wellsville, N.Y. He owns Wellsville automobile agency and is state legislator. **WELM** is on 1410 khz with 1 kw day and 500 w night. **WLVY** is on 94.3 mhz with 950 w and antenna 480 feet above average terrain. Broker: Keith W. Horton Co.

■ **WHBO(AM)** Tampa, Fla.: Sold by Floradio Inc. to Profit Research Inc. for \$348,751, plus \$50,000 covenant not to compete. Seller is owned by Bob A. Martin, who has no other broadcast interests. Buyer is owned by Sidney Walton and his wife, Marjorie, of West Hartford, Conn. Mr. Walton is former radio announcer and commentator on syndicated *Profit Research*. He has no other broadcast holdings. **WHBO** is 250 w daytimer on 1050 khz. Broker: Beckerman Associates.

■ **KRZI(AM)** Waco, Tex.: Sold by KRZI Radio Inc. to KW Communications Inc. for \$389,500, including assumption of notes. Sellers are Herb Harding, Jack M. Rosen (23 1/3% each), Joe R. Horkey and Allen L. Rosen (26 2/3% each). Allen Rosen (brother of Jack Rosen) owns 1% of **KSEL(TV)** Lubbock, Tex. None of other sellers has other broadcast interests. Buyer is wholly owned by KW Productions Inc., Stuart Klein and Jerry D. West, co-owners. **KWP** also owns 88% of Austin, Tex.-based Mobile Color Inc., television production service. **KRZI** is on 1580 khz with 1 kw day and 250 w night.

■ **KAJN(AM)-KHIO(FM)** Crowley, La.: Sold by Rice Capital Broadcasting Inc. (Barton W. Freeland, principal) to Agape Broadcasters Inc. for \$300,000. Mr. Freeland has no other broadcast interests. Buyer is owned by Barry D. Thompson (66.7%), the Rev. R.S. King (13.3%) and three others. Mr. Thompson owns 40% of **KSMB(AM)** Lafayette, La. Mr. King is Lafayette minister with no other broadcast interests. **KAJN** is 1 kw daytimer on 1560 khz. **KHIO** is on 102.9 mhz with 100 kw and antenna 368 feet above average terrain.

■ **WTUG(AM)** Tuscaloosa, Ala.: Sold by Tri-Cities Broadcasting Co. to Radio South Inc. for \$277,500. Seller is owned by E.O. Roden (45%), Mrs. Sylvia Gaye Carr (17%), Zane D. Roden Sr. (27%) and Zane D. Roden Jr. (11%). Tri-Cities also owns **WBOP-AM-FM** Pensacola, Fla., and **WOKJ(AM)-WJMI(FM)** Jackson, Miss. Zane D. Rodens also have interests in **WBIP-AM-FM** Booneville, **WTUP(AM)** Tupelo and **WGCM(AM)-WTAM(FM)** Gulfport, all

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Mississippi. Buyer is owned by Houston L. Pearce (50%), Fred H. Davis (25%) and Charles R. Wiggins Jr. (25%). Radio South owns WARF(AM) Jasper, Ala. Mr. Pearce owns WGUD(FM) Pascagoula, Miss.; 50% of WDAL-AM-FM Meridian, Miss., and is applicant for new FM at Gulfport, Miss. Mr. Davis is vice president of buyer. Mr. Wiggins is Jasper, Ala., attorney. WTUG is 1 kw daytime on 790 khz.

■ Wwww(FM) Saginaw, Mich.: Sold by Saginaw Broadcasting Co. to Mayle Broadcasting Co. for \$210,000. Seller is partnership of 10 individuals and Frank Perry Lloyd & Associates (31.6%). FPLA owns WTLC(AM) Indianapolis and is itself partnership with Frank P. Lloyd, president and principal (64%). Three other partners have no other broadcast interests. Buyer is owned by Donald K. Mayle (85%) and John H. Midlen (15%). Mr. Mayle is 62.5% owner of wxox(AM) Bay City, Mich. Mr. Midlen is Washington communications attorney with interests in cable systems in Sturgis and Coldwater, both Michigan. Wwww is on 107.1 mhz with 2 kw and antenna 360 feet above average terrain.

■ Koby(AM) Reno, Nev.: Sold by James M. Cunningham and Thomson Magowan to North American Media Inc. for \$50,000 plus assumption of debts approximating \$100,000. Sellers of station, which has been off air for over two years, have no other broadcast interests. Buyer is owned by Ron T. Smith and his wife, Nancy. Jack O. Koonce is president of North American with no ownership interest. Mr. and Mrs. Smith have purchased three California radio stations in last six weeks: KWT(AM) Salinas, KXEM(AM) McFarland and KWIP(FM) Merced, all subject to FCC approval (BROADCASTING, March 21, April 11), for prices totaling \$815,000. Mr. Smith is Los Angeles public relations consultant and rancher with various real estate holdings. Koby is licensed as 10 kw daytimer on 1550 khz. Broker: W. John Grandy.

■ Other station sales announced last week by the FCC include: KBJT(AM) Fordyce, Ark., WQDW(FM) Kinston, N.C. (see page 68).

#### Approved

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

■ WCEE-TV Freeport (Rockford), Ill.: Sold by WCEE-TV Inc. to Rockford Broadcasting Inc., subsidiary of Worrell Newspapers Inc., for \$3,870,000. Seller is subsidiary of General Media Inc., owned by Edward B. Holt, chairman, Earl W. Hickerson, president and more than 25 others, no stockholder owning more than 6%. Seller also owns cable systems in Rockford and Loves Park, Ill. Buyer, with headquarters in Charlottesville, Va., is publisher of 17 daily newspapers in 10 states, as well as number of weekly papers and is owned by T. Eugene Worrell, chairman, and his son, T. E. Worrell Jr., president. Buyer also owns WHSV-TV (formerly WSA-TV) Harrisonburg, Va. WCEE-TV is CBS affiliate on channel 23, with 562 kw visual, 85.2 kw

aural and antenna 720 feet above average terrain.

■ KOIN-AM-FM Portland, Ore.: Sold by Mount Hood Radio and Television Broadcasting Corp. to Gaylord Broadcasting Co. for \$1.5 million. Seller, which also owns KOIN-TV Portland, is principally owned by Newhouse Broadcasting Corp. (50%) and C. Howard Lane (48%). Newhouse is major station group commonly owned with Newhouse chain of newspapers and magazines. Mr. Lane is on board of directors of KAST(AM) Astoria, Ore. Buyer, wholly owned subsidiary of Oklahoma Publishing Co. (*Oklahoma City Oklahoman* and

*Times*), also owns KTVT(TV) Fort Worth; KHTV(TV) Houston; WVT(TV) Milwaukee; WTVT(TV) Tampa, Fla.; KSTW(TV) Tacoma, Wash.; KRKE-AM-FM Albuquerque, N.M., and WKY(AM) Oklahoma City, and has purchased, subject to FCC approval, WUAB(TV) Lorain, Ohio, and WYUE(TV) New Orleans. KOIN operates on 970 khz with 5 kw full time. KOIN-FM operates on 101.1 mhz with 100 kw and antenna 1,640 feet above average terrain.

■ Other station sales approved by the FCC last week include: WFWA(FM) Sullivan, Ill.; KATR(AM) Eugene, Ore., and WQZQ(FM) Jackson, Tenn. (see page 68).

## New KORO-TV Corpus Christi emerges as tribute to Mexican-Americans' tenacity

### Spanish International Network helps newcomers with no TV experience to put channel 28 outlet on air

If things had gone differently when Sam Houston met Santa Ana at the battle of San Jacinto, the territory on which Corpus Christi, Tex., stands might be Mexican to this day. But if Houston's victory resulted in the people of the area being taken out of Mexico, it never did result in Mexico being taken completely out of the people, or their descendants.

Or so a hardy band of Corpus Christi, Tex., professional and business people are hoping as they put on the air what is

believed to be the first television station in the country that is fully owned by Mexican-Americans.

The station is Telecorpus Inc.'s KORO-TV Corpus Christi, which began broadcasting on April 20 on channel 28. (Plans to begin broadcasting April 17 were scrubbed when rains washed out a microwave link.)

Its 60 hours per week of programing are being done in Spanish—and not *I Love Lucy* dubbed in Spanish, either, according to Jose R. de Leon, the pharmacist turned broadcaster who is president of the station, but programs produced in Spanish.

KORO-TV went on the air as the 15th

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**Chicano communicators.** Owners of KORO-TV Corpus Christi, Tex., believed to be the first station fully owned by Mexican-Americans, are: Standing (l-r): Oscar Garcia, dentist, and his brother, Dr. Umberto Garcia; Reynaldo Garcia, in wholesale produce; Cruz Gonzalez, a grocer; Dr. Roberto Bosquez. Sitting (l-r) C. G. Oliveira, a dentist, Jose R. de Leon (president), a pharmacist, and Tom Gonzalez, an insurance man. Missing from the picture is another stockholder, Tony Bonilla, an attorney.

affiliate of Spanish International Network, which had helped inspire the men who now own the station to take the plunge into broadcasting. As such, KORO-TV will, until all of its equipment is on hand and its preparations made, rebroadcast via microwave the programming of KWEX-TV, SIN's San Antonio affiliate. About 25 hours of SIN's programming—news, variety and sports—originate in Mexico City and are transmitted to SIN affiliates by satellite; the remainder of the SIN programming is bicycled around among the affiliates.

In about two weeks, KORO-TV will produce about 20 hours of local programming weekly, according to Mr. de Leon—news, public affairs and specials.

Mr. de Leon, who with eight associates who have no more experience than he in broadcasting and who together face construction and first-year operating costs of about \$300,000, appears optimistic about the venture's chances. The station enters a market already served by three network-affiliated VHF stations—KIII(TV) (ABC); KRIS-TV (NBC) and KZTV(TV) (CBS)—and a public television station, KEDT(TV) (ch. 16). But, Mr. de Leon said, "We will provide an alternate form of viewing."

KORO-TV's target audience is the 54% of the 400,000 people in the market who speak Spanish. (Some counties in the area are 100% Spanish-speaking, according to Mr. de Leon.) And, Mr. de Leon said, "the acceptance locally has been tremendous. The local and regional advertising sales are very good." Indeed, he said, "some of the advertisers were never on television before."

These, then, are heady days for Mr. de Leon and his associates. But they have been a long time in coming.

It was in 1972 that Dan Villanueva of SIN's KMEX-TV Los Angeles, and Emilio Nicolas, of SIN's KWEX-TV, talked to some 20 Mexican-American business and professional people about the possibility of their forming a group and applying for channel 28, and then, if they were granted a license, affiliating with SIN.

"They got us interested," Mr. de Leon said last week. Then the network provided assistance—expertise, but no money, Mr.

de Leon said—as the application was put together.

But things did not go smoothly. A competing application was filed by a group called U-Anchor Broadcasting, a subsidiary of Texas Outdoor Advertising. It dropped out of the contest, however, after an issue had been added as to its ascertainment of community needs. Then the viability of a prospective Spanish-language station appeared threatened by the announced plan of a local cable system to import the programming of three Mexican stations. The FCC refused to permit the importation of the signals.

But by that time, the original group of 18 had dwindled to nine—two dentists, two doctors, a lawyer, an insurance man, a grocer, a man in wholesale produce, and Mr. de Leon, the pharmacist, each owning about 12%.

One reason the lack of experience among the men does not seem to bother them is that they feel, Mr. de Leon said, they have "good management" and experience in the 14 people working at the station. In Eva Wardlow, KORO-TV's general manager, the station not only has someone with broadcasting experience—she has won awards for her production of the Spanish television documentary *Esperando a Mi Hijo* (*Awaiting My Child*) and her co-production of *La Clase/The Classroom*—but the first woman to hold such a job among SIN affiliates.

## Public radio hones New Orleans agenda

**Completion of merger, Murrow Award among top items; equipment-exhibit plans scrapped**

The membership vote on a proposed merger between National Public Radio and the Association of Public Radio Stations is expected to draw the greatest interest at the seventh annual Public Radio Conference in New Orleans May 3-7 and the first held outside the nation's capital. With some 400 registrations already received by last week, planners are aiming

for a public-radio representation of about 650 persons. And this year, in addition to the standard attendance of station managers and the like, lay representatives also are expected.

Aside from the merger votes by the programming (NPR) and representation (APRS) members, considerable attention is being afforded to the award of the first Edward R. Murrow Award for the "outstanding contribution to the development of public radio," which will be presented by the broadcast journalist's widow, Janet, herself a board member of APRS.

The agenda has been planned with programmers, engineers and licensee and station representatives in mind. Seminar subjects range from satellite interconnection to pilot program evaluation. Organizers had hoped for an equipment exhibit—the first—but that was cancelled after only seven potential exhibitors showed interest.

The convention is jointly sponsored by the Corporation for Public Broadcasting, NPR and APRS.

## Another of Hollings's recruits understands broadcaster concerns

**Kentuckian Ford joins others on subcommittee in doubting need for Communications rewrite; however, he does have questions about advertising to children**

*Juniors can be freshmen too. As, for example, Wendell Ford (D-Ky.), a third-year senator but a first-year member of the Senate Communications Subcommittee. Senator Ford was missed by BROADCASTING's March 28 canvass of that unit's freshmen members; the magazine was misled by his having been a member of the parent Commerce Committee for the past two years. Thus the following assessment of his background and interests, for readers to put with those of the other five members.*

**Wendell Hampton Ford (D-Ky.)** □ Senator Ford gave up membership on another subcommittee, Transportation, for a seat on Communications. His reason for the move was especially gratifying to the broadcasters in his home state, because he says he did it out of respect and friendship for them.

He felt he would have a chance to deal with transportation issues when they came before the full Commerce Committee. But to him, the work of the Communications Subcommittee is "more instrumental to the consumer."

And he has heard it all from the broadcaster's side, as well, even before he was elected to the Senate.

When he was Kentucky governor, (1971-74), and lieutenant governor before that, "I heard enough of the squeaky wheel" of broadcasters complaining about lengthy forms and expensive renewal proceedings. When he became a senator he





Ford

signed as cosponsor of a license-renewal bill that would lengthen the broadcast license term from three to five years and would require the FCC to look for ways to cut renewal-related paperwork for broadcasters.

The senator shares what seems to be the consensus on the Senate Communications Subcommittee against rewriting the entire Communications Act of 1934, the project under way on the House side of Capitol Hill: "I think you're just opening up a can of worms with a rewrite," he says, preferring instead to deal with problems as they arise.

One such, he says, may be the problem of assuring equal time on television to the Republicans. "Apparently this President is going to the fireside chat a lot." He says he sympathizes with Republican party leaders who want to make sure they can find access to TV when Jimmy Carter makes a controversial pronouncement.

An inactive partner in a general insurance company run by his brother and two sons, Senator Ford says he places himself midway on the conservative-liberal scale. "Lobbyists on the Hill don't know where to put me, and I'm very complimented by that."

An issue on which Mr. Ford might line up opposite broadcasters is children's advertising. He is chairman of the Consumer Subcommittee, another subcommittee of the Commerce Committee, and plans at some future time to hold hearings to examine "what does the industry do to get children to get their parents to purchase products for them" ("Closed Circuit," March 7). It concerns him he says, that commercials promote high protein or vitamin levels in food "when they're just a filler product, really. It's misleading." What to do about the problem? "I really don't know," he says, but he hopes the answer will spring from the hearings.

## Media Briefs

**When East meets West.** Representatives from the U.S., England, France and other Western countries gathered in Berlin earlier this month to plan strategy for upcoming follow-up with Soviet bloc on Helsinki agreements. Strong sentiment on maintaining present accords was said to have been expressed, including agreement on open lines of communication. U.S. international broadcasting types especially are concerned with jamming of broadcasts (Radio Free Europe/Radio Liberty or Voice of America) intended for Soviet Union, Poland, Czechoslovakia and Bulgaria. Among those attending Aspen (Institute) Berlin-sponsored conference were Sig Mickelson, RFE/RL president, and Leonard Marks, Washington communications attorney and ex-United States Information Agency chief.

**Course corrected.** Chesapeake-Portsmouth Broadcasting Corp. has received license to cover its construction permit for WPMH(AM) Portsmouth, Va., after FCC Administrative Law Judge Reuben Lozner found that violations (some involving equal-employment opportunity, Emergency Broadcast System and public file) committed as permittee were corrected, or improvements were made.

**Turndown.** FCC Administrative Law Judge James K. Cullen Jr. has refused to renew Public Service Enterprises Inc.'s license for its WETT(AM) Ocean City, Md. Based on hearings record of last year, ALJ found that PSE continuously operated station at unauthorized powers and modes and falsified logs. In particular, Judge Cullen based disqualification on failure to maintain licensed operator on premises during transmission. Since hearings, PSE's major creditor has foreclosed, and judge said that PSE hasn't proved its financial qualifications to continue as licensee.

**Video college.** MCA Disco-Vision has entered into agreement with Consortium of Universities, Washington, to develop college-level courses using MCA's optical video-disk player.

**New in communications.** Shorter College, North Little Rock, Ark., has formed George T. Hernreich Department of Communication, named after long-time Arkansas broadcaster and trustee of college in recognition of his contribution to minority affairs in Arkansas. Shorter College is predominantly black community college in central Arkansas sponsored by African Methodist Episcopal Church.

**Two chairs at SU.** S.I. Newhouse, owner of number of daily newspapers, has established two chairs in public communications at Syracuse University's S.I. Newhouse School of Public Communications. Funded with donations of \$1 million each, chairs will be held by "people of distinguished achievement in one or more fields related to public communications" on flexible basis.

## Two citizen groups in disagreement over procedures in WHBB renewal

**NCCB says that FCC judge made a mistake in accepting the order by a Dallas organization and that issues were not resolved**

It's rare that citizen groups wind up on opposite sides of an issue before the FCC. But the National Citizens Committee for Broadcasting and the Dallas County Progressive Movement for Human Rights are in a confrontation over a proposed one-year renewal of license for WHBB(AM) Selma, Ala. The issue: whether the first consent order filed under procedures the commission adopted a year ago to speed up the adjudicatory process conforms to the commission's new guidelines.

NCCB, in a petition in which it said it is interested only in the proper application of the consent procedures in the renewal area and not in the outcome of the proceeding, contends that Administrative Law Judge John Stirmer erred in accepting the consent order agreed upon by Dallas County, the commission's Broadcast Bureau and the licensee, Talton Broadcasting Co. The judge's order terminated the hearing, which had been precipitated by the Dallas County petition to deny.

The order, issued on Nov. 16, 1976 (BROADCASTING, Nov. 22, 1976) noted that the consent agreement dealt with the issues that had been raised in the hearing order—that the licensee had promised to institute procedures to insure proper log keeping and had made representations regarding news, public affairs and other programming—including that designed to meet the community's needs and interests—that it would carry during the balance of the 1976-1979 license term. The one-year renewal proposed by Judge Stirmer was also provided for in the agreement.

NCCB's contention is that the "substantial and material issues of fact" regarding WHBB's record in the 1973-1976 license period were not resolved. The courts have held, NCCB said, that a renewal applicant must "run on its record." It may not simply "upgrade"—make new promises or take new future action—"and on that basis obtain renewal." Furthermore, NCCB said, the commission's rules providing for consent orders require that such an order dispose of all issues on which the proceeding originally was designated for hearing.

NCCB's suggestion is that the parties resolve the dispute by means of the "summary decision process," which is also provided for in the rules. Under that procedure, NCCB said, the parties could reach an agreement that a factual basis exists for resolving the issues and that future commitments also assure the public interest. The ALJ could then issue a sum-

mary decision making specific findings.

Dallas County, along with the Broadcast Bureau and Talton in separate responses did not think much of the pleading. They said it was filed too late to be considered—four months after the consent order was issued—and is wrong in its arguments.

Dallas County, for instance, said that in adopting its consent procedures, the commission provided for their application to all adjudicatory cases including renewal hearings. If the commission wished to recommend summary decision as the way to resolve disputes among licensees, their public and the operating commission bureaus, "it would have done so," Dallas County said. It added that the rules "require only that the ALJ accept the agreement and enter a consent order closing out the case."

The argument over the consent order in the WHBB case involves not only an interesting confrontation in terms of institutions but of personalities, as well. Counsel for NCCB in the matter is Henry Geller, a former FCC general counsel who is chairman of the board of the Citizens Communications Center, the public-interest law firm. Dallas County's lawyer is Charles M. Firestone, of Citizens Communications Center.

## Eight stay under the gun for August

**NCCB intervention stops FCC from vacating divestiture date for affected crossownerships**

Eight television licensees subject to a commission order requiring them to break up television-cable crossownerships now face the FCC's original Aug. 10, 1977, deadline for compliance. The commission had adopted rules that grandfathered most existing cable-TV crossownerships but ordered the break-up of those in which the television station is the only commercial outlet placing a city-grade signal over the cable community, and banned the creation of new crossownerships in which the cable system would be located within the grade B contour of the station.

The rule was appealed by the National Citizens Committee for Broadcasting, which had also appealed the virtually identical newspaper-broadcast crossownership rule in Washington. When the U.S. Court of Appeals overturned the newspaper-broadcast rule, the commission asked the court to send the cable case back so that it could vacate the Aug. 10 divestiture date pending Supreme Court review of the newspaper-broadcast case. NCCB opposed the remand request and filed a motion for summary reversal of the commission. The court denied the request for remand—which means, a commission lawyer said, the individual broadcasters involved must seek relief from the court on their own. The request for summary reversal was ordered held in abeyance pending final action by the Supreme Court on the commission's request for review of the newspaper-broadcast crossownership decision.

## Broadcast Advertising®

## TV code board stands firm on several matters

**It turns down requests from toy makers to relax some rules and rejects ACT demands, but does allow Playtex to experiment with live-model bra commercials**

Children's advertising was scrutinized during a two-and-a-half day meeting in Washington last week of the television code review board of the National Association of Broadcasters.

Likely to be disappointed by the board actions were the Toy Manufacturers of America, Schaper Manufacturing Co. and Action for Children's Television.

The TMA and Schaper had requested that the board amend its guidelines to allow greater flexibility in the use of stock film footage, real-life counterparts, fantasy and animation; in addition they called for an end to the mandatory five-second still-product shot as the commercial closes. The board said no on all counts. (TMA Chairman Abe Kent had criticized the toy-advertising guidelines during a Georgetown University Law Center forum on "selling to children," also last week [see story, page 36].)

The board, on a related matter, clarified its procedures regarding ads geared to adults that are presented in or adjacent to programs geared to children. It affirmed that the children's television guidelines apply, but said it would review adult-oriented ads on request and possibly grant waivers as long as issues such as safety are considered.

ACT President Peggy Charren appeared before the board along with ACT Counsel Rachel Wolkin. Among ACT's suggestions (and the board's judgments): The code should encourage child-oriented public-service announcements (final determination of choice and scheduling rests with the individual licensee); the board should take further steps to decrease stereotypes within children's programs (the code already calls for special sensitivity regarding sex, etc.); the code should encourage licensees to program shows designed for children in after-school hours, and also shows for preschoolers (again, the buck stops with the individual broadcaster); reduce nonprogram material in children's programming, eliminate commercials in preschooler's shows and eliminate commercials for highly sugared foods (nonprogram time on weekend nonprime-time children's shows has been cut 40% over the past few years, guidelines already govern food advertising to children).

Other board actions included:

■ Recommending an increase in the amount of time that can be devoted to credits for shows more than 90 minutes and still not count as nonprogram material (from 30 to 50 seconds) and beyond that,

allowing 10 seconds of credits. The board also suggested that the code's billboard provision be deleted. Both recommendations are subject to NAB TV board approval.

■ Reaffirming code policy that crawls in the body of one program promoting another count against allowable non-program material limits. Exempted were crawls used for emergency warnings, schedule-change information, news updates and the like. The board also came up with an interpretation allowing certain averaging of nonprogram material in indeterminate-length live events spanning prime and nonprime time.

■ Approved a request by International Playtex to experiment with live-model bra commercials in major markets with scheduling limitations. Playtex has to return to the board with a specific plan.

■ Agreed that its personal product and health issues committee and Code Authority should meet with the National Council of Churches, United Methodist Church and Harvard University to discuss devising a test program for contraceptive ads. The board also directed its alcoholic beverage committee to meet with a yet-unnamed researcher who is working with brewers and attorneys to study reactions to alcohol-beverage advertisements.

■ Honored Stockton Helffrich at a Tuesday night dinner. Mr. Helffrich remains a Code Authority consultant but turned over his code directorship to Jerome Lansner April 1.

## Phoenix promotions bother Arbitron

**But ratings services decides to go ahead with radio count with sharp eye for irregularities**

Arbitron Radio officials said last week they were proceeding with their audience measurements in the Phoenix market after threatening to call them off, but would examine the results closely to determine whether they had been affected by a station promotion currently under way there.

They said they would also keep an eye on measurements for Denver because of similar promotions reportedly being conducted in that market.

Arbitron had threatened to cancel, postpone or revise the handling of its April/May measurements in the Phoenix market because "several" stations were conducting promotions that, according to Arbitron, might lead diary keepers to exaggerate their reports of listening to those stations. But after a meeting with the stations, Arbitron said the broadcasters had agreed to discontinue the promotions and the measurements started April 14 as scheduled.

Arbitron sources said the "major offenders" had been contests conducted by KUPD(AM) Tempe, Ariz., and KRIZ(AM) Phoenix. But last week they learned that KUPD had resumed its contest in a revised

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form that Arbitron considered less offensive than the original—although KRIZ authorities, at least, disagreed with that evaluation.

Arbitron sources said the original KUPD promotion promised to reward winners according to the number of times they had written "KUPD" on a list. In the revised version, they said, list keepers need write the call letters only once. This, they felt, would be less apt to encourage an Arbitron diary keeper to inflate his record of listening to that station.

In any case, they said, they could not stop the survey "in midstream," but intended to examine the results carefully, doublechecking and cross-checking to make sure that the final report is accurate. If not satisfied of its accuracy, they said, they will choose from several alternatives including withholding the report, issuing it without any offending station's figures or publishing those figures separately and distributing them with explanatory letters to agencies, advertisers, the Broadcast Rating Council and leading broadcasting and advertising trade associations.

## Black viewer study

Black women watch 40% more television than black men, and blacks view 8% more TV than the general population, according to a special analysis prepared by Arbitron Television in 10 major markets.

Women as a whole viewed more TV than men (25 hours, 40 minutes to 20 hours, 54 minutes) in the average week, and black women watched more than the general population women (29 hours, 18 minutes to 25 hours, 42 minutes), Arbitron said. It noted that black and non-black males view the same amount of television per week (20 hours, 54 minutes).

**Let the buyer be aware.** The key is apparently more information—when it comes to TV selling to children and parents.

Tom Roeser, insistent that he was talking for himself and not as director of public affairs for Quaker Oats (Fisher-Price), suggested creation of a corporation funded by foundation grants and subscriptions that could buy prime time to present information not included in standard ads. Former FCC Commissioner Kenneth Cox wondered if enough money could be collected.

Abe Kent, chairman of the Toy Manufacturers of America and senior vice president of Ideal Toy Corp., asked consumer groups to understand the voluntary and compulsory efforts toy makers take to make their products safe and advertising honest.

Joan Bernstein, former chief of the Federal Trade Commission bureau of consumer protection, called upon the commercial networks to experiment with commercial-less children's programs.

Norge Jerome, a nutritional anthropologist from the University of Kansas, reminded advertisers that children should be treated as sales persons because they must convince parents to buy products.

Georgetown University Law Center, with financial help from the Ford Foundation, assembled this panel (moderated by Mr. Cox) in Washington last week to address and take questions from some 130 federal agency staffers, TV activists, toy manufacturers and others with a stake in "business perspectives: advantages and responsibilities of selling to children." It was the second of a continuing series of related seminars (BROADCASTING, Feb. 21).

The National Association of Broadcasters TV Code, which has guidelines for toy ads, was criticized. Mr. Kent and Robert Choate, head of the Council on Children's Media and Merchandising, turned out to be on the same side of the fence—although for different reasons—in charging that with hard and fast standards, the NAB TV code restricts more honest presentations. NAB counsel Brenda Fox, another in the audience, was "very confused," wondered how Mr. Choate, for one, could want more and less restrictions at the same time.

## New formats at some FM's born free of commercials

**Many outlets find success in formula of no advertising for a limited time while their revamped formats get a foothold in the ratings**

What some do unwillingly, others are now doing on purpose: broadcasting without commercials.

Stations such as Doubleday's KXXK(FM) Denver, NBC's WKQX(FM) Chicago and Hearst Corp.'s WXXK(FM) Pittsburgh have used the noncommercial technique as they switched from one format to another. All are now beyond it and into the making of money.

And at least one other—Swanson Broadcasting's KFJZ-FM Fort Worth—is trying it now.

One thing all four have in common is an AM sister station: KHOW for KXXK, WMAQ for WKQX, WTAE for WXXK and KFJZ for KFJZ-FM. Revenues from the AM's helped support the FM's in their cash-flow-free period.

Denver's KXXK broadcast three months without commercials and climbed from an Arbitron rating of 2.2 (6 a.m.-midnight, Monday through Sunday, metro area, persons 12-plus) before the format change (from MOR/jazz to top 40) to an 8.2 during the commercial-free period. The last available figures, after commercials were added, showed the station with a 6.9. These numbers are the real test, General Manager Alan Goodman said, because

ratings during a commercial-free period carry "a lack of believability."

After commercials are added, Mr. Goodman said, listeners suddenly feel "ripped off" and advertisers feel the station has put a "downer" on what commercials are. But there are ways to combat this "aftershock": by maintaining enough music without overindulging in commercials. Mr. Goodman attests a "dynamic product will shine through" even after commercials are added. (His own formula: four to six commercial minutes per hour.)

Chicago's WKQX (formerly WNIS-FM, all-news) became an album-oriented-rock station Jan. 1 and "experienced the quickest turnaround ever in radio history in a major market," according to Program Director Bob Pittman. The January-February Arbitron came out six days after the format change and showed WKQX as the number-one AOR station with a target audience of 18-24 (the station had only a 0.5 rating when it was all news; it went to 3.9 without commercials). The "aftershock" figures have not been published yet but a low-commercial load is still stressed. Mr. Pittman said, "It's an expensive venture . . . you have to have a lot of money to make money."

Pittsburgh's WXXK (formerly WTAE-FM) has not yet appeared in an Arbitron book but is "gearing up" for its first numbers as a "mass acceptance top-20" format, according to Program Director Bobby Christian (he formerly held that job with Denver's KXXK). WXXK's commercial-free honeymoon lasted a month and Mr. Christian compared it to waving a red flag to say "listen to me." Then we hit them with the music . . . which is the key to success. Our music is exactly fine tuned to our market."

The Fort Worth story is "tremendous FM competition," according to KFJZ-FM's Gary Mack. Formerly the oldies station (with the call letters KWXI), KFJZ-FM needed to establish an identity as a "young adult rocker," Mr. Mack said. "When battling call letters like KLIF(AM), you've got to have awareness before you can even hope to get ratings," he said. KFJZ-FM's AM counterpart "can foot the bill for a while . . . the Arbitron's will be out in June and then we'll see if we're all fools on this bus."

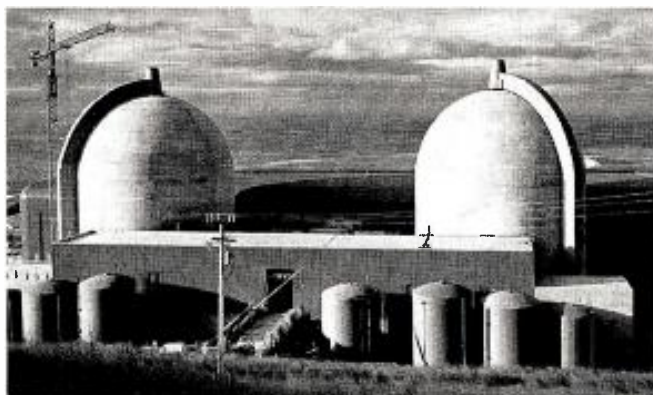
## Weighing the 'good' against the 'bad'

**Majority of parents in national study sponsored by General Mills believe TV is a good influence on children, while many are concerned about the violence**

The impact of TV violence on children is a major concern of parents but almost three out of four (73%) believe their children have learned "good things" from TV, and 23% think that TV has had "a bad influence" on youngsters.

These findings were the results of a na-

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# ABC-TV wins in prime time and in a big way

**Network brings in highest rating in TV history in taking first in September-April season**

ABC-TV not only won its first prime-time "season" ever this year, it set a record with the highest average rating in the history of television.

ABC's 21.5 rating for the period from Sept. 20, 1976, through April 17, 1977, broke CBS's 20-year stranglehold on the prime-time Nielsen, and edged past the 21.4 rating CBS had for the 1962-63 season. ABC's 2.8 rating-point lead over CBS was the biggest winning margin since the 1963-64 season, when CBS lored it over NBC to the tune of 3.2 rating points. CBS wound up with an 18.7 rating for the 1976-77 season and NBC was third with an 18.1 rating. (Even though the so-called third season has blurred the prime-time outlines somewhat this year, all three networks have agreed to April 17 as an acceptable cut-off date.)

The magnitude of ABC's win is reflected in the ratings of individual series. ABC had the top four shows and seven of the top 10. (By contrast, NBC was stuck with seven of the 10 lowest-rated series.)

What follows is a ranking, compiled by ABC, of every prime-time series that made its way onto the three-network prime-time schedules between Sept. 20, 1976, and April 17, 1977, and its average rating for the season.

Series	Rating
1. Happy Days (ABC)	31.4
2. Laverne and Shirley (ABC)	30.9
3. ABC Monday Movie	26.6
4. Charlie's Angels (ABC)	26.0
5. M*A*S*H (CBS)	25.9
6. Big Event—Part I (NBC)	25.4
7. Six Million Dollar Man (ABC)	24.3
8. ABC Sunday Movie	24.2
9. Baretta (ABC)	23.5
10. One Day at a Time (CBS)	23.4
11. Three's Company (ABC)	23.1
12. All in the Family (CBS)	22.9
13. Welcome Back, Kotter (ABC)	22.7
14. Bionic Woman (ABC)	22.4
15. Little House on the Prairie (NBC)	22.3
16. Waltons (CBS)	22.3
17. Barney Miller (ABC)	22.2
18. 60 Minutes (CBS)	22.0
19. Hawaii Five-0 (CBS)	21.9
20. NBC Monday Movie	21.7
21. Rich Man, Poor Man—Book II (ABC)	21.6
22. Eight Is Enough (ABC)	21.2
23. NFL Monday Night Football (ABC)	21.1
24. Jeffersons (CBS)	21.0
25. What's Happening (ABC)	20.9
26. Good Times (CBS)	20.5
27. Sanford and Son (NBC)	20.3
28. ABC Friday Movies	20.2
29. Tony Randall Show (ABC)	20.0
30. Alice (CBS)	20.0
31. Maude (CBS)	19.9
32. Wonderful World of Disney (NBC)	19.8
33. Rhoda (CBS)	19.7
34. Starsky and Hutch (ABC)	19.6
35. Busting Loose (CBS)	19.6
36. CBS Wednesday Movie	19.6
37. Feather and Father Gang (ABC)	19.2
38. Life and Times of Grizzly Adams (NBC)	19.2

tionwide study, sponsored by the General Mills Consumer Center and conducted by the research firm of Yankelovich, Skelly & White Inc., New York, that dealt with television and other areas. The study was based on a national probability sample of 2,102 individuals interviewed from 1,230 families including 469 children, 6 to 12 years old.

In citing influences that made it hard to raise children, 14% mentioned TV, which trailed other factors including broken marriages, decline of religion and drug use. Among major personal concerns about raising children, 34% mentioned viewing "so much violence on television," which was topped only by giving into children more often than should" (37%).

Among "nagging" problems involved in raising children, 23% reported "children watching too much TV," though this lagged behind a number of other situations, such as "filling up with snacks between meals" (32%); "crying and whining" (30%); "not eating what they should" (27%) and "talking back and being disrespectful" (26%).

The parents and children agreed that the amount of time children spent in front of TV sets and the programs they watch lead to family arguments. But letting children "watch extra television" is used as a reward by one parent in five, while one in four withholds television from children to discipline them.

## The up is off in advertising

BBDO International, New York, expects 1977 to be another good growth year for advertising in general—but not as good as 1976. Bruce Crawford, BBDO president, told the New York Society of Security Analysts on April 15 that the agency believes advertising expenditures in general will increase 11%-12% and BBDO will continue to share in the industry's growth. He estimates that in the first quarter of 1977 BBDO net income will at least match the 1976 first-quarter gain in 14.8% and said the agency does not anticipate that full-year 1977 earnings will equal the percentage increase of 26.2% attained in 1976.

### Advertising Briefs

**NH&S's buy-back.** Needham, Harper & Steers, New York, is proceeding with its proposal originally made last Nov. 30 to go private by buying back shares of outside shareholders (BROADCASTING, Dec. 6, 1976). Agency plans to offer proposal at its annual meeting in New York on June 30, and, if approved by majority of outside shareholders, it will be consummated. New price: \$13.50 per share, up from offered price of \$12.50 last November.

**Settled.** National Advertising Division of Council of Better Business Bureaus resolved 15 challenges to national adver-

tising, including seven on television, during March. Discontinued was TV commercial by Sterling Drug (Bayer aspirin). Reviewed and found acceptable were TV commercials for Bristol-Myers (Ban Basic antiperspirant); Hobart Manufacturing Co. (dishwashers); Maytag Co. (dishwashers); Perdue Inc. (cornish hens); Procter & Gamble Co. (bathroom tissue) and A.E. Staley Manufacturing Co. (fabric softener).

**Remuneration.** Proxy statement by Doyle Dane Bernbach, New York, shows highest paid officers in 1976 (salary and bonus) were William H. Bernbach, chairman of executive committee, \$245,129; Joseph R. Daly, board chairman, \$250,667 and Ted H. Factor, vice chairman of board and in charge of West Coast operations, \$142,721. Annual meeting will be held May 4 in Magno Review theater in New York.

**Barter & full service.** Alpert, Carbery & Associates Inc., New York, has been formed as full-service agency that will offer barter capability to clients. They may pay in merchandise or services. Jim Carbery, president, formerly was in barter advertising as vice president and management supervisor at Atwood Richards Inc., New York. Jerry Alpert, board chairman, had headed his own creative marketing firm, G.J.A. Associates, New York. New agency is at 655 Madison Avenue, N.Y., 10022. (212) 421-4166.

**Moving in Detroit.** HR Television is moving its Detroit office on May 2 to 999 West Big Beaver Road, Suite 805, Troy, Mich. 48084. Phone: (313) 362-4030. James Lannin is manager of office.

**Katz moves.** Katz Agency has moved its national headquarters to larger space at One Dag Hammarskjold Plaza, New York 10017, Phone: (212) 572-5500.

**Buckley's new office.** Buckley Radio Sales has moved its headquarters to new offices at 485 Madison Avenue, New York 10022. Telephone remains (212) 832-0404.

**Now in Cleveland.** Blair Television will open new sales office in Cleveland, its 13th, at location to be announced soon, with David Malmad, member of Blair's ABC Station Division sales team in New York, to head operations there.

## How to beat the press

National Radio Broadcasters Association will sponsor 10 one-day seminars to give radio sales people information on how to compete more effectively with newspapers. To be conducted by the Webster Group, Maurie Webster, president, programs are scheduled for: May 24, Atlanta; June 1, Denver; June 2, Los Angeles; June 3, Seattle; June 9, Washington; June 15, Dallas-Fort Worth; July 13, Boston; July 15, Memphis; July 20, Chicago, and July 21, Kansas City, Mo.

# Your audience is older than you think.



The elderly comprise the fastest growing segment of America's population. They already are a real influence and a real concern. With radio and TV PSAs available from the American Health Care Association, you can help educate and stimulate your audience to the problems of aging.

The American Health Care Association represents over 7,000 nursing homes and allied long term health care facilities. It is dedicated to quality care in safe surroundings for America's elderly, chronically ill and convalescent.

AHCA cares . . . and so should you.

Two award-winning :30 TV PSA spots produced by AHCA ask the public to become involved with the elderly in their community nursing homes; to visit old friends and make new ones; to volunteer their special talents to entertain and involve the elderly in living, not just aging.

AHCA also has produced a disc with twenty 3:50 dialogues on growing old; the physical, social and psychological effects of

aging; the financial problems; government policy, and much more.

They inform. They engage. And hopefully, they will prepare listeners for understanding the elderly . . . and for growing old themselves.

Both TV PSA spots and the radio PSA record are available now. Station Public Service Directors may contact Public Affairs, American Health Care Association, 1200 15th St., NW, Washington, D.C. 20005.



**ahca**

American Health Care Association

39. Mary Tyler Moore Show (CBS)	19.2	84. NBC Wednesday Movie	14.4
40. Donny and Marle (ABC)	19.1	85. Andros Targets (CBS)	14.1
41. Family (ABC)	19.0	86. Mr. T and Tina (ABC)	14.0
42. Quincy (NBC)	19.0	87. Big Event—Part II (NBC)	13.9
43. Bob Newhart Show (CBS)	19.0	88. Executive Suite (CBS)	13.3
44. Carol Burnett Show (CBS)	18.9	89. Tony Orlando and Dawn (CBS)	13.3
45. Chico and the Man (NBC)	18.8	90. Quest (NBC)	13.1
46. Phyllis (CBS)	18.8	91. Who's Who (CBS)	13.1
47. Rockford Files (NBC)	18.8	92. Cos (ABC)	13.0
48. Captain and Tennille (ABC)	18.7	93. Fantastic Journey (NBC)	12.7
49. Barnaby Jones (CBS)	18.5	94. Practice (NBC)	12.6
50. Dog and Cat (ABC)	18.4	95. Gibbstville (NBC)	12.5
51. Fish (ABC)	18.0	96. Code R (CBS)	12.5
52. Streets of San Francisco (ABC)	18.0	97. Kingston: Confidential (NBC)	12.3
53. NBC Mystery Movie—Part I	18.0	98. Sirota's Court (NBC)	12.3
54. All's Fair (CBS)	17.9	99. Van Dyke and Company (NBC)	12.2
55. Police Woman (NBC)	17.8	100. Hunter (CBS)	11.0
56. Brady Bunch Variety Hour—Monday (ABC)	17.7	101. Tales of the Unexpected (NBC)	11.0
57. Nancy Walker Show (ABC)	17.6	102. Spencer's Pilots (CBS)	10.2
58. Loves Me, Loves Me Not (CBS)	17.3		
59. Most Wanted (ABC)	17.3		
60. Switch (CBS)	17.3		
61. Hardy Boys/Nancy Drew Mysteries (ABC)	17.2		
62. Wonder Woman (ABC)	17.2		
63. Kojak (CBS)	17.1		
64. Police Story (NBC)	17.1		
65. Baa Baa Black Sheep (NBC)	17.0		
66. NBC Saturday Movie	17.0		
67. Emergency (NBC)	16.9		
68. Westside Medical (ABC)	16.8		
69. Blansky's Beauties (NBC)	16.6		
70. CPO Sharkey (NBC)	16.3		
71. CBS Friday Movies	16.2		
72. Jacksons (CBS)	16.1		
73. Best Sellers (NBC)	15.8		
74. Doc (CBS)	15.7		
75. NBC Mystery Movie—Part II	15.7		
76. Ball Four (CBS)	15.2		
77. Blue Knight (CBS)	15.2		
78. Serpico (NBC)	15.1		
79. Sonny and Cher (CBS)	14.8		
80. DeVecchio (CBS)	14.7		
81. McLean Stevenson Show (NBC)	14.7		
82. Gemini Man (NBC)	14.4		
83. Holmes and Yoyo (ABC)	14.4		

## NBC-TV scrubs Emmy telecast

**Academy discord prompts network to pull the plug; it also demands repayment of \$300,000 from NATAS**

NBC-TV has canceled the nighttime Emmy Awards program set for May 15, saying it is impossible to present a show that would meet the required contractual standards.

The network also notified the National Academy of Television Arts and Sciences that it has paid NATAS in excess of \$300,000 for the awards program and demanded the return of all payments.

In a letter to Richard Rector, chairman

of NATAS, Robert T. Howard, president of NBC-TV stressed that the academy had been under contractual obligation to supply a program that would meet NBC requirements. Mr. Howard said NBC had come to the conclusion that the academy could not this year meet the program standards of past Emmy shows.

Mr. Howard said that 200 of 450 performers who would be expected to be included in the awards competition do not appear in the ballots; one third of the series are not represented in the ballots and the "blue-ribbon panels" will "fall far short of the caliber of such panels in past years." He noted that the situation had resulted from internal dissension within the academy that led to the revocation of the charter of the Hollywood chapter last February and to a threatened boycott of the award ceremony by performers and producers from the West Coast (BROADCASTING, March 7).

"It is clear and you are hereby notified that you are either in breach of contract or have not fulfilled your obligations," Mr. Howard wrote.

Mr. Howard also cautioned that the academy is precluded from arranging from a nighttime telecast with anyone other than NBC, unless NBC agrees to permit such an arrangement. The nighttime Emmy telecast was to have been carried from 9 p.m. to about midnight on May 15.

NBC-TV announced last week that the daytime Emmy awards will proceed on

# Coming June 13

## Broadcasting's First Annual Awards Issue

Recapitulating one full year of the best in broadcasting, in the opinion of awards juries from coast to coast. The Peabody winners. The Ohio State awards. The duPonts. The Major Armstrong FM awards. The Golden Mikes. The Janus awards. The Abe Lincolns. The George Polk Memorial awards. All the leading national honors for which radio and television broadcasters vie. All together now. In one annual volume that will become *the* book of record of who did what when, and won national recognition for doing so.

## You belong in Broadcasting Jun 13



schedule on May 12 from 3 to 4:30 p.m. (NBC-TV reportedly has paid NATAS \$55,000 for the daytime presentation.)

An official of NATAS in New York would not comment on NBC-TV's action. He said the decision is being discussed by the academy's board and by its attorney.

Though NBC canceled the awards program for television, the academy announced its nominations for 1976-77. A spokesman said "we are proceeding with our plans to give out Emmys—with or without television. A Nobel Prize or a Pulitzer is not given out on television."

ABC-TV headed the nominations list with 145 of its programs and individuals in contention, followed by NBC-TV, 112; CBS-TV 84; PBS, 41 and syndicated, 12.

## AM-FM duplicators have another month to meet FCC rules

**Extension is granted to stations so that compliance won't cause confusion during Arbitron sweeps**

AM-FM combinations subject to the commission's nonduplication rule have another month—to June 1—to comply with the first of a two-step plan the commission adopted last year for tightening that rule. Deadline for complying with the second step also has been extended one month to June 1, 1979. The commission acted in response to a request by the Arbitron Co. which noted the original effective dates fell within the period of the Arbitron April/May radio surveys. Insisting on the May 1 day, Arbitron said, would cause confusion and problems.

As now in effect, the nonduplication rule limits to 50% the amount of programming that may be duplicated by commonly owned AM and FM stations in the same locality. Under the first step of the new rule, stations licensed to cities with a population of more than 100,000 would be limited to 25% duplication; stations in cities of population of between 25,000 and 100,000, 50%. In the second step, the 25% limit would be applied to stations in cities with between 25,000 and 100,000.

The exact number of stations affected by the tightened rule is not known, but commission officials estimate that, based on surveys, more than half of the AM-FM combinations are already in compliance with the first step of the tightened rule and that a significant number of them are in compliance with the second step as well.

## CBS set back again in BMI court fight

Broadcast Music Inc. appeared last week to have won another preliminary round in its suit to collect at least \$4.9 million from CBS for alleged breach of contract.

U.S. District Judge Morris Lasker granted a BMI motion for summary judg-

ment denying CBS's attempt to reintroduce an old claim as grounds for dismissing BMI's suit.

CBS had claimed that BMI engaged in illegal music licensing practices and that therefore its suit should be thrown out. Judge Lasker granted a preliminary injunction against CBS's use of that claim in a decision last winter. In that decision he held that CBS had made the same claim in another lawsuit, that he had rejected it after trial then and that it would be a waste of time and money to let it be argued again (BROADCASTING, Dec. 20, 1976).

His latest order, entered April 14, appeared to put finality on the earlier ruling and head BMI's breach-of-contract suit back to New York Supreme Court for trial.

### Programming Briefs

**Winning series.** ABC-TV has bought 10 new two-hour episodes of MGM-TV's *How The West Was Won* for approximately \$12 million, according to Harris L. Katleman, president of MGM Television. Sale was said to be largest single transaction during Mr. Katleman's five-year tenure as president of TV division. *West* was carried as six-hour miniseries on ABC-TV in February and, according to MGM-TV, scored 53 Nielsen share. New series will begin production in June for telecast next January.

**More planning.** MCA TV has gone back to drawing boards with its proposed daily 90-minute talk-variety series, *American Flyer*. Industry insiders say only seven stations had signed up for original September start, so date has been pushed back to January 1978 and pilot will be completely redone. Most logical buyer for series is still expected to be independent stations, which would put it into prime-time as counterprogramming to networks.

**'Robin Hood' on trial.** Five CBS-owned TV stations individually scheduled episode of *New Adventures of Robin Hood* on one-time-only basis, allotted last week on WCBS-TV New York, KNXT(TV) Los Angeles and WBBM-TV Chicago and this week on WCAU-TV Philadelphia and KMOX-TV St. Louis. Produced by Trident Ltd. of Britain and distributed in U.S. by Sandy Frank Film Syndication, New York, half-hour program is being carried as test, with CBS-owned outlets having first option on regular series for fall of 1978.

**Two for rock.** Air Crafts Ltd., new company in production and syndication of radio programs, has two 15-minute radio series with rock formats—*Rock and Roll Illustrated* and *15 Big Ones*. Pilot tapes are available from 516 Leonard Avenue, Woodbridge, N.J. 07095.

**In new corral.** Baltimore Colts of National Football League and WMAR-TV Baltimore have signed two-year contract for preseason games, starting with three games this summer. Colts exhibitions were on WJZ-TV Baltimore last year.

**inspiration.** KRUZ(FM) Santa Barbara,

## Listen to the lament of CHARLES FLYNN, station engineer, KIJV, Huron, S.D.

"The total system has worked so well that I haven't had to work on it at all. I really like to work on this type of equipment, and I haven't had anything to do."

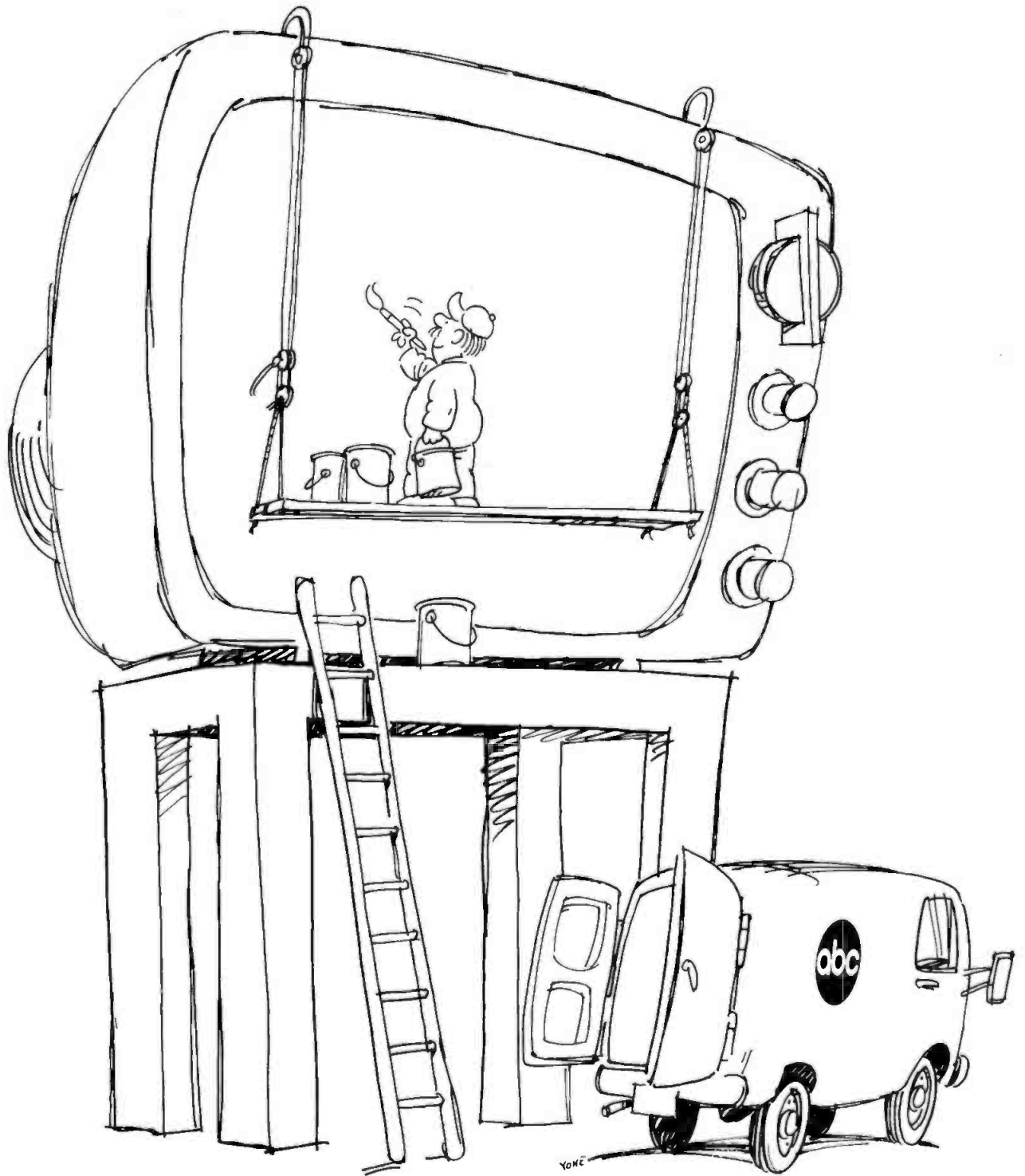
In January, 1975, KIJV installed 2 IGM Go-Carts back-to-back for a total of 84 cartridge positions. Events are programmed into an IGM RAM (Random Access Memory) Control System with a capacity of 2048 events. That's the basic system and it works like a dream. Right, Mr. Flynn?

# IGM

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Read the whole story about KIJV's system in the IGM News, No. 1-77. Send for it today.





YONE

## We're changing the face of television.

Take a good look at the ABC schedule today. And then reflect for a minute on how ABC has changed the face of television in the past year and a half. What's different today?

For one thing, there's more programming diversity on ABC than ever before. There are more new stars, new shows and exciting new concepts appealing to a broad cross section of viewers.

There are more comedy shows and more variety shows. And more family interest shows—including unique, new ideas like Family and Eight is Enough. Both are refreshing new ideas in programming.

In fact, when you think about it, it becomes clear that there is no such thing as standard, predictable programming on ABC. Instead, there are surprising new ideas week after week.

New ideas like *Roots*, a special event telecast on eight consecutive nights. It reached the largest audience in television's history. The only

thing standard about *Roots* is that it set new standards for the industry.

And there are special achievements like *Eleanor and Franklin*. With eleven Emmy Awards, it set new standards for excellence.

And there's nothing standard about ABC's philosophy of scheduling...the philosophy of a constantly changing "Living Schedule" that calls for program introductions at irregular times. In March alone the network introduced six new programs.

In fact, the only usual idea at ABC has been the idea of innovation and change.

Because we don't *accept* change as an inescapable aspect of our business. We reach out for it and welcome it. We *cause* it.

In the months ahead you'll be seeing more changes from the leading television network. Because we're committed to moving ahead...constantly changing and improving the face of television.

**ABC Television Network** 

Calif., has inspirational music tape library for beautiful music, automated radio stations. Audition cassette is available from KRUZ, Carrillo hotel, Santa Barbara.

**Development.** Broadcaster Ed Shane has formed media services company to handle format development and program production. First offering is *Count the Music*, stereo FM format developed for KRLY(FM) Houston. Offices are at 8911 Alcott, Houston 77080.

**Quarterbacking.** O.J. Simpson, football star who has become TV and motion picture personality, signed by NBC-TV to exclusive long-term contract to produce and star in NBC World Premiere movies, appear in variety programs and provide commentary for NBC Sports, including 1980 Olympic Games in Moscow.

**Hudson's new offices.** Hudson Music Service has new offices at 3095 Kerner Boulevard, Suite T, San Rafael, Calif. 94901; telephone (415) 457-4611. HMS offers three radio formats: bright/beautiful, soft rock and adult-oriented MOR.

**Beautiful.** Starborne Productions Corp. has been formed, providing beautiful music recorded by British composer-conductor Frank Chacksfield. Library service includes monthly release of new material. Address is P.O. Box 8260, Van Nuys, Calif.

**Varoom.** United States Auto Club is organizing radio network to broadcast some of its major events. Two races are planned for August, with additional events set for 1978. Stations interested should contact Henry Banks, USAC Radio Network, 4912 West 16th Street, Indianapolis 46224.

**Big 'Big'.** IT&T's magazine-formatted children's series, *Big Blue Marble*, has reached widest circulation in its three-year history—147 stations in 112 U.S. markets, for 81% clearance. Internationally, *Marble*, with 78 half-hours already completed, is telecast by stations in 40 countries on five continents. Distribution is handled by Vitt Media International, New York.

**Good morning, Sandy.** Replacing Nancy Dussault on ABC-TV's *Good Morning, America* is Sandy Hill, news reporter for company's KABC-TV Los Angeles. Ms. Dussault leaves to pursue singing and acting career.

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## CBS bets on specials for sprint in stretch

**And in final two weeks, it cashes in tickets at prime-time ratings window**

CBS-TV came on with a rush at the tail end of the 1976-77 season and finished first for the weeks ended April 10 and April 17.

That was the first time since the week ended January 3 that ABC had finished out of first place in prime time.

In both April weeks, a heavy schedule of special programs did the trick for CBS. Three of its specials finished in the top 10 for the week ended April 17: the CBS

*Thursday Movie* presentation of part two of "The Amazing Howard Hughes" (30.9 rating and 53 share); the two-hour "Celebrity Challenge of the Sexes" (30.8 rating, 49 share) and the CBS *Wednesday Movie* telecast of part one of "The Amazing Howard Hughes" (25.1/43).

The previous week, CBS placed four specials in the top 10: the two-hour made-for-TV movie, "Something for Joey" (31.5 rating and 51 share); a Bugs Bunny cartoon hour (22.8 rating, 42 share); a Charles Schulz cartoon, "Peanuts: The Easter Beagle" (22.6/35) and "The People's Command Performance," a two-hour variety show (21.3/40).

Over-all, CBS scored a 19.8 rating for the week ended April 17, compared to ABC's 17.3 and NBC's 15.1. For the week ended April 10, CBS chalked up an 18.1 rating, with ABC and NBC winding up in a second-place tie at 17.4.

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## Boxing tournament gets too hot for ABC-TV to handle

**It drops coverage, begins to look into possible corruption, bribery**

ABC Sports, which had hoped to return respectability to boxing with the U.S. Boxing Championships, has suspended its coverage of the tournament and launched a full-scale investigation of "irregularities and possible corruption" in it.

Promoter Don King subsequently "agreed with ABC's determination" that the tournament itself be halted pending the outcome of the network's inquiry. The investigation is to be headed by Michael Armstrong, former chief counsel to the Knapp Commission, which helped expose police corruption in New York during the early 1970's.

ABC had been looking into charges of impropriety in the management of the tournament for several months, and, according to Jeff Ruhe, assistant to ABC Sports President Roone Arledge, had been turning its findings over to a federal grand jury in Maryland (BROADCASTING, April 4).

Among the charges were assertions that some fighters were forced to pay to gain entry into the tournament and that a match had been improperly scored by the judges.

ABC said its decision to postpone the tournament came when the network verified April 8 that *Ring* magazine's boxer ratings, which were used to determine eligibility for the tournament, were inaccurate and possibly falsified.

According to Mr. Ruhe, the network received a call in March, from boxer Ike Fluellen who said that a would-be manager had said he could get Mr. Fluellen listed in *Ring's* top 10, thereby assuring him a place in the tournament. Mr. Fluellen had not had a fight in over a year, according to the network, yet "within

months had moved from unranked to third place" in *Ring's* listings. Further examination of *Ring's* ratings uncovered evidence that "the records of at least 11 tournament fighters listed in the 1977 "Ring Record Book" contained more than 30 fights which apparently never took place, the network said.

Nat Loubet, editor and publisher of *Ring*, said last week that his magazine's ratings are, and have been for some 30 years, gathered from a variety of sources, including newspaper clippings, boxing commission records and promoters' reports, as well as from the managers of fighters. "A few of these eager beavers stuffed fights into their records," Mr. Loubet said. "We're running a magazine with three or four people. Obviously, you can't check it all out."

Mr. Loubet said the U.S. Championships was the first tournament *Ring* had been involved with, and that the high prize money and prestige of the coverage had brought out the "squirrels and termites" in the business. He said he was somewhat surprised at the inaccuracies, but that he thinks the principal organizers should have realized how the rankings were gathered. "ABC and Don King have been around a long time," Mr. Loubet said, "they know we don't have any computers down here."

However, spokesmen for both Mr. King and ABC said they were flabbergasted that *Ring*, the "bible of boxing," might have carried less than the facts. ABC said the "Ring Record Book" was "heretofore widely accepted as the authoritative source of information regarding fighter's records."

During the early stages of its investigation, ABC had secured from *Ring* a sworn statement to the effect that no bribery had been allowed to sway the ratings. The statement, written by ABC, made no mention, however, of what techniques were to be used to insure accuracy. Mr. Loubet firmly denies that any bribery took place, and he charges that *Ring* is being used by the two organizers to obscure corruption in other aspects of the tournament.

In its statement, ABC said it had requested its outside legal counsel to "continue and expand" on the network's own investigation, to verify the fight records and rankings of all fighters in the tournament, to determine whether any fighters had been included or excluded improperly and to "turn over to the proper authorities" any evidence of wrongdoing, "including kickbacks or any other improper payments."

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## Six TV shows get money from CPB-PBS fund

The Corporation for Public Broadcasting and the Public Broadcasting Service have decided on the first six TV proposals to receive funding through CPB's \$1-million revolving documentary fund. The grants to be awarded range from \$40,000 to \$130,000. Specific amounts have not been

determined but the total is expected to near \$500,000.

Receiving money will be WGBH-TV Boston (for *Meet the Speaker*, on House Speaker Thomas O'Neill [D-Mass.]); wxxi Rochester (for *Western Water Resources*); KCET Los Angeles (*An Element of Risk*, on plutonium); WNET New York (*Juvenile Offenders*), and independent producers D.B. Jones, Stanford, Calif. (*Wild Horses, Broken Wings*, on a woman, her foster children and a horseback journey in New Mexico), and Josh Hanig and Dave Davis of San Francisco and Santa Monica, Calif. (*Song of the Canary*, on occupational hazards involved in examining certain substances).

The documentary fund had been among the breaking points in the PBS-CPB programming power dispute (BROADCASTING, Nov. 22, 1976 et seq.) before CPB granted PBS a say in awarding the grants. The next set of grants is expected to be announced in early May.

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## CBS report shows TV gets important social messages across to children

Three years of research is issued by network in 26-page document

Television can be "highly effective in communicating social or informational messages" to children, according to a report on what CBS-TV called "a massive research operation" started more than three years ago.

The report came to light after CBS-TV placed ads in consumer and trade magazines suggesting that "what we learned about children's television would fill a book" and inviting readers to send in for it—a 26-page booklet titled *Learning While They Laugh*.

The document refers only obliquely to the current controversy over TV violence and children, but reports on some of the steps CBS-TV has taken and is taking to improve children's programs.

The research reported in *Learning While They Laugh*, encompassing more than 4,000 interviews with children, deals with the extent to which the young viewers could recall specific messages—the importance of honesty, loyalty, helpfulness and friendliness, for example—that had been woven into CBS-TV children's series.

"The studies hold promise that television can achieve the goal—never before pursued through so many programs—of re-enforcing awareness of social values acquired in home, church and school," John A. Schneider, president of the CBS/Broadcast Group, wrote in the foreword.

The young audiences of five series were studied: *Fat Albert and the Cosby Kids*, *Harlem Globetrotters Popcorn Machine*, *U.S. of Archie*, *Shazam!* and *Isis*. Children aged 7-8 and 10-11 were interviewed for

all five programs and also a 13-14 age group for *Shazam!* and *Isis*. The report summarizes findings for each program.

In total, it says, "roughly nine out of 10 interviewed children received at least one message per episode, and on the average they received more than three messages. High reception was indicated by all age, ethnic and social groups."

The booklet notes that in the early 1970's CBS-TV retained Dr. Gordon Berry, associate professor of the graduate school of education, University of California at Los Angeles, as adviser on children's programs, and that he calls on changing panels of child psychologists, educators and other experts to assist in the development of children's programs from story concept to finished product. The research into the five specific programs was organized by the CBS Office of Social Research with the help of professional research firms and was started in late 1973.

"It should be stressed," the report concludes, "that no claim is made that the messages contained in these programs will change behavior. The studies were found to provide awareness of messages as of five hours after the programs. But the research did not pursue the more elusive goal of obtaining evidence that the programs affect the active choice between right and wrong, or have lasting effect."

"But television does not operate in a vacuum. Whether the programs do or do not affect subsequent behavior is probably dependent on other influences to which the individual children are subject in the real world: such influences as the words and deeds of parents, peers, teachers and

others whom the children know and respect."

CBS-TV sources said that within a few days after the ads began to appear the network had received approximately 500 requests for copies.

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## Syndication abroad turned over to revamped ABC unit

ABC Pictures Holdings Inc. has been reorganized to handle TV syndication in foreign markets of all current ABC Entertainment productions and to sell for overseas theatrical and television release all future entertainment product produced by the company.

ABC Pictures Holdings was formed in 1968 and since that time has been active in foreign theatrical distribution of features made or acquired by ABC. The company produced about 40 motion pictures and has 20 additional Selznick films. A spokesman said ABC plans to produce about five motion pictures a year.

Heading ABC Pictures operations are S. Arthur Schimmel, vice president, worldwide sales and distribution, Los Angeles, and Robert W. Dinsmore, director of administration, finance and planning. In the reorganization new titles and duties at ABC Picture Holdings have been given to Albert Genovese, associate director of financing, planning and analysis; Samuel Greller, manager, prints and negative services, and Bernard Helfand, manager, sales service.

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# The West is listening to

HERCULES BROADCASTING CO.



KRAK/KEWT SACRAMENTO • KMPS/KEUT SEATTLE

## Peabody board finds lag in radio quality

Medium has only three winners in 1977 awards, while television gets seven times as many

The director of the George Foster Peabody awards says 1976 was "a banner year" for TV programing and "an undistinguished year" for radio.

In announcing winners of the 37th annual Peabody Awards, which will be presented at a luncheon, May 4 at New York's Hotel Pierre, Dr. Worth McDougald, the director, said last week that the Peabody board was giving out more TV-journalism awards than ever before but that the three radio prizes were the fewest ever. "The board felt," he added, "that the caliber of programing in radio was not up to the industry's high standards in years past."

Of the 24 "meritorious performance" winners, the three in radio are:

The South Carolina Educational Radio Network, Columbia, S.C., for "perpetuating native American music" in a series called *American Popular Song with Alec Wilder and Friends*.

WGIB AM-FM Manchester, N.H., for a four-hour Bicentennial entertainment special, *Flashback 1976*.

Associated Press Radio, for "well-defined and executed oral documentaries," as exemplified by an investigative report called *The Garden Plot: Food as a Weapon*.

The 21 television Peabody winners are: WLBT-TV Jackson, Miss., for a documentary report called *Power Politics in Mississippi*.

WBBM-TV Chicago's illustrator Franklin McMahon for his series, *Primary Colors: An Artist on the Campaign Trail*.

WHO-TV Des Moines, Iowa's Charles Barthold for his filming of a tornado that "demolished the small town of Jordan, Iowa."

*The CBS Morning News's* Hughes Rudd and Bruce Morton for "inventive and creative writing" and "pointed humorous features."

NBC News's Sy Pearlman for producing *Weekend's* "Sawyer Brothers" investigative report.

Noncommercial KCET(TV) Los Angeles for the *Visions* series of original dramas.

NBC-TV, the four-hour drama *Sybil*. ABC-TV, *Eleanor and Franklin*, the miniseries.

ABC News, *Animals, Animals, Animals*.

ABC Sports for its coverage of the 1976 Winter Olympics games at Innsbruck, Austria, and of the Summer Olympics games at Montreal.

Tomorrow Entertainment Inc. for the made-for-TV movie on NBC "Judge Horton and the Scotsboro Boys," as represen-

tative of "the excellence one has come to expect from Thomas W. Moore and his associates."

Noncommercial WETA-TV Washington, *In Performance at Wolf Trap*.

Perry Como, with special reference to *Perry Como's Christmas in Austria Special* on NBC-TV.

CBS News, for its Saturday-morning *In the News* minutes for children.

Noncommercial KERA-TV Dallas, *A Thirst in the Garden* investigative report.

Jim Karayn and The League of Women Voters for the presidential debates.

Noncommercial WNET(TV) New York for *The Adams Chronicles*.

CBS News, *In Celebration of US*, the full-day July 4 coverage.

ABC News, for the Revolutionary War documentary, *Suddenly an Eagle*.

Noncommercial WETA-TV Washington and WNET(TV) New York for the *Conversation With Jimmy Carter* conducted by Bill D. Moyers.

CBS News for *60 Minutes*.

The awards are administered by the Henry W. Grady School of Journalism at the University of Georgia.

## All hands come to aid of WSTC Stamford

Major networks and broadcasting organizations side with Stamford station in First Amendment test

Major elements of the broadcasting industry are joining in an effort to win reversal of a U.S. District Court ruling that they say—if permitted to stand—would substantially inhibit broadcasters in their journalistic function. The decision holds that a station that edits a candidate's script is engaging in state action and is violating the First Amendment, and can, therefore, be sued for damages.

The decision was handed down late last year in a case involving Western Connecticut Broadcasting, licensee of WSTC-AM-FM Stamford, Conn. (BROADCASTING, Feb. 14). And not only Western Connecticut is appealing; ABC, CBS, NBC, the National Association of Broadcasters, the Public Broadcasting Service and the Radio Television News Directors Association—a friend of the court brief—are too.

The stations' "censorship" of the scripts of Democratic and Fusion candidates for mayor during the 1969 election was established by the FCC in a hearing in which Western Connecticut was found guilty of violating Section 315 of the Communications Act (it bars censorship of candidates' material presented under the equal-time provision) and fined \$10,000. An official said he had ordered the deletion of material he felt was in bad taste.

Circuit Judge J. Edward Lumbard, who presided by designation in the district court proceeding, said that since the government had given Western Connecticut "monopoly control over the local airways"—WSTC-AM-FM are the only stations

in Stamford—it had given the licensee the "capacity to obstruct free speech in local election." Thus, he said, the broadcaster's action was equivalent to state action—even though the editing of the candidates' material was specifically barred by the Communications Act—and provided grounds for the candidates involved to sue for damages.

The broadcast industry interests that have joined the court fight contend in their brief that Judge Lumbard's opinion "substantially undermines the ability of broadcasters to operate freely to promote the constitutional value of 'uninhibited, robust and wide-open' presentation of speech and expression." They also contend that the decision "raises the specter of a wide range of broadcaster decisions being challenged on constitutional grounds in the courts, with the attendant burdens of litigation and the inevitable risks that the editorial choices made will be found to be improper because a court disagrees with the particular choice, and substitutes its decision for that of the broadcaster."

As for Judge Lumbard's keystone contention that Western Connecticut's action in censoring the candidates' material constitutes state action, the brief says: "That conclusion is contrary to virtually all of the decided cases, seriously misinterprets the state action doctrine and fails to appreciate the First Amendment interests of broadcasters and their fundamental separateness from government."

## News minutes in prime time draw big ratings

And 10-second spots they contain are priced by networks accordingly; ABC adds daytime spot; NBC has five daily reports, including night

Who are the most-watched news anchors on television? The answer is neither Walter Cronkite nor any of his competitors on the other networks. Try instead Tom Jarriel on ABC-TV, Lloyd Dobyns or John Shubeck on NBC-TV, and Morton Dean on CBS-TV, usually in that order.

They anchor the prime-time news minutes—*News Update* on NBC and *Newsbreak* on CBS (both at 8:57 p.m., NYT) and *Newsbrief* on ABC (just before the last prime-time program of the night)—and they are regularly watched by as many as twice the number of people who watch half-hour network newscasts earlier in the evening.

On one recent Sunday, for example, the CBS *Evening News* had a Nielsen rating of 12.1, or about 8,615,000 television households. Two hours later, after the movie, "Wizard of Oz," ended, the network's *Newsbreak* pulled a rating of 24.8, or about 17,657,000 households. Monday-through-Friday averages for the week showed similar disparities on all three networks: ABC's *Evening News*, 8.6,



**One-minute news.** The network's one-minute newscasts during prime time are watched by twice the number of people who watch the early-evening newscasts, according to a Nielsen rating. L-r: Tom Jarriel

anchors ABC's *Newsbrief*, Morton Dean is on CBS's *Newsbreak* and Edwin Newman is one of the network's three anchors for NBC's daytime *News Update*.

*Newsbrief*, 20.0; CBS's *Evening News*, 15.5, *Newsbreak*, 18.3; NBC's *Nightly News*, 12.6, *News Update*, 19.3.

Network news executives assume that the news minutes simply share the previous program's audience. The ratings generally support that assumption, although a Nielsen spokesman said there can be no statistical proof of it, because of the dial switching that occurs at the end of programs. But it is considered unlikely that many people would switch channels just to catch a particular news minute—as evidenced by the fact that ABC's *Newsbrief* beat out both of its competitors during its first week on the air.

In any event, a lot of people are tuned in, and what they usually get for their minute's time is a summary of the top stories from the same evening's newscast, updated if necessary and if possible. Ralph Paskman, producer of CBS's *Newsbreak*, said that the network's research shows that at least 50% of the people watching in prime time will not have seen an evening newscast on any network—"so there is not a redundancy problem."

Use of fresh film on the news minutes is rare, while use of graphics from the earlier newscast is typical. Production crews are, of course, small compared to the half-hour programs. NBC, for example, rotates among the seven writer-producers assigned to the evening news, borrowing one each day to take primary responsibility for *Update*. However, if a late-breaking story demands it, the news minutes are expanded to as long as three minutes, with the time taken out of the preceding program.

Sponsors get one 10-second spot on each program. ABC gets an average of \$22,500 per spot, CBS "over" \$21,000 and NBC's five daily reports (beginning at 10:57 a.m. NYT) are not sponsored.

NBC's daytime news spots are anchored alternately by correspondents Edwin Newman, Jane Pauley and Chuck Scarborough.

ABC is adding one *Newsbrief* to its daytime schedule beginning today (April 25) at 1:59 p.m. NYT, with correspondent Steve Bell serving as anchor Monday through Wednesday, and Tom Jarriel on Thursday and Friday. The ABC spot is unsponsored.

## Scripps-Howard cites public service shows

**Winner is KMOX-TV documentary; eight other stations win awards**

KMOX-TV St. Louis was named winner of the Scripps-Howard Foundation's 1976 Roy W. Howard award last week for public service broadcasting.

The award, consisting of a bronze plaque and a \$2,000 cash prize, went to KMOX-TV for *An Uncommon Gift*, a Christmas-night documentary by reporter Al Wiman about an 8-year-old girl's experiences with organ transplants.

A runner-up prize of \$1,000 went to WRFM(FM) New York for total station effort in public service.

The following stations received citations for meritorious public service: KYW-TV Philadelphia, for a documentary, *Impact: Racism—The Dividing Line*; WNAC-TV and WRKO(AM) Boston, for a series on stolen cars; WABC-TV New York, for a documentary, *Women of Rikers Island*; WTRI(AM) Brunswick, Md., for a series on a rest-home project, and noncommercial KNOM(AM) Nome, Alaska, for reports on the assimilation of Alaskan natives into American life.

Roy W. Howard awards, named for the late editor of the *New York World Telegram & Sun* and president of the E.W. Scripps Co., also were presented for public service by newspapers, along with other awards recognizing outstanding newspaper performance in other areas. The Edward Willis Scripps First Amendment award for most outstanding public service in 1976 in the cause of a free press went to the *Honolulu Advertiser* for a 40-part series written by the paper's readers.

## Journalism Briefs

**Courtroom canvass.** Post-Newsweek stations in Florida (WPLG(TV) Miami and WJXT(TV) Jacksonville) are asking state's radio and TV stations for proposals for guidelines for one-year test of cameras in courtrooms. Florida Supreme Court, which granted petition of Post Newsweek outlets to allow experiment (BROADCAST-

ING, April 11), set May 15 deadline for guidelines; P-N stations want suggestions by Friday (April 29). Florida Bar has task force for devising its recommendations, and state judges are being asked for input. Courtroom coverage test is to begin July 1.

**At White House.** Seven broadcast journalists were among 28 editors and reporters at White House briefing for out-of-town media April 15. They were Thomas Becherer, news director of WWJ-TV Detroit; Vince Sanders, director of National Black Media Network; Peter Vesey, news director, KSD-TV St. Louis; Tom Bonnar, WMUR-TV Manchester, N.H.; Jeffrey Gates, news director, KTSM-TV El Paso, and Ernie Mills, freelance syndicated columnist, Santa Fe, N.M.

**Vote's in.** Members of radio-television galleries of House and Senate have defeated proposed revision of membership standards that would have given lighting, studio and other behind-scenes personnel greater access to congressional activities on Capitol Hill. Passed was referendum to break "escalator system" of gallery leadership that guaranteed upward movement among members of executive committee.

## RTNDA makes up its list for regional directors

The nominating committee of the Radio Television News Directors Association has announced the 17 candidates for nine seats as regional directors. Region 1: Dean Mell, KHQ-TV Spokane, Wash.; Bill Wipfel, KIRO(AM) Seattle. Region 2: Norm Hartman, KOVR(TV) Sacramento, Calif.; Pat Stevens, KGUN-TV Tucson, Ariz. Region 3: Bill Pierson, KOSI(AM) Aurora, Colo.; Phil Mueller, KSL-AM-FM Salt Lake City. Region 4: Foster Morgan, KOCO-TV Oklahoma City; Bob Rogers, KENS-TV San Antonio, Tex. Region 5: Dewey Heggen, KFVR-AM-TV Bismarck, N.D.; Wayne Godsey, WTMJ-TV Milwaukee. Region 7: Fred Heckman, WIBC(AM) Indianapolis; Lou F. Prato, WMAQ(AM)-WNIS(FM) Chicago. Region 9: John Spain, WBRZ(TV) Baton Rouge; Charles Kelly, KTHV(TV) Little Rock, Ark. Region 11: Jim Topping, WFSB-TV Hartford, Conn.; Larry Pickard, WCVB-TV Boston. Voting is by mail.

## NCTA panelists see clear skies, but a few clouds

**More favorable Washington climate, a growing attraction for customers as well as investors are pluses; Geller criticizes copyright stance, Kahn cites fiber optics potential and is concerned about Bell's role**

Cable television is "greening,"—not so much in the sense author Charles Reich meant in his book of the '60s—as in the dollars sense. That seemed to be the consensus of some key figures in and around the cable industry in a National Cable Television Association workshop last week in Chicago. The Wednesday morning session proved a fitting summary of a week of optimistic predictions for the industry's future.

Bob Magness, Telecommunications Inc., Denver, summed up the panel's thoughts: Cable is going to grow, he said, because it has attained "substantial recognition" from the public, because "our friends are beginning to outnumber our enemies" in Washington and because a wave of original, "high-quality, copyrighted programming" will be evident on cable within 18 to 24 months.

Bill Daniels, Daniels & Associates, Denver, moderator of the session, said cable's long-range future is good for five reasons: (1) because the public is not satisfied with current television service; (2) because it can grow without hurting conventional television; (3) because it will provide new jobs (more than the Bell system now provides, he said) and new money ("billions of dollars"); (4) because the public has demonstrated it likes cable, and (5) because by providing education services in the home, it will contribute to energy-saving in big cities.

In the short run, cable can expect to see new investors, Mr. Daniels said. Cheaper to buy than television stations or newspapers, it gives them "a bigger bang for their bucks." Monthly rates are improving for the cable operators, too, he said, as they obtain rate increases from their local regulators.

Henry Geller, former FCC general counsel now with the Aspen Institute on Communications and Society, said he sees a "new mood" in Washington favoring relaxation of regulatory restrictions on cable. The feeling is that the government should not hold back benefits to cable unless it can be shown that there is a "compelling need" for regulation, Mr. Geller said. "The burden is shifting to the broadcaster to show the compelling need," he said, rather than vice versa. Along that line, he said he does not regard FCC Chairman Richard Wiley's call for major economic inquiry "as a good sign in major market broadcasting."

Further, the tension between cable and

broadcasting will not abate, Mr. Geller predicted. He said cable will "make major strides against broadcasters in major markets" (although it will help UHF in those markets by improving the reception).

Mr. Geller predicted, too, that cable's fight against pay-cable restrictions is largely won, although he said "it is not in your political future" to ever get major sports events such as the World Series and the Super Bowl.

Not so good for cable, on the other hand, is the trouble it will undoubtedly have with copyright owners, Mr. Geller said. He charged the industry with renegeing on its commitment to copyright holders in the 1971 concensus agreement and with fighting for "bargain basement rates" in the copyright bill that became law last year. "You must fully and fairly compensate" the copyright holder, he said.

He also told the cablecasters that "you can't have it both ways" on programming and ownership, meaning there should be a separation of ownership of the distribution facility and the programming. "Arguing for programming is an invitation to more regulation," he said.

The last comment found little support among cablecasters in the audience. Countered Mr. Daniels: "We will fight to the death" for the right to put whatever programming on however many channels cable operators want.

But Irving Kahn, Broadband Communications Inc., New York, argued that cablecasters should begin offering channels for sale. They'll find that "the economics aren't there for a lot of people to buy them," he said, and they will at the same time "remove a political argument which is not all that real."

Mr. Kahn had another topic to sell at the panel, and that was fiber optics, a technology whose time has come, he said, regardless of whether the cable industry or the telephone company builds it. He predicted fiber will carry signals into the home with more channels and fewer maintenance problems than cable—"not at [AT&T Chairman John] deButts's 'astronomical cost' but cheaper."

Mr. Kahn said he does not believe Mr. deButts's contention that the cost of extending fiber into the home is too high for AT&T to consider it viable now (BROADCASTING, April 4). Bell has already spent

one-half billion dollars researching fiber, Mr. Kahn said, and will find an economical way to use it.

"The sum and substance of all of this," he said, "is that we the cable television industry, cannot afford to sit by and let Bell get an edge on us in this area. Because once Ma Bell's optical fibers are all in place it's just a short hop, skip and jump into the TV sets of our subscribers."

"The technology will work just as well whether Bell is pulling the trigger or we are," Mr. Kahn added. "That's why it is imperative that our industry address itself to fiber optics before it is stolen from right under our noses."

Time Fiber Communications, the fiber optics firm Mr. Kahn founded, demonstrated a mainline fiber trunk cable in Chicago last week and Mr. Kahn said within 24 months the company will be able to carry the service into individual homes.

Mr. Kahn said he does not think fiber will replace all other telecommunications distribution services, such as satellites—on which fellow panelist Ted Turner relied to create a network for his independent WTCG(TV) Atlanta—but it will become the predominant link between the home and the diverse communications services Mr. Kahn is certain will come about one day.

With fiber optics, Mr. Kahn said, "The blue sky is going to be a lot closer to the color green than red."

## Hollings blasts FCC handling of cable, says Hill might have to straighten it out

**In talk to NCTA convention, he also indicates a softer stance toward Van Deerlin's rewrite**

Senate Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.) told members of the NCTA last week that Congress may have to pass legislation to "untie the various knots" in cable regulation. He cited particularly the rules for pay cable, a medium that he said ought to be

**Epistle of kindness and understanding.** As he did for the National Association of Broadcasters at its convention in Washington last month, President Jimmy Carter sent a greeting to the National Cable Television Association in Chicago last week. Cable officials hastened to point out their letter was nicer.

The President wrote: "Coming from a small rural community, I know how important it is to give our citizens wider access to information, entertainment and culture. . . . You have added a new dimension to the goals of local expression, minority involvement and diversity of programming in the electronic media.

"Cable TV faces the challenge of both serving communities and helping to lead in the development of an integrated, high capacity national telecommunications system. You are meeting that challenge as you experiment with new technology—such as broadband interactive systems—that can really help people."

One would have to hunt hard to find even a negative innuendo, unlike in the letter that NAB received, NCTA executive vice president Tom Wheeler said in Chicago the NAB message mixed criticism with the congratulations by urging the broadcasters to do better. The President told NAB members to "strive constantly for greater depth" in news, "greater quality in your entertainment programming and greater service to the needs of minorities."





Hollings

allowed to "run free for a while."

In the same speech to a luncheon at the NCTA annual convention in Chicago last Monday, the senator took a far friendlier position than he has before toward the House Communications Subcommittee's effort to rewrite the entire Communications Act of 1934. His own subcommittee will not get involved in the project now, but "we're going to watch our brethren on the House side. We think this is a salutary development," he said.

In speeches prior to last week, Senator Hollings has said he did not think House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) plan is such a good one, and he was fond of repeating that he would look at the rewrite "like a porcupine makes love—very carefully."

But last week, his tune was changed: "We think it will furnish a valuable guideline for all of us if they [the members of the House subcommittee] prove themselves right and come up with a communications constitution that will permit and generally prescribe broad guidelines to keep open the fields of endeavor in communications and particularly in cable and pay cable TV."

At another point in the speech, he said, "I'll be glad to follow Lionel Van Deerlin and the House leadership if they come up in due time with a total and comprehensive and supportable rewrite."

Senator Hollings was generally sympathetic to cable's complaints about its regulations. Part of the problem, he said, is that there is an "absence of congressional guidance for the regulation of cable."

But he was also strongly critical of the FCC's work. The "protections to syndicated film programs are so complex, at times it seems they are left over from an old tax code," he said, for example. He showed the commission the back of his hand again when he applauded the U.S. appeals court's overturning of the pay-cable rules, saying he goes along with the court's opinion that the rules were invalidated by ex parte communications during the formulation "because the best I can find out, that's exactly where they [the FCC commissioners] got ... the basics for

such a discombobulation of restrictions on pay-cable access to movies and sports."

He said, "I can't see for the life of me why we in this country don't allow this particular advancement run free for a while and see exactly how it'll work out."

Senator Hollings indicated, however, that he would not support lifting all regulation from cable. He said he sees the industry in two halves: the small, rural cable entrepreneur whose system could possibly hurt the small-market VHF TV station and the large, urban area system, where the interests of independent UHF TV stations and copyright owners come into play.

In the case of the small cable system, the crucial question facing legislators is: "Do these rules allow cable to function effectively, yet maintain the health of the small-market TV station?" Mr. Hollings said. In the large market, on the other hand, he thinks the "real answer ... will come from the marketplace."

"Whatever regulation is called for," the senator said, "it should be done against the background of congressional standards that seek not only to preserve the health and objectives of the broadcasting industry, but also the fair and full promotion of the cable industry as an important part" of the U.S. communications system.

However Congress moves, he added, it should avoid the "FCC bog of cable and pay-cable regulation. There's nothing worse, in my opinion."

## Wiley: it's time for some heavy fact gathering

**Speaking at NCTA meeting, chairman of FCC wants an economic inquiry to get information on effects cable may have on broadcast TV to develop policies that will be helpful to both; he encourages more cross-country meetings between FCC and cable operators**

With his term as FCC chairman down to its final 10 weeks, Richard E. Wiley came up with one more—though not necessarily a last—hurrah. He called for an economic inquiry into the relationship between broadcast and cable television, a study to provide the information that he said, would enable the commission to develop cable television policy based on fact, not theory.

Chairman Wiley proposed the inquiry in a speech to the NCTA convention in Chicago. The proposal seemed aimed at developing at least some of the information a White House regulatory reform group under former President Ford was beginning to gather in connection with its study of cable deregulation. And the proposal was couched in terms to make it clear the chairman is not anticable. "It is time," the chairman said, "to determine whether the potential danger of widespread local audience diversion, or

'fragmentation,' through cable's offerings of nonlocal signals is correct in theory and demonstrable in fact." The time has come, he added, to use the data and experience gained since the commission adopted its 1972 cable rules, as a "conservative and pragmatic 'first step,'" for "a basic evaluation of the relation between television station audiences and television station revenues." And it is time, he said, to recall that the regulatory purpose has never been "to protect broadcast revenues as such, but only to guard against a possible loss of service to the public."

Nor should the study be confined to the negative aspect of the equation, he said. The study should consider the extent to which cable carriage of a television signal, inside and outside the station's market, is a benefit to the signal—"a benefit perhaps to be balanced against any detriment from fragmentation caused by such carriage," he said. And, considering that one of the goals of cable policy is the promotion of diversity of service, he added, "we need to address ourselves intently to the factors—regulatory and nonregulatory in nature—which are now inhibiting or may later restrain the expansion of broadband capacity."

Although the chairman said he would ask his colleagues to consider the matter "in the near future," work on the inquiry is already under way. The chairman said he has asked the Cable Television Bureau to prepare a draft of an economic inquiry.

And one question that must be included in an inquiry, he said, is the potential effect of signal carriage on the audience and revenue of broadcast stations. "We need to know more about this audience/revenue relationship," he said. Does it operate differently in different markets, in different locations, with different types of stations, with different kinds of advertising support and with different kinds of penetration?

The answers to those questions are what the commission needs to regulate intelligently both the broadcast and cable television industries, the chairman said. But he also said the answers "may not be for all time." He noted that regulation is "an ever-changing process—one which evolves as the commission learns more about the effects of its regulation in the actual marketplace."

Change, he said, is also the nature of things in the regulation of pay cable—an area in which the cable industry "won a tremendous victory in the recent court of appeals decision," overturning the commission's rules (BROADCASTING, March 28). He said the commission now agrees with the appeals court decision as it applies to the rule designed to bar the siphoning of movies from conventional television. "We have learned that, in truth, our rules have had little effect on the market," he said, adding, "most films, depending on the desire of the producers, have been available to pay cable under our 1975 rules—and, yet, broadcasting has continued to prosper and to receive the product it needs."

And although the commission will ap-

peal not only the ex parte aspect of the opinion but the one overturning the rule aimed at protecting conventional television's source of sports programming, he said, "our views concerning the precise formulation of the rules may evolve with added experience." The commission, he said, "can be greatly assisted with hard data and persuasive input from those on the 'front lines.'"

The proposed economic inquiry was not the only proposal for future action regarding cable made by the chairman who is due to leave office when his term expires June 30. He said the commission should continue the series of regional meetings it has been holding around the country over the past three years. These meetings focused on the broadcasting industry. But he said he and Cable Bureau Chief James Hobson have held some experimental workshop sessions for cable operators in various parts of the country, and, "consistent with budgetary constraints," he said, he hopes to "marry the idea of cable regional meetings" with conferences on federal-state-local relations.

For anyone wondering why a lame duck chairman—a Republican in a new Democratic administration—is talking about the future, the chairman's introductory remarks provided additional food for conjecture. "Sad for me to say," he said, "this will be the last [speech to the NCTA] barring, of course, the possibility of a stroke of incisive leadership and wisdom on the part of the White House."



**President's roundtable.** L-r: Senator Donald Riegle (D-Mich.); FCC Commissioner James Quello; Representative Lou Frey (R-Fla.); Representative Timothy Wirth (D-Colo.) and FCC Commissioner Joseph Fogarty.

## Cable reassured Washington is playing its song

**Two from FCC, three from Hill report on good things that happened and better things to come**

From five government officials with substantial say about cable TV's future, delegates to NCTA convention in Chicago last week received five favorable reports on cable's posture in Washington.

Part of the optimism springs from the U.S. appeals court's rejection of the FCC's pay-cable rules, a decision FCC Commissioner James Quello called "the communications bombshell of recent times." And part of it seemed to spring from the House Communications Subcommittee's planned rewrite of the Communications Act, which subcommittee ranking Republican Lou Frey (R-Fla.) said will result in a "plus" for cable.

On balance, the positive comments from the five far outweighed the negative. Following is a capsule account of what each said.

**Mr. Quello:** The commissioner said all the members of the FCC have been asked not to comment on the merits of the pay-cable case, but he said it crowns what "must be registered as a real golden era in cable history." He said he favors relaxation of the commission's cable rules, predicted that "down the road" the commission will be interested in deregulation and also predicted there will come some relaxation of the commission's cable sports restrictions. But he asked the cable operators the rhetorical question: "How much deregulation do you really want on pole attachments, translators, the telephone companies...?"

**FCC Commissioner Joseph Fogarty:** Mr. Fogarty suggested an experimental relaxation of cable rules either in specific markets or nationwide. "In my judgment, the commission should move to re-examine the basic rationale of all the cable rules in light of the HBO decision [referring to Home Box Office, the appellant in the pay cable case]," he said.

A rule he mentioned specifically is the FCC signal-carriage rule, designed to pre-

vent the fractionalization of broadcast markets by cable—particularly the markets for UHF and educational stations. But of 1,200 channels available to UHF, only 345 are being used, he said, and in the past decade there has been little growth in UHF. "I think it's legitimate to raise the question whether the commission's concern has really helped the development of UHF."

Mr. Fogarty had another suggestion that did not meet with such favor among major members of his audience—rules against siphoning professional sports events—"in light of the fact that prominent members of your industry over the years have indicated they have no interest in siphoning sports events from over-the-air TV," he said.

**Senator Donald Riegle (D-Mich.):** Senator Riegle, one of six new members of the Senate Communications Subcommittee, said he thinks there is a "clear and pressing need to update and completely modernize communications policy as it affects cable television, the potential of which is enormous. . . . It goes as far as the mind can stretch."

Providing people with true programming alternatives via cable, however, is an area that needs work, the senator said. He indicated he is most interested now in cable's potential as a two-way communications medium and as a way to increase "community participation." He said he favors spending public money for major demonstration projects to test new cable and other communications technologies. And "I would like to see us move faster, quite frankly."

To say that TV is free is an "oversimplification," Senator Riegle said; he is certain the costs of TV borne by its advertisers come out in the prices consumers pay for the advertisers' products. "I would like to see you get on a stronger and more equal footing," he told the cable operators.

**Mr. Frey:** "We have no national communications policy. It's really pretty stupid when you look at it," Representative Frey said by way of defending the House Communications Subcommittee's effort to rewrite the Communications Act, a project of which he is considered co-creator. Reacting to the decision against the pay-cable rules, Mr. Frey indicated his displeasure that the court had "substituted its judgment for not only the FCC but the Congress. . . . And not only that but the

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White & Williamson counties, Illinois

court is in Washington." He suggested there is a need to "unclog" the cluster of bodies in Washington with some jurisdiction over communications, where "you're going to see the most dramatic growth ever."

Mr. Frey complained that "we're sputnik-like" in this country's communications policy. "We don't act. We react." He added, "Is the [current] law going to mess up technology as it did with FM radio, which took 25 years to develop?"

Mr. Frey predicted that in rewriting the Communications Act, everybody with a financial interest to protect will get "so mad that it isn't going to matter. We can just relax and do what's right." As for cable's future, that industry will get a "plus" in the rewrite, but not a "free ride," Mr. Frey said. "If you get some rights you're also going to get some responsibilities."

**Representative Timothy Wirth (D-Colo.):** "We'll probably have to create some hybrid regulatory structure" for cable, said Mr. Wirth, a member of the House Communications Subcommittee, "some kind of mix of broadcasting and common carrier" regulation. Whatever the result, he said, "regulation would not be a euphemism for economic protectionism. Too often this is what we've seen" in the past.

Mr. Wirth strongly opposes the so-called "Bell bill," legislation to restrict competition against the phone companies in telecommunications, which NCTA also adamantly opposes. But he noted that there are only "60-odd" sponsors of the bill in Congress this year, a "significant fall-off" from the 200 last year. "I think it's safe to say at least from my perspective that the Bell bill is dead." He cautioned however that the ideas in it are not dead and are still being pressed by the bill's proponents for inclusion in the communications act rewrite.

Mr. Wirth also said he and Representative James Broyhill (R-N.C.) are discussing the introduction of a pole-attachment bill, to establish federal regulation of the rates cable operators are charged to attach their cable to phone and utility poles. NCTA counts that as one of its legislative priorities.

## A different slant on cable television

**Two congressmen who don't deal with communications, CU's Braren and Pat Buchanan give session at NCTA the public-eye view**

After numerous workshop sessions featuring people from the cable industry and their opinions on different phases of the business, the NCTA convention offered a panel, "What is Cable? Public Perceptions," that presented a view from the outside.

The Monday afternoon session featured, in the words of moderator Edward Allen of Western Communications,



**What is cable? Public perceptions.** L-r: Representative Clarence J. Brown (R-Ohio); Representative James Florio (D-N.J.); Dr. Maurice Mitchell, University of Denver; Pat Buchanan, syndicated columnist, Washington; Warren Braren, Consumers Union, Mt. Vernon, N.Y. Not shown is moderator, Edward M. Allen, new NCTA secretary, of Western Communications, Walnut Creek, Calif.

Walnut Creek, Calif., "people who are not experts in cable, but who will tell us how they view it."

Two of the panelists were congressmen, neither of whom is on the Communications Subcommittee. The first, Representative Clarence J. Brown (R-Ohio), said that the Communications Act rewrite is overdue and that there are many problems to be solved. He said he hoped Congress would arrive at the least amount of regulation for cable that would protect the public interest.

The other Capitol Hill speaker, Representative James Florio (D-N.J.), was "very optimistic over the potential well-being and expansion of cable. I'm starting to perceive a feeling in the country that cable's time has come and that it is over-regulated."

Mr. Florio mentioned cable's victories in recent court cases and the passage of the copyright bill, and predicted that there would be pole-attachment legislation ready to be signed by the President by Aug. 31. "People have realized," he said, "that cable is not just a supplement to television, but that it is an independent communications medium." And to the approval of the crowd, he added, "The protectionist policies of the FCC are not really in the public interest."

The public doesn't have a clear perception of cable, and cable must correct any misinterpretations and sell its benefits, said Mr. Florio. Access channels will give cable one means to build up public awareness of the public-service potential of ca-

ble, according to Mr. Florio.

Some interesting theories were proposed by Pat Buchanan, syndicated columnist and former speech writer for President Nixon. He said that many people in the country view cable favorably. "You are the beneficiary of hostility toward broadcasting and the networks," he said. People resent the "leftist bias" of the networks, he said.

But he was upset, he said, that some cable operators are offering X-rated movies. "I believe it is a mistake for cable to move in that direction," he said. "Cable represents," he concluded, "the hope for diversity and relief from the network's bondage."

Representing the Consumer's Union was Warren Braren, who called the recent appeals-court decision on pay cable "a breakthrough" and said that CU is fighting against the Bell bill. But Mr. Braren did not have only good things to say about the industry. "You have a role in serving the needs of the disenfranchised," he said, and then told the crowd that he thought that minorities were "pathetically under-represented on the convention panels. Mr. Braren urged NCTA to do more to stimulate minority representation and ownership of cable systems. "Don't treat minorities as outsiders as the National Association of Broadcasters does," he said. To encourage more participation by the public, Mr. Braren urged the establishment of an advisory group that would have "active, ongoing input into NCTA activities."

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## Van Deerlin wards off rocks aimed at Wiley, rewrite proposal

During on-camera interview at NCTA convention, critics lambast commission chairman for family-viewing role, question Chernoff choice as Hill adviser; Californian states need for balance to President's TV appearance, restates opposition to piecemeal legislation during act revamp

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), in a "TV event" staged at the NCTA's Chicago convention last week, defended FCC Chairman Richard Wiley against a rather stark appraisal of his conduct of the commission.

Appearing in an interview show at the cable convention, but staged under the cameras and lights of the local noncommercial WTTW(TV), Mr. Van Deerlin said Mr. Wiley's involvement in formation of the TV industry's family-viewing policy, although declared an abridgement of the broadcasters' First Amendment rights by a federal court in Los Angeles, was



Lionel Van Deerlin meets the press. L-r: Representative Van Deerlin (D-Calif.); John Callaway, WTTW(TV) Chicago; Gary Deeb, *Chicago Tribune*; Kevin Phillips, syndicated columnist, and Tom Wicker, *New York Times*.

nevertheless done with the "best possible motive"—to respond to an upset public and an upset Congress. Gary Deeb, syndicated television critic with the *Chicago Tribune* and a questioner at the interview session, charged that Mr. Wiley's actions were "a disgrace, I think, to the concept of public service," particularly "when he held a gun to the heads of the three networks" on family viewing. He "seriously overstepped his authority," Mr. Deeb said. Mr. Van Deerlin replied: "Very few leaders and doers in history have been men who didn't occasionally overstep the

bounds of their authority... Let's not write Dick Wiley off as a man who is willfully flouting the Constitution."

The interview, also with Tom Wicker of the *New York Times*, Kevin Phillips, a syndicated columnist, and John Callaway, news director of WTTW, covered a wide range of subjects in question about the Van Deerlin subcommittee's rewrite of the Communications Act. If Mr. Van Deerlin set himself as a good character reference for the retiring FCC chairman, he made it clear he has his differences with the commission on issues such as the payable rules, which in his opinion were rightly overturned by the U.S. appeals court. The so-called 3-10 rule, prohibiting pay cable access to movies three to 10 years old, "made so little sense," he said. "If the rules had been reversed [prohibiting pay cable access to movies younger than three years and older than 10] it would have made just about as much sense."

Mr. Van Deerlin found himself under attack from Mr. Phillips who suggested at one point that Mr. Van Deerlin's choice of former broadcaster Howard Chernoff to advise the subcommittee on the rewrite ("Closed Circuit," Feb. 28, 14) was done to assuage the broadcasting industry. The subcommittee chairman replied that Mr. Chernoff is "one of the smartest people I've ever known." But that aside, he took issue with Mr. Phillips's insinuation that no one with deep experience in a field should be able to take part in a deliberation affecting the future of that field.

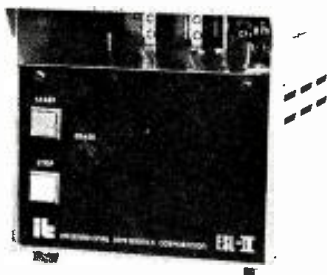
Mr. Van Deerlin repeated his oft-stated opinion that the fairness doctrine and equal time should be left out of the new communications act, even—over Mr. Deeb's objection—as they apply to the commercial networks. Mr. Deeb said in his opinion the fact that TV's influence is stronger than any other medium and that somebody could be maligned "coast to coast" was reason to keep the fairness doctrine. But Mr. Van Deerlin said, "I think you tend to fear something that is more theoretical than actual."

He said at a later point, however, that it will be "awfully tough" to push abolition of Section 315 through the Congress, "many of whose members feel protected

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by equal time and the fairness doctrine.”

Mr. Van Deerlin made these other comments during the one-hour interview: (1) In answer to Mr. Phillips's complaint that the networks engage in "intellectual restraint of trade" by devoting little coverage to controversial issues affecting their own business, such as media crossownership, Mr. Van Deerlin said that is a legitimate subject for the Communications Subcommittee to study, but "I really do feel uncomfortable any time I'm looking over an editor's shoulder as a government figure." (2) He said the subcommittee will try to design an arrangement for the "opposition party" to have access to the networks to balance presidential addresses to the nation. (3) He said he thinks two-way cable communications will improve contact between government and the governed, at least at the local level. It has "already returned us to the concept of the New England town meeting." (4) He repeated his stated resistance to the subcommittee taking up any legislation in piecemeal fashion during the course of the Communications Act rewrite—except for pole-attachment legislation which the cable industry wants and which Mr. Van Deerlin counts as unfinished business from last session. He said cable forfeiture legislation which the broadcasting industry wants, also comes under the heading of unfinished business, but he was less certain whether the subcommittee members would agree to take it up.

## Has success gone to cable's head?

**Van Deerlin staff member Possner accuses medium of sounding like those it used to fight—the broadcasters—in seeking protection in regulation from competition; Hauser puts down Communications Act rewrite project**

A member of the House Communications Subcommittee staff with key responsibilities in the cable-TV area last week took the cable industry to task for beginning to act like its old nemesis, the broadcasting industry, in petitioning the government for protection from competitors.

Karen Possner, the subcommittee staff member in charge of the cable portion of the options memo on the Communications Act rewrite, told members of the National Cable Television Association in convention last week in Chicago that just when it appeared the cable industry was getting its point across to Congress about being unfairly regulated in broadcasting's shadow, cable began to complain about possible harm in the future from two other industries—translators and telephones. Comparing the situation to the long-running clash between broadcasting and cable, Ms. Possner said, "The scripts are remarkably similar. It's just that the roles are changed."

Ms. Possner, a panelist in a discussion



**Seeing the light.** Fiber-optic technology made a splash at the NCTA convention this year, with displays by manufacturers including Times Fiber Communications and the new affiliation of Comm/Scope and Valtec Corp. Times demonstrated its product by running 12 TV monitors with 1,000 feet of fiber. Times is offering its fiber-optics system for sale on a turnkey basis only. Comm/Scope's fiber is offered on component, subsystem or complete system basis. While the price of fiber is still much higher than coaxial cable, the bandwidth is two to three times greater and amplifiers can be spaced every two to three miles instead of every few thousand feet as with cable. While there are no widespread CATV applications yet, cable firms are considering its use in supertrunk lines. What is needed to make fiber practical for cable systems, said one representative, is the development of an inexpensive tap to run into the subscriber homes.

about cable and the Communications Subcommittee's rewrite of the Communications Act, took exception to a statement by Bob Hughes of Communications Properties Inc., Austin, Tex., who said in effect that if one industry is going to be protected from another through regulation, it should be cable from broadcasting, rather than vice versa.

"I don't like the word protection," said

Ms. Possner. She said the question rather should be which service or combination of services best serves the public interest.

Cable should be regulated in its own right, given complete parity with broadcasting, Mr. Hughes said. But Ms. Possner disagreed, saying that in principle "if there are key differences in the structures of two industries, I'm not sure regulatory parity is justified." For example, can cable be com-

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pared with broadcasting for "universality of service?" she asked.

Another participant, Gustave Hauser of Warner Cable Corp., New York, suggested that cable operators, rather than being consigned to the role of common carriers leasing channels on broadband systems, should be able to control the programing they carry. But, said Ms. Possner, what is wrong with that idea "is called concentration of control—networking."

She suggested removing the ban on AT&T and other phone companies from entering the common-carrier business in order to bring in the massive amounts of capital necessary to build broadband communications systems such as those envisioned to carry two-way communications. Like it or not, "the nation is already wired with twisted pairs [telephone wires]," she said. "Why not let the telephone company provide facilities?" The idea is revolting to NCTA, which is lobbying Congress now to keep AT&T from being allowed to do just that.

Mr. Hauser, whose firm is offering two-way services beginning next fall in Columbus, Ohio, said removing the ban from Bell will not hasten the growth of broadband systems. Neither AT&T nor cable has the services to put on broadband systems now, "and we don't build them for nothing," he said. "It is utter, gross nonsense," he said, to think that Bell "will run out and wire the nation [with fiber optics] if it is unshackled."

Mr. Hauser took a hard line against government regulation of cable, and seemingly against the Communications Subcommittee's Communications Act rewrite, even though he is a member of NCTA's committee involved with the project. He objected specifically to "theoretical" regulation, that is, regulation based on projections of cable's future. "In effect, we are trying to decide now whether cable is going to be a common carrier without knowing what cable is going to do," he said. "And who in his right mind is going to invest money in a service when the government might tell it to get out in five to 10 years?"

"This really threatens to strangle and destroy an industry that hasn't even been born," Mr. Hauser added. "Yet this is the kind of thinking now going on in Washington. I deplore it."

His conclusion for the rewrite is that the House Communications Subcommittee should confine itself to an "update" of the 1934 act, perhaps by amendment, to take care of current regulatory problems. "We don't need them to predict the future," he said.

Mr. Hughes outlined NCTA's official positions on the rewrite, which has been forwarded to the House Communications Subcommittee. NCTA's chief position is that cable should be regulated under the principle of the Carroll doctrine, providing that cable should not be regulated as a service ancillary to broadcasting unless it can be proved (1) that a cable system would do damage to broadcast operations, (2) that as a result the broadcast station could

not perform and (3) that the cable system could not provide suitable replacement service.

NCTA seeks five specific goals in the rewrite: (1) Leased-channel program decisions should be left solely to the cable operator. (2) Distant signal restrictions should be removed, as should (3) syndicated exclusivity rules. (4) Pole attachments should be federally regulated. (5) All pay-cable rules should be dropped.

## Who's responsible for this channel?

**Murphy, citing 'Midnight Blue,' argues that cable firms are accountable for what goes out on public access; others argue that First Amendment applies**

Is cable like a broadcasting station, like a printing press or like a car?

When showing sex, it is like all of the above, according to commentators in a workshop at the NCTA convention last week. These are all analogies used to describe cable's responsibility for programing on its access channels that approaches the pornographic.

It doesn't happen often—James Hobson, FCC Cable Bureau chief, said the commission has had only two complaints during his tenure and another panelist said less than 1% of the access programing in New York deals with sex—but the problem has garnered nationwide attention in recent years, largely through the efforts of one congressman, John Murphy (D-N.Y.), to put a stop to alleged cable porno.

Mr. Murphy, a member of the House Communications Subcommittee, said during the session that, much as the broadcaster has responsibility for what he puts

out over the air, a cable operator is responsible for any smut that goes out on his access channel. "I think it wrong to make the First Amendment so absolute that it overrides every other right and principle. Where cable pornography is concerned, there are other rights at stake, and we cannot ignore them," Congressman Murphy said. "One is the right of parents and of society in general to protect young people in their developmental years against happenings and influences that can have serious deleterious effects. A second is the right of the individual to be secure in his home against unwanted intrusions."

The chief object of Mr. Murphy's scorn was *Midnight Blue's America*, a show carried regularly on Manhattan Cable access channels in New York. The program, which he once screened for the House Communications Subcommittee, "is clearly pornographic," Mr. Murphy said.

But Peter Gross, assistant counsel for Time Inc., owner of Manhattan Cable, said Representative Murphy is the first one to have called the fare "legally constituted obscenity." Manhattan Cable obviously disagrees, but thinks that regardless of whether it is pornographic, the responsibility should lie with the show's producer rather than with Manhattan Cable. "Obviously when you open the door that wide [to anyone who wants to produce access programs] you're going to get some guests that other people don't like too much," he said.

Mr. Gross said, "We need some help from the government." The state of New York says, according to him, that cable operators cannot touch access programing, while the FCC invites interference where the operator knows in advance that a program is obscene. "That's horrendous," he said. "We need to know who's responsible."

At the same time, however, "we don't want too much help from the government," Mr. Gross added. "Let's not let



**The First Amendment—access vs. pornography.** L-r: Morris Tarshis, Bureau of Franchises, N.Y.; Peter Gross, Time Inc.; Aryeh Neier, American Civil Liberties Union; Representative John Murphy (D-N.Y.); James Hobson, FCC Cable Television Bureau, and (rear) Marc Nathanson, Falcon Communications, Los Angeles.

people stifle us from taking every advantage of our medium."

Aryeh Neier of the American Civil Liberties Union, New York, said he thinks of cable the same way he thinks of the printing press: To require a cable operator to regulate everything that appears on his access channels is the same as requiring the owner of a printing press to regulate the content of everything he prints. "That," he said, "contradicts everything that the First Amendment was intended to achieve."

Mr. Neier assailed the FCC's 1976 clarification of its rules regarding cable system responsibility for indecent material, saying they impose responsibilities on cable it never had before, and "appear to have been a device to avoid the ordinary procedures that attend a rulemaking and to slip something by without getting the kind of public discussion that would focus on the regular process of adopting rules."

He predicted that making cable operators responsible for public-access programs and obscenity will lead to worse burdens on cable operators, such as making them responsible for material on access channels that is libelous or invades people's privacy. "It would be necessary to monitor every program prior to screening in order to protect the cable operator against responsibility for the content."

Morris Tarshis of the New York City Bureau of Franchises said he prefers to liken cable to an automobile—"intended for transportation, to make life easier. And yet we are stopped from using the auto to hurt one another." What is needed are guidelines arrived at by Congress and the courts, he said. "Then all of us will know which way to go. But "I urge that government not be a censor," he said. In his opinion the producer should be responsible.

## White says there's plenty for everyone in cable regulation

**States and cities could be doing more in that area, she contends, to the benefit of the public and the industry; there are those who disagree, however, at NCTA session**

Rather than regulate all phases of cable television at the federal level, there are, according to FCC Commissioner Margita White, "other governments closer to the people that can best form policy that reflects local needs and desires." That point of view emerged at the NCTA convention on Tuesday morning in a workshop titled, "State Regulation—Who's Doing What to Whom?"

Mrs. White also said that "federal regulatory involvement should be narrowly and specifically confined to those aspects necessary to promote the development of cable in our national communications structure." And, she continued, "to the greatest extent possible the consumer



**State regulation—who's doing what to whom.** L-r: Ted Melby, Minnesota Cable Communications Board, Montgomery, Minn.; Howard Slater, Ribicoff & Kotkin, Hartford, Conn.; Patrick J. Nugent (moderator), Karnack Corp., Austin, Tex.; Ron Coleman, Minority counsel, House Communications Subcommittee; Margita White, FCC commissioner; Robert F. Kelly, New York State Commission on CATV, Albany, N.Y., and Sheila Mahoney, Cable TV Information Center, Washington.

should have the final say in a free marketplace."

In other remarks, she offered what she called not a plan, but a possible approach to the complex regulatory area of federal/state/local regulation. Her approach would shift federal involvement to five areas: technical standards, signal-carriage rules, reporting requirements, forfeiture and pre-emption of rate regulation.

"I question," she went on, "whether cable rates should be regulated at any level. It is neither a utility nor a common carrier...it competes with over-the-air broadcasting and other services. Its demand is elastic. Federal pre-emption and prohibition of rate regulation would allow the marketplace to determine price. It would also give cable companies leverage in franchise negotiations. This in turn would reduce the need for federal franchise-fee limits."

Removing these various federal requirements, she said, "could eliminate the need for the paperwork of the certification process. Forfeiture authority, which I think is needed now, would be needed to deal with the few operators who failed to comply with the minimal rules."

She concluded: "It seems to me that there might be significant benefits to cable through the shifting of the regulatory focus. [It] could result in federal deregulation, less duplicative and more cooperative regulation, greater reliance on the free marketplace and the preservation of state and local government prerogatives."

Taking a somewhat different tack on the issue was Ron Coleman, minority counsel of the House Communications Subcommittee. "Central to the issue of federal/state/local regulation," he said, "is the lack of a national communications policy. Before states and local areas can cope with cable, Congress must determine where cable TV fits into national communications policy, assert federal jurisdiction and leave to the states areas that it has clearly defined."

But more federal regulation is not what should be sought, Mr. Coleman, said, "It should be couched to encourage state action."

Ted Melby of the Minnesota Cable Communications Board was strongly for local jurisdiction. "This industry was born

at the local level and its livelihood and future is at the local level. The government is not a panacea for your problems."

In contradiction to that was the statement by Howard Slater of the Hartford, Conn., law firm of Ribicoff & Kotkin, who said that many local governments don't have the expertise that exists at the state level to regulate the cable industry.

## Painful progress reported in tilting with the utilities

**NCTA session hears recapitulation of pole-attachment issue; NARUC spokesman states dislike of giving government more power, but says FCC should get bigger role**

"One of the longest fights we've had" was one operator's description of cable's quest for pole-attachment legislation.

A Wednesday morning workshop session at the NCTA's Chicago convention on "Poles & Utilities—What's Going On?" featured panelists from both the cable and state regulatory areas discussing problems in coping with utilities companies.

Gail Oldfather of Televents Inc., Pleasant Hill, Calif., related some efforts of systems in California to change the situation. "California [cable] has been pushing on every level," he said, "to bring this to a head." The pushing includes introducing bills in the state legislature and filing anti-trust suits against the power companies.

One result of these efforts, Mr. Oldfather said, is that the Pacific Telephone & Telegraph Co. has agreed to release cable systems from bonding requirements, to let systems do some of their own rearrangements and has promised other concessions in the near future.

David Kinley, former head of the FCC's Cable Television Bureau and now with American Television and Communications, Denver, noted that during his tenure at the commission the cable bureau "made little progress in convincing the FCC that this was indeed a problem and that the FCC had jurisdiction."

Mr. Kinley's experiences with both the



**The envelope please.** The NCTA's annual convention was not all workshops and speeches. It was a time for recognition as well. A number of programming awards were handed out including one to Home Box Office for its pay-cable presentation, *The Fabulous Bette Midler Show*. Ms. Midler (with HBO Chairman Gerald Levin) was on hand Tuesday night (April 19) to accept the association's first Cable Services Award for an entertainment special. In her acceptance, she thanked the industry for the award and added, "I only hope that cable TV bows to no pressure and continues to offer performers the same freedom to be themselves that I enjoyed in taping my show." Other awards presented at the convention included: The Larry Boggs Award, the association's highest award—Sam C. Haddock, founder, partner and manager of Moscow TV Cable, Moscow, Idaho (left); Outstanding Engineering Achievement—Alex B. Best, staff engineer, Scientific Atlanta, and James W. Stilwell, vice president of engineering development, Communications Properties Inc.; Robert H. Beisswenger Memorial Award for associate members—Richard L. Jackson, president of Jackson Communications Corp., Clayton, Ohio; State and Regional Association Activity—Thomas Gilchrist, executive director, Florida Cable Television Association; Outstanding Committee Chairman—Amos (Bud) Hostetter Jr., executive vice president, treasurer and director, Continental Cablevision Inc., Boston.

commission and ATC have convinced him, he said, of the "great need for federal oversight or implementation of jurisdiction over poles. . . . But we're running into a strong feeling of states' rights in Congress."

Speaking on the regulatory side of the issue was Alexander J. Kalinski, president of the National Association of Regulatory Utility Commissioners. Mr. Kalinski traced the background of the draft legislation on poles prepared jointly by NCTA and NARUC (BROADCASTING, March 21). The legislation would give the FCC jurisdiction to regulate "rates, terms and conditions" of pole attachments if not regulated by state authority.

To the question of what kind, if any, regulation is desirable, Mr. Kalinski said, "A meaningful federal-state partnership, I believe, would be of great benefit to your industry. Your problems are basically local problems, and if your industry is to continue to prosper and grow, it will require objective regulation. Such regulation, in my view, can only come from state regulation."

He went on to decry the increasing amount of power delegated to Washington. "In my opinion," he said, "our country grows weaker in direct proportion to the amount of control concentrated in the federal government. The draft legislation now pending in Congress can be a significant first step towards a meaningful and well conceived federal-state partnership."

## Everyone will be in the pay line by '87—Harris

**Session on future of service also sees conventional TV having some audience losses**

The National Cable Television Association's now-past chairman, Burt Harris of Harris Cable Corp. predicted last week that the entire country will be subscribing to pay television within 10 years. Two TV program producers on the same panel with him at the NCTA convention in Chicago said they stand ready to produce original programming for Mr. Harris's "home theaters."

During the panel discussion on the future of pay television, James Shepley of Time Inc. said in his opinion "mass audience programming almost certainly is approaching a period of decline" as the number of TV sets in service continues to increase (to 220 million by 1985, he said) individual preferences are going to be "magnified," and conventional television will find increasing competition from video cassettes, pay television and even video games.

The key advantage of pay over conventional broadcast, Mr. Harris said, is the timing: "It will offer a greater variety of shows at a time when the viewer wants

without commercial interruption."

Undoubtedly pay will make inroads into what is now the broadcast market, Mr. Harris predicted, but he was not sure the broadcasters with their increasing revenues, will be able to feel it. He said there will be some fracturing of their audiences.

He said he expects over-the-air pay to increase pressure on pay cable in major markets because urban areas "are being wired so slowly. Both, at any rate, are going to push pay TV's progress toward living room theaters in every home, he said.

Mr. Harris also said: (1) that churn will be reduced to "practically zero" once the "home theaters" have been created; (2) that pay technology will improve when the use of the large TV screen becomes widespread; (3) that in the future, movies will be released to pay TV the same time as to theaters, and (4) that no competing pay distributors will be able to take from pay cable its live sports and fresh movies.

Thomas Wertheimer of MCA chided the cable operators for placing "undue stress on the choice of distribution services." Programming is the product, he said, and viewer dissatisfaction with pay-cable fare is the chief reason for churn. The beginning of original programming for pay cable, he said, "is a giant step in the right direction."

Mr. Wertheimer said MCA "is desirous of producing quality programs for pay," but he added that the firm is not looking exclusively at cable. If there are markets in other media, such as video cassettes or over-the-air pay, he said, "we'll go where the money is."

## Each, with an eye on his own wares, suggests the way to pay-cable success

**Levin tells NCTA session that distribution is the key; Foster sees a role for MDS; Berentson, Reiss maintain that the play is still the thing; Silverman's capper: nothing will keep pay TV away**

The answer to the question, "Pay—which way to go," according to participants in a workshop at the NCTA convention in Chicago last week is "thataway" . . . and "thataway" . . . and "thataway" . . .

There did not seem to be a consensus about which way pay cable is going, as each panelist stood and pointed a different direction.

Home Box Office's Gerald Levin said most of pay cable's future hinges on satellite distribution systems. Among the advantages of a service such as HBO's: The quality of satellite distribution has improved, he said, with more and smaller systems being able to afford receiving dishes; it has the capacity to transmit live; once having established an earth station



network, new services will emerge such as that provided by Ted Turner's WTCG-TV Atlanta which is picked up by cable systems across the country via satellite.

Mr. Levin also said it is "time to deal in a national media exploitation of cable and pay cable." Regarding the problem of subscriber discrimination, he said pay cable has to learn to live with it. With all that advice, he noted "we are not breaking even."

Mark Foster, Microband National System, New York, a multipoint distribution service, said MDS is not the enemy of pay cable it was once thought to be. On the contrary, both are distribution systems and should be allies with each other and even with video disks, he said. The pay-programming business poses a chicken-and-egg question, he said: "You can't get the kinds of programs people want until you get a universe. But you can't get the universe without the kinds of programs people want."

"There is an opportunity now to build a new industry called pay TV," Mr. Foster said. "You can get the kinds of programming to make pay cable unstoppable."

To counter Mr. Foster's remarks there was John Berentson of Hollywood Home Theatre, New York, who said that MDS will become a strong competitor of pay cable. "Pay cable is about to lose its monopoly on the delivery of pay TV."

Mr. Berentson said the key to selling pay programming in the future is to sell the programming, not the channel. "HBO is preferred now because of the delivery system. . . it seems to me foolhardy to base what should be a programming decision on the delivery system." Instead, he said, channels should be separated by the kind of programs they contain. The choices of what programs to offer should be based on the make-up of the audience in the particular community.

Jeff Reiss, developer of Viacom's Showtime programming services, said too that future pay TV decisions should be based purely on the quality and kind of programming. "The subscriber doesn't care how the picture gets there. He votes for what programming he sees. . . Remember the business you're in and the business I'm in is entertainment."

He said a system he was working on in the Northwest once made the mistake of trying to insert more G-rated movies into its movie line-up without first sounding out the viewers. But viewers protested in letters, and "they were very specific," he said. "They wanted sex and they wanted violence."

Ken Silverman, Cinemerica Inc., Los Angeles, said pay TV's success will be measured by how well it serves diverse tastes. "In broadcasting, success is measured in getting the same people watching the same programs of the same channels at the same time." But that is not so in pay TV where success will be measured by different people watching different channels at different times. His view of pay's future is upbeat. "Pay TV is here," he said, "and nothing is going to push it away."



**New for NCTA.** Officers elected to the National Cable Television Association at its meeting in Chicago last week were (l-r): Daniel Aaron of Comcast Corp., chairman; Robert Hughes of Communications Properties, vice chairman; Edward M. Allen of Western Communications, secretary, and John C. Malone of TeleCommunications Inc., treasurer.

**Taking care of business.** The National Cable Television Association, at its annual convention last week in Chicago, elected at-large directors to its board. Named to three-year terms are: Doug Dittrick, Viacom, New York; Jerry Greene, Classic Cable Systems, New York; John Gwin, Cox Cable Communications, Atlanta, and Kenneth Gunter, UA-Columbia, San Angelo, Tex. Serving two-year terms are: James Ackerman, Becker Communications, Indianapolis, and Richard Loftus, AmVideo Corp., Solomons Island, Md. Associates' directors and alternates chosen to represent manufacturers and suppliers of cable equipment on the board are: Rodney A. Hanson, Cable Data, Sacramento, Calif., elected associates' director for two years; Frank Drendel, Comm/Scope, Hickory, N.C., and Judith Baer, Communications/Engineering Services, Washington, both named alternates. Other actions at the meeting included approval of by-laws changes that allow the board chairman to run for a second consecutive term; giving the president a full vote on the board; authorizing the board to elect a third member to the executive committee if the ex-chairman does not wish to serve, and approval of an executive board recommendation to change the association's dues structure to be more favorable to medium-sized systems.



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**Operating the large system—problems and opportunities.** L-r: Gene Schneider, United Cable Television Inc., Tulsa, Okla.; Don Shuler, Viacom Cablevision of Dayton, Ohio; Donald O. Williams, Cox Cable Communications, San Diego; Kenneth S. Gunter, UA-Columbia Cablevision, San Angelo, Tex.; Bill Strange (moderator), Sammons Communications, Dallas, and Ralph Kent Cooke, Ralph Kent Cooke Advertising, Los Angeles.

## Working out those operation problems

**NCTA meeting panelists offer tips on how they handle the high rate of churn and black-out programs**

Billed as last year's most popular convention session, the NCTA's workshop, "Firing Line—Case Studies in Operation," again drew a large crowd to listen to the panelists describe how they solved or are trying to solve different problems.

A very vexing problem among pay-cable systems is the high rate of churn or subscribers who take the service and later disconnect. Addressing himself to this was Alan Gerry of Liberty Video Corp., Liberty, N.Y. Mr. Gerry said that the best way to fight pay-cable churn is to get the subscribers to take the pay when they first sign up for the basic service. People are more likely to drop it if they have had basic service for a while and then are paying an extra \$8 for what they see as just one more channel he said. New subscribers, on the other hand, are each called on the phone after they have placed their order for basic service and the pay service is fully explained to them. This way they come to perceive cable as including pay, he said.

Exclusivity offers problems for cable operators when they must black out channels. James Robbins of Dayton, Ohio's Continental Cablevision has a program to fight exclusivity that has as its focal point getting the subscribers to join the battle. Whenever a program has to be substituted, visual announcements are aimed to explain what is happening and direct any complaints to be mailed to the local Congressman whose address is supplied. In addition, there are mailings to the subscribers telling them to write to the FCC. Press releases are sent out and petitions are circulated.

Disconnects among basic subscribers have been cut down by the use of apart-

ment pre-wiring, according to Jay Wagner of North Central TV, Sandusky, Ohio. In every new apartment his system tries to get a five-year lease to wire the entire building at no charge to the building's owner. As part of the lease there is a clause that forbids the tenants from putting up their own antennas. The system's regular rate is \$6 a month, according to Mr. Wagner, but the apartment building owner pays the cable company only \$3 per month for each apartment. But he may charge the tenant the full \$6.

Getting a franchise renegotiated without any local rate regulation was talked about by Keith Burcham of Daniels & Associates, Denver. Daniels's Waco, Tex., system managed to do just that. There were three steps to achieving this, Mr. Burcham said: (1) offering quality service and a wide variety of services; (2) improving the company's image in the community, and (3) informing the public and council of their activities and improvements. The company spent a lot of money, Mr. Burcham said, in rebuilding the plant, constructing new studios and buying company vehicles, and it added an independent channel, and many automated channels to raise its penetration from 23% to 50%. All these actions showed the town that the company was committed to the city, Mr. Burcham said.

**Like hotcakes.** The availability of small earth stations and the growing amount of programming bounced off satellites combined to produce record amounts of traffic and business at the booths of pay-cable programmers at the NCTA convention last week. Home Box Office's Ed Horowitz said that business was "better than I had ever expected," with growing interest shown by small systems in the 2,500-5,000 subscriber range. Two or three systems can go in together on a dish, said Mr. Horowitz, since it only takes 500 pay subscribers to support a \$35,000 earth station. Not only are the small systems looking, he said, but MSO's also are expanding pay to more of their systems. HBO currently reports serving 330 cable and MATV systems in 43 states. Brisk business also was reported by another pay programmer, Viacom's Showtime division. "We've had a tremendous amount of traffic," said Sam Street, Viacom's director of marketing, also getting both small owners and MSO's. Showtime does not use satellite distribution, relying on microwave and stand alone, but sees it as inevitable. But that has not been a big concern among the customers, Mr. Street said. "They care more about the product than the method of delivery. They want quality. They ask 'how do I make money' and 'how do I keep my subscribers.'" Showtime has 36 systems as affiliates in six states.

## Getting subscriber hikes is a fine art

**NCTA panelists prefer to deal with more knowledgeable people at the state level; they offer some tips on such negotiations**

The business of getting a rate increase for a cable system can be a long, complicated and expensive process, but there are ways to make it easier. Sharing ideas and suggestions were panelists at the NCTA convention's Tuesday morning workshop, "Rate Increases—Running the Gamut," moderated by John C. Malone of Telecommunications of Denver.

Most of the panelists agreed that if they had to choose between state and local regulation, they would pick state. "The legislators at that level are more familiar with cable," said Keith Cunningham of Communications Properties Inc., Austin, Tex. At the local level, systems have to spend a lot of time educating the official about the terminology and practices of cable, he said.

The main problem with local regulation, said Mr. Cunningham, is that the decision whether or not to grant a rate increase is based on political expediency. It is important, he said, not to let the increase request become "a political football," especially during election time.

Before actually asking for the increase the system manager should get to know the mayor and city councilmen and involve himself in civic activities so that he will not be a stranger when the increase comes up. He should also be able to familiarize the officials with some facets of the system's operation.

"If you're being treated unfairly by the local government, don't be afraid to take your case to the people." That was the admonition of John Jerose of Thomas Cablevision of Asheville, N.C. He related a case in which his system was facing a council that kept turning down an increase. The system took out ads in the newspaper, sent direct mail pieces to its subscribers spelling out the improvements it would offer with the additional funds and got more than 1,000 people out to a meeting in which they supported the increase.

Public relations should be used to keep

the community up-to-date on the services offered by a system and improvements made, Mr. Cunningham said. Press releases on capital expenditures are a valuable tool, he said, adding that one of the best ways to prepare for a rate-increase request is to always offer good service so that subscribers have few complaints.

Mr. Cunningham warned against starting such an action when the city council has internal problems,—zoning hearings, elections, etc.—and said it is best for the system manager, not someone from the parent company or a lawyer, to make the presentation. He also suggested that systems should consider asking for a "stairstep" rate increase—that is a 50-cent raise this year, another 50 cents next year and the year after that. Such a practice is easy for politicians to sell to their constituents and saves the cable company from having to negotiate every year, said Mr. Cunningham.

## It's little things that count for big cable systems

**NCTA panelists stress need for quality control in retaining subscribers, maintaining gear; Schneider offers insights on competitive problems in Tulsa**

"Operating the Larger System—Problems and Opportunities," a Monday morning NCTA workshop, offered cablecasters an inside look at the concerns of managers of large cable operations.

Moderated by Bill Strange of Sammons Communications, Dallas, the panel presented views on cable life in the big city, and one expression that kept coming up was "QC" or quality control.

QC, said Kenneth Gunter of UA-Columbia Cablevision of San Angelo, Tex., is one of the most important activities of a large system if that system is to retain subscribers and grow. If quality is high, Mr. Gunter said, "there will be greater subscriber satisfaction and therefore greater penetration."

Cable plant has an expected life of 12 to 15 years, said Mr. Gunter, but this can be cut in half through poor maintenance, resulting in a major source of capital waste



**Playing ball.** FCC Chairman Richard E. Wiley fulfilled a life-time ambition last Monday in his native Chicago while attending the National Cable Television Association convention. Visiting the broadcast booth at Wrigley Field, where the Cubs were playing the Philadelphia Phillies (as the guest of Dan Pecaro, WGN Continental head), he was handed the WGN TV microphone and earphones by stellar sportscaster Jack Brickhouse at the seventh-inning break (inset). He handled the on-camera assignment flawlessly, marking the first known baseball broadcast by an FCC chairman—a feat noted on air by Mr. Brickhouse. Mr. Wiley was on Northwestern University's varsity baseball team in 1955, has been a lifelong Cubs fan and coaches a teen-agers' team in Washington on which his 15-year-old pitcher-outfielder son, Douglas, stars.

in the industry.

The quality-control procedures used by UA involve field technicians that report to upper management, that is, not to the managers of the individual systems that they monitor. In instituting such a program Mr. Gunter cautioned that care must be taken not to alienate the system managers. "They will accept financial auditors," he said, "but not technical auditors."

Donald Williams, of San Diego's Mission Cable, owned by Cox Cable, explained that the major problem he faces is the huge quantities of mail and phone requests for service, installations and other work. Since Mission is the largest system in the U.S. with 1,925 miles of plant serving 145,000 subscribers, it has to have very specialized job functions he said. One of these functions is the service manager who oversees the technicians and installers. Another specialization is the pro-

gram services department which Mr. Williams said handles the liaison with broadcasters, local origination groups and others.

The concern over quality and its importance to the survival of a system was also expressed by Gene Schneider of United Cable Television of Tulsa, Okla. Mr. Schneider described the Tulsa market as an example of one of the hardest in which to market cable—"there are three good off-the-air network VHF stations and a VHF educational station." That means the system has to work harder and be better than a traditional system, he said. "You have to watch trends, anticipate problems and your service must be superior... and you must understand marketing."

Marketing surveys are important, said Mr. Schneider, to discover viewer preferences and demographic information about your subscribers. All of this is vital if you are to cut down on a system's churn or number of subscribers disconnecting, he said.

Asked about the impact of over-the-air subscription television in cabled areas, Mr. Schneider said he could see STV leading to a system's offering pay-only service to compete. And Mr. Schneider said that cable systems are much better equipped to offer pay and "if you're doing you're job, I don't see how anyone can compete."

## Cable Briefs

**TPT troubles.** New York Stock Exchange halted trading in Teleprompter shares Tuesday, April 12, after published report claimed company had "serious cash insufficiency." Company issued emphatic denial and trading resumed next day but at prices well below approximately \$8 shares were getting prior to report—and still below at following Thursday's closing of \$7.25. Week later it was trading in \$7.375 range, still below its pre-halt prices.

**Quest for uniformity.** FCC has invited comments by June 3 on proposed changes for its CATV financial reporting. Seeking uniform standards, the commission specifically would alter form 326 by (a) deleting information requirements on nonrecurring telephone company charges; (b) requiring disclosure of accounting procedures in selected areas such as deferred system development, franchise costs, overhead and like; (c) changing income statement requirements such as compacting revenue format and added copyright account and (d) keeping only schedules 2 (income statement), 3 (balance sheet) and 4 (selected accounts) confidential.

**Southeast service.** Thomas C. Dowden, formerly vice president and secretary of Cox Cable Communications, has formed own CATV company, specializing in cable-TV system and market evaluation, franchise acquisition and subscriber marketing for prospective clients primarily located in Southeast. Address is Suite 300, Prado North, 5600 Roswell Road, Atlanta 30342. Phone: (404) 256-2486.

**Extension.** RKO General Inc. has ex-



**Firing line—case studies in operation.** L-r: Edward Allen (moderator), Western Communications Inc., Walnut Creek, Calif.; George Sisson, Colony Communications, Providence, R.I.; Alan Gerry, Liberty Video Corp., Liberty, N.Y.; Keith Burcham, Daniels & Associates, Denver; Jay Wagner, North Central TV Inc., Sandusky, Ohio, and James Robbins, Continental Cablevision of Ohio.

tended until April 29 closing date of its tender offer to acquire all outside shares in Cablecom General, cable systems owner, at \$10 per share (BROADCASTING, Jan. 31). Original expiration date of the offer was April 15, by which time RKO General had bought 520,000 shares of 625,352 held by outside investors. Spokesman said RKO General now owns approximately 96% of Cablecom shares.

**Western buy.** Sammons Communications Inc., Dallas-based broadcaster and multiple cable system operator, has added Ceres (Calif.) Cable Co. (William Phipps) to its privately owned portfolio. Price was not disclosed for some 50 miles of plant, passing 4,000 homes and serving 2,000 subscribers. Broker: Daniels and Associates.

## Cox to acquire Humboldt

Cox Cable Communications, Atlanta, has reached an agreement to acquire for \$3 million in cash the Humboldt Bay Video Co., which operates cable TV systems serving Eureka, Arcata, McKinleyville and Humboldt county in California.

The cable systems serve more than 11,000 subscribers with monthly residential subscription rates of \$6.95 and \$7.95. The transaction is subject to approval by the boards of both companies, and by the FCC for the transfer of certain microwave radio properties.



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## Equipment & Engineering

### Manufacturers, workers gang up on Carter over TV-import quotas

**COMPACT seeks limit on number of sets allowed in annually**

Urging specific restrictions on Japanese color-TV imports, an American labor-industry coalition has let President Carter and the world know that it believes voluntary restraints are inadequate.

Led by the AFL-CIO's Jacob Clayman and Corning Glass Works' Allen W. Dawson, the Committee to Preserve American Color Television (COMPACT) made its position clear at an April 14 news conference in Washington. It wants a 1.3-million color-set quota yearly (with the market growth factor to be considered) and supports the U.S. International Trade Commission's recommendation for a 20% tariff hike on black-and-white sets. (President Carter has until May 22 to act on an ITC majority proposal that also asks for a similar increase on color units and no quotas.)

COMPACT also warned that the import situation endangers the domestic consumer-electronics industry as well as 70,000 American jobs. Forecasts of skyrocketing prices from quotas or increased tariffs were called myths by COMPACT.

U.S. Special Trade Representative Robert Strauss has been negotiating in Tokyo with top-level Japanese trade officials.

The COMPACT news conference came within days of a U.S. Customs Court decision that, if upheld, could add about 15% to the price Americans pay for Japanese consumer-electronics products and perhaps for broadcast equipment (BROADCASTING, April 18). The court, following seven years of litigation, sided with Zenith Radio Corp.'s position that the domestic consumer-electronics industry is at a competitive disadvantage due to Japanese government tax rebates given to exporters there. The Department of the Treasury, however, disagrees with the decision and plans an appeal through the Department of Justice.

On a related matter, however, the Treasury has found that dumping (selling at less than fair value abroad) of Japanese TV sets in the U.S. was more detrimental than it had anticipated in 1971 when it determined the problem existed. Accordingly, earlier this month it raised entry bonds from 9% to 20% of the expected import duties.

### AMST: just those four

The Association of Maximum Service Telecasters has asked the FCC to make it perfectly clear that only four markets will be considered in the VHF drop-in

rulemaking (BROADCASTING, March 14).

"We respectfully request that the commission issue a further statement to make clear beyond possible question" that present consideration will be given only to short-spaced drop-ins in Charleston, W.Va.; Johnstown or Altoona, Pa.; Knoxville, Tenn., and Salt Lake City, AMST said. It cited part of the notice of proposed rulemaking (paragraph 204) that invited "comment on the whole analysis, as well as individual conclusions." If "taken out of context from the rest of the document," AMST claimed, "this invitation could be construed to mean that further comments will be entertained both on proposals to change basic allocations and engineering standards and on further individual exceptions."

Regarding any other drop-in proposals that may surface, AMST said, the commission should let it be known that new proceedings will have to be instituted, "with a very heavy burden on the proponent."

### FCC wants WARC action

The FCC has urged the Department of State to identify at least the initial nucleus of the U.S. delegation to the World Administrative Conference to be held in Geneva, beginning Sept. 24, 1979. WARC will meet for 10 weeks to consider revision of the International Radio Regulations. The commission said that, based on the changing international climate and on its experience at recent limited WARC's, it is "of vital importance that the U.S. negotiating stance be thoroughly prepared well in advance of the 1979 conference. The commission noted that, beginning in late 1974, it set up an organization to begin preparing for the WARC 1979. The effort was undertaken in concert with the Office of Telecommunications Policy and in cooperation with the State Department. OTP Director William Thaler sent a similar letter.

### Technical Briefs

**Suggestions accepted.** Henry Kloss, founder and one-time president of Advent Inc., Cambridge, Mass., maker of large-screen TV sets and stereo products, has resigned as director of company at suggestion of Advent's present management. Peter Seamans, Boston attorney who was an original Advent investor during the company's formation 10 years ago, also resigned as director at management's behest. Resignations were said to be result of long dispute between Advent's founders and its new management headed by Pierre Lamont, president.

**Orient exhibit.** Electronic Industries Association's Communications Division is sponsoring U.S./Southeast Asia Telecommunications Conference and exhibit in Singapore, Jan. 19-21, 1978. Participation as exhibitors and speakers is limited to U.S. companies. Contact: John Sodolski,

EIA, 2001 I Street, N.W., Washington 20006. Phone: (202) 457-4990.

**Reorganization.** FCC has established new Land Mobile Spectrum Management Division to operate out of Safety and Special Radio Services Bureau. Division, assuming most of responsibilities held by temporary spectrum management task force (Office of Chief Engineer), will have four branches: engineering and technical; licensing systems design; implementation, and regional. Both new unit and Industrial and Public Safety Facilities Division will be directly under same assistant bureau chief; FCC said it wanted to centralize responsibility.

**New facility.** Sony Corp. has opened new video-tape manufacturing plant in Dothan, Ala., and plans to expand 180,000-square-foot facility to double its present size to allow production of plastic shells for its Betamax video cassettes.

**Pay in Odessa.** Cablecom General's Community Cablevision of Odessa, Tex. (14,000 subscribers), will offer Optical System's Channel 100 pay service.

## SMPTE's textbook on digital television

Digital television technology, which provided some of the more dramatic equipment surprises at this year's National Association of Broadcasters convention (BROADCASTING, April 4) is the subject of a new collection of essays published by the Society of Motion Picture and Television Engineers.

Called "Digital Video," the paperback is for the most part a collection of technical papers and conference presentations, many of them published in the last few years in the *SMPTE Journal*.

Although the collection is primarily for the technically adept reader (including as it does papers with such titles as "Sub-Nyquist Encoded PCN NTSC Color Television"), it also contains an introductory primer on the principles of digital television, an updated review of digital fundamentals and a glossary. A section on applications and equipment contains papers on digital converters, time-base correctors, frame synchronizers, electronic still-storers and digital noise reducers.

The editors of the collection are Frank Davidoff of CBS-TV, John Rossi of the CBS Technology Center and Charles B. Rubinstein of Bell Laboratories. In their introduction, they note that digital technology has developed far more quickly than had been expected.

"Digital techniques," they write, "lend themselves naturally to video applications where there are requirements for storing large quantities of information or performing accurate and complex operations at the level of picture elements. . . . Sooner or later, all broadcasters will have to confront this new technology."

The book is available for \$15 from SMPTE's office in Scarsdale, New York.

## Finance

### Paley keeps his promise, puts Backe in driver's seat

**But the still-chairman of CBS makes it clear he'll be in the back seat, looking over new chief executive's shoulder; company announces record sales and earnings in first quarter, says prime-time ratings haven't hurt**

William S. Paley, chairman of CBS and its guiding force for almost 50 years, told the company's stockholders last week that he would turn over the executive reins to President John D. Backe on May 11.

But he also made clear that he intends to remain active in the company that he has built into a \$2.2-billion empire.

The 75-year-old chairman noted that he had announced last fall that he would step down as chief executive officer—but remain as chairman—after last week's stockholders meeting (BROADCASTING, Oct. 18, 1976). He told the shareowners that Mr. Backe, whom he had installed as president at that time, "has been doing an outstanding job" and "it is my intention to recommend at the directors' meeting on May 11 that they designate [him] to succeed me as chief executive officer."

Given Mr. Paley's ownership of almost 1.7 million shares or about 5.9% of CBS common stock and his dominance through the years, nobody seriously doubted that the board would accept his recommendation. He had not previously said publicly who his nominee would be, though the assumption since the 44-year-old Mr. Backe's elevation to the presidency was that he would get the nod.

"As for my own plans," Mr. Paley told the shareholders, "I expect to continue to serve as chairman of the board. And I will be on hand to make my experience in both the private and the public sectors available to the company—particularly in such areas as policy questions, acquisitions, planning and creative activities. I look forward to a pleasant and constructive relationship, but without the pressure of the day-to-day responsibility that I have borne so happily over the years."

His leave-taking as chief executive came in a bullish economic atmosphere. On the heels of the best financial year CBS ever had, Mr. Paley and Mr. Backe reported first-quarter results representing "the best first quarter in [CBS] history in both sales and earnings": income up 19% to \$33 million on sales that rose 23% to \$634.9 million, with per-share earnings at \$1.16 as compared with 97 cents in last year's first quarter.

Mr. Backe said the first-quarter earnings improvement "is traceable principally to the excellent performance of the CBS/

Broadcast Group, and the CBS-TV network in particular." The CBS Radio division also "registered outstanding gains" in first-quarter sales, he said. The broadcast group's first-quarter sales, he reported, were fully 19% ahead of last year's very strong pace.

Neither Mr. Paley nor Mr. Backe ignored CBS-TV's unaccustomed loss of first place in prime-time ratings. The chairman said "we can take great pride" that the CBS/Broadcast Group's "banner performance" in sales and profits "came amid competition that has intensified to white-heat levels, particularly in prime time."

"Despite this," he continued, "the CBS television network continued to draw more viewers through the broadcasting day than any other network. And as an indication of the progress we are making, I can report that we were number one in prime time for the last two weeks."

Mr. Backe said that "while the loss [of prime-time ratings supremacy] has not hurt CBS financially, we've been number



Backe, Paley

one too long to accept anything less. And we'd like you to know that currently the most ambitious program development effort in CBS history is under way."

Mr. Paley's review, keyed to CBS's 50th anniversary this year, was upbeat all the way.

"CBS has come a long way in 50 years," he said. "In 1928, our first full year of operation, our net sales totaled \$1.3 million. As you know, in 1976, our best year ever, they exceeded \$2.23 billion. In 1928, we lost \$179,000. In 1929 we earned \$474,000 and paid no taxes. Last year, CBS income before taxes was \$331 million, up 33% over the previous year, and net income after taxes was \$164 million—also up 33%. This was the equivalent of \$5.75 a share, compared with an adjusted two cents a share in 1929. (Our vice president in charge of percentages tells me that this is an increase of 28,650%.)"

"This strong performance is carrying into 1977. All indications are that our record-breaking first quarter will extend

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	Year 12/31	1,193,280,000	+15.9	71,747,000	+319.6	4.05	1,028,926,000	17,096,000	.99
Chris-Craft.....	6 mo. 2/28	39,105,000	+30.2	2,832,000	"	.52	30,018,000	(386,000)	(.22)
Communications Satellite.....	3 mo. 3/31	41,953,000	+12.5	6,880,000	-32.0	.89	37,276,000	10,104,000	1.10
Harte-Hanks.....	3 mo. 3/31	32,034,000	+31.4	2,301,000	+20.9	.51	24,372,000	1,903,000	.43
MGM.....	6 mo. 2/28	75,234,000	+12.7	6,335,000	+16.8	.45	66,753,000	5,421,000	.38
Metromedia.....	3 mo. 4/3	73,534,513	+23.8	5,873,908	+14.5	.87	59,389,984	5,127,832	.78
New York Times.....	Year 12/31	445,685,000	+13.9	22,327,000	+75.0	.60	391,164,000	12,754,000	.60
Rust Craft.....	Year 2/27	88,324,000	+6.5	3,333,000	+20.1	1.35	82,913,000	2,773,000	1.14
Scrpps-Howard.....	3 mo. 3/31	10,823,000	+6.8	2,178,000	+5.0	.84	10,131,000	2,074,000	.80
Wrather.....	Year 12/31	25,190,489	+21.6	6,835,226	+26.7	.69	20,700,174	5,392,073	.32

\*Change too great to be meaningful.

into another record-setting year for CBS."

Turning to the future "with anticipation," Mr. Paley sketched the "carefully planned transition" in which he is turning over the chief executive post to Mr. Backe. "I hope that during the next 50 years we do even better [than in the first 50]," he concluded, "I feel that we will."

Mr. Backe ended his report to the shareholders on this note: "You can be assured that we will maintain the spirit of enterprise and adventure that continues to characterize [CBS's] development under the leadership of our chairman, William S. Paley."

### Finance Briefs

**Business is good.** Richard B. Tullis, chairman of Harris Corp., Cleveland, reported to New York Society of Security Analysts on worldwide demand for Harris communications equipment (satellite, two-way radio and data communications), citing growth pattern of Harris over past five years. He said for first nine months of its fiscal year ended March 31, net income rose to \$27.5 million (\$2.25 per share) on sales of \$447 million from \$19.4 million (\$1.59 per share) on sales of \$375 million in fiscal 1976. Earnings for first quarter 1977 are expected to be \$10.5 million (85 cents per share) on sales of approximately \$170 million.

**More shares, bigger dividends.** Conrac

Corp., New York-based electronics manufacturer, has announced 5-for-4 stock split on its 1,433,479 outstanding shares and increased cash dividend 25% by maintaining prior rate of 20 cents per share on new stock. New shares will be issued May 31 to shareholders of record on May 2 and increased dividend is payable June 24 to stockholders of record June 10. Company estimates that first-quarter sales were up to about \$34 million from \$27.6 million in same period last year.

**Gannett expects gain.** "Gains won't be as great as they would have been if the [winter] weather hadn't raised havoc," Allen Neuharth, president of Gannett Co., has told New York Society of Security Analysts, but company does expect net income to increase over last year's first-quarter earnings of \$8.7 million or 40 cents per share. He said that earnings for 1977 year should be "well in excess of" \$500 million. In 1976 Gannett earned \$48 million or \$2.22 per share on revenues of \$413.3 million.

**On the plus side.** J. Walter Thompson Co., New York, reported net income of \$178,000 (6 cents per share) in first quarter of 1977, compared with net loss of \$702,000 (26 cents per share) in same period of 1976. Commissions and fees during 1977 first quarter rose by 22.7% to \$37.7 million from \$30.8 million last year.

**Outlet pays, splits.** Outlet Co., Providence, R.I.-based group station owner,

has declared three-for-two stock split and increased dividend by 31¼%. Stock distribution goes into effect at close of business April 15; increased cash dividend of 17½ cents per share is payable May 4. Broadcasting revenues for year ended Jan. 1 were \$30,793,132, up 77.7% over last year's total of \$17,323,364. Broadcast earnings were up 87.5% to \$3,678,319 from \$1,962,269.

## Best first quarter ever for RCA

**Income for period was \$48.5 million, sales were \$1.3 billion; NBC, other subsidiaries hit new records**

This year's first quarter was the best first quarter in RCA's 58 years, with earnings up 41% on a 9% increase in sales over the comparable 1976 period, Edgar H. Griffiths, president and chief executive officer, reported last week. It was also RCA's seventh consecutive quarter of year-to-year profit increases.

Net income reached \$48.5 million, or 63 cents per common share, as compared with \$34.3 million or 44 cents a share in the 1976 first quarter. Sales totaled \$1.373 billion, up from the previous high of \$1.256 billion in 1976. The previous first-quarter earnings record was 59 cents a share in 1969.

NBC, Mr. Griffiths said, set new records in both sales and earnings. So did the Hertz Corp., an RCA subsidiary; the RCA Service Co.; RCA Records and the RCA solid-state division. RCA Alaska Communications also reported record high sales and earnings but the communications group as a whole declined in earnings despite higher sales, due in part to continuing start-up costs in RCA American Communications, which operates RCA's domestic satellite communications system.

"RCA's first-quarter advance was broadly based," Mr. Griffiths said, "with almost every major activity participating. It gives us a solid start on 1977. With the added impetus of an improving economy, the momentum we have developed should make this our best year ever."

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# The Broadcasting Playlist™ Apr 25

## Contemporary

## Playback®

Over-all-rank	Last This week	This week	Title (length)	Artist—label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
4	1		<b>Southern Nights</b> (2:58)	Glen Campbell—Capitol	2	1	1	1
1	2		<b>Rich Girl</b> (2:23)	Hall & Oates—RCA	1	2	2	2
2	3		<b>Don't Give Up on Us</b> (3:30)	David Soul—Private Stock	4	3	3	3
3	4		<b>Things We Do for Love</b> (3:32)	10cc—Mercury	3	5	4	6
6	5		<b>When I Need You</b> (4:11)	Leo Sayer—Warner Bros.	5	4	5	5
11	6	⬆	<b>Hotel California</b> (6:09)	Eagles—Asylum	6	6	6	4
8	7		<b>So Into You</b> (3:19)	Atlanta Rhythm Section—Polydor	9	7	8	7
5	8		<b>I've Got Love on My Mind</b> (4:20)	Natalie Cole—Capitol	8	9	7	10
7	9		<b>Love Theme from "A Star Is Born"</b> (3:03)	Barbra Streisand—Columbia	7	8	10	13
10	10		<b>Don't Leave Me This Way</b> (3:35)	Thelma Houston—Tama/Motown	10	10	11	9
15	11		<b>Lido Shuffle</b> (3:40)	Boyz Scaggs—Columbia	15	17	9	8
13	12		<b>Right Time of the Night</b> (2:53)	Jennifer Warnes—Arista	11	14	12	15
18	13	⬆	<b>Sir Duke</b> (3:52)	Stevie Wonder—Tama/Motown	12	13	13	11
14	14		<b>Trying to Love Two</b> (3:05)	William Bell—Mercury	14	11	15	14
9	15		<b>Dancing Queen</b> (3:50)	Abba—Atlantic	16	12	14	12
16	16		<b>I Wanna Get Next to You</b> (3:29)	Rose Royce—MCA	13	15	16	18
26	17	⬆	<b>Your Love</b> (3:30)	Marilyn McCoo & Billy Davis Jr.—ABC	18	16	19	19
17	18		<b>I Like Dreamin'</b> (3:29)	Kenny Nolan—20th Century	17	18	20	25
23	19		<b>Couldn't Get It Right</b> (3:14)	Climax Blues Band—ABC	20	21	17	16
20	20		<b>Calling Dr. Love</b> (3:02)	Kiss—Casablanca	24	22	18	17
21	21		<b>I'm Your Boogie Man</b> (3:58)	K.C. & The Sunshine Band—TK	19	20	21	22
24	22		<b>Whodunit</b> (3:35)	Tavares—Capitol	21	19	23	21
—	23	⬆	<b>Theme from "Rocky"</b> (2:44)	Bill Conti—United Artists	23	24	22	20
12	24		<b>Carry on, Wayward Son</b> (3:26)	Kansas—Kirshner/Epic	22	25	24	24
19	25		<b>Can't Stop Danclin'</b> (3:18)	Captain and Tennille—A&M	26	23	25	23
28	26		<b>Dreams</b> (4:10)	Fleetwood Mac—Warner Bros.	25	27	26	26
29	27		<b>Angel in Your Arms</b> (2:57)	Hot—Big Tree/Atlantic	27	26	27	28
38	28	⬆	<b>Hello Stranger</b> (3:09)	Yvonne Elliman—RSO/Polydor	29	33	30	32
34	29	⬆	<b>Dancing Man</b> (2:25)	O—Epic	30	32	29	31
32	30		<b>Night Moves</b> (3:20)	Bob Seger—Capitol	32	30	32	27
25	31		<b>Go Your Own Way</b> (3:34)	Fleetwood Mac—Warner Bros.	35	29	35	30
31	32		<b>Fly Like an Eagle</b> (3:00)	Steve Miller Band—Capitol	38	28	34	29
27	33		<b>Year of the Cat</b> (4:32)	Al Stewart—Janus	28	37	28	34
37	34		<b>Life in the Fast Lane</b> (4:30)	Eagles—Elektra	31	35	31	33
39	35		<b>Lucille</b> (3:39)	Kenny Rogers—United Artists	33	34	36	*
30	36		<b>Torn Between Two Lovers</b> (3:40)	Mary MacGregor—Ariola America/Capitol	34	31	*	38
36	37		<b>Ain't Gonna Bump No More</b> (3:25)	Joe Tex—Epic	36	36	33	37
—	38		<b>Main Street</b> (3:32)	Bob Seger—Capitol	39	38	37	36
22	39		<b>Maybe I'm Amazed</b> (3:13)	Wings—Capitol	*	40	*	35
—	40		<b>Jet Airliner</b> (3:06)	Steve Miller Band—Capitol	37	*	39	*



**Doing it right.** Climax Blues Band is making a crossover with its newest, *Couldn't Get It Right* (Sire/ABC). After nine years together, this five-member English band has developed a strong FM following. But top-40 radio stations have picked this one up—it moves from 23 to 19 on "Playlist". Witness Baltimore's WYRE(AM), where Jim Tice says, "This very good record is guaranteed to go top 10 here next week. It's a little more commercial than their other music." Mac King of WSGA(AM) Savannah, Ga., agrees: "It's so different from the stuff they've done in the past. It's rock 'n' roll with a disco beat." Mikie Baker of KLIF(AM) Dallas claims this single got its start in Texas: "It's a Texas record. It'll come on home." In New Orleans, Terry Young of WTIX(AM) reports this tune, which he likens to the Lovin' Spoonful's style, is coming up while the album the single is from, *Gold Plated*, is already very strong. Mr. Young says: "It's a good tune for sure. I hope it goes top 10 nationwide." If it does, Janice Schacht of Sire Records says it'll be their "very first AM hit." The lead vocals for this tune, she says, are done by Colin Cooper, the group's saxophone player.

## Country

Over-all-rank	Last This week	This week	Title (length)	Artist—label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
1	1		<b>Lucille</b> (3:39)	Kenny Rogers—United Artists	1	1	1	2
17	2	⬆	<b>I'll Do It All Over Again</b> (2:52)	Crystal Gayle—United Artists	2	2	2	1
5	3		<b>Southern Nights</b> (2:58)	Glen Campbell—Capitol	3	3	3	3
2	4		<b>Some Broken Hearts Never Mend</b> (2:43)	Don Williams—ABC/Dot	4	6	4	7
14	5	⬆	<b>Yesterday's Gone</b> (3:11)	Vern Gosdin—Elektra	9	4	7	4
8	6		<b>She's Got You</b> (3:04)	Loretta Lynn—MCA	8	5	10	5
3	7		<b>Play Guitar Play</b> (3:20)	Conway Twitty—MCA	6	7	5	6
6	8		<b>She's Pulling Me Back Again</b> (2:26)	Mickey Gilley—Playboy	7	8	8	8
23	9	⬆	<b>(Get Together) One Last Time</b> (2:27)	Tammy Wynette—Epic	10	11	6	14
9	10		<b>Slide Off of Your Satin Sheets</b> (2:57)	Johnny Paycheck—Epic	5	10	11	9
7	11		<b>You Can Never Tell (C'est La Vie)</b> (3:27)	Emmylou Harris—Warner Bros.	12	9	9	10
21	12	⬆	<b>The Rains Came</b> (2:17)	Freddy Fender—ABC/Dot	11	13	12	11
10	13		<b>Paper Rosie</b> (3:56)	Gene Watson—Capitol	13	12	13	12
11	14		<b>Mockingbird Hill</b> (2:58)	Donna Fargo—Warner Bros.	14	14	14	13
4	15		<b>It Couldn't Have Been Any Better</b> (3:00)	Johnny Duncan—Columbia	15	15	17	16
—	16	⬆	<b>I Can't Help Myself</b> (3:10)	Eddie Rabbitt—Elektra	16	17	15	15
20	17		<b>If We're Not Back in Love by Monday</b> (3:13)	Merle Haggard—MCA	17	16	16	17
22	18		<b>Right Time of the Night</b> (2:53)	Jennifer Warnes—Arista	20	18	19	18
13	19		<b>Anything But Leavin'</b> (2:42)	Larry Gatlin—Monument	19	19	18	23
15	20		<b>Adios Amigo</b> (3:35)	Marty Robbins—Columbia	18	25	20	21
—	21		<b>I'm Sorry For You My Friend</b> (2:22)	Moe Bandy—Columbia	21	22	22	20
—	22		<b>I've Got You</b> (2:31)	Don King—Con Brio	22	23	23	19
12	23		<b>She's Just an Old Love...</b> (2:33)	Charley Pride—RCA	23	20	21	24
—	24		<b>Love's Explosion</b> (2:43)	Margo Smith—Warner Bros.	24	21	24	22
18	25		<b>Don't Throw It All Away</b> (3:09)	Dave & Sugar—RCA	*	24	25	*

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

## Media

**John T. Mazzie**, VP/general manager, WREX-TV Rockford, Ill., appointed executive VP operations, for parent, Gilmore Broadcasting, Kalamazoo, Mich., succeeding **Richard E. Reed**, resigned. **Jack McWeeny**, general sales manager, WREX-TV, named acting general manager.



Mazzie



Freas

**Paul W. Freas**, VP/treasurer, Washington Star Communications, joins WPTX Inc., New York, licensee of WPTX-FM-TV there, and will be proposed for election as controller in May. **John Cattlett**, director of planning/administration,

WBBM-TV Chicago, named general manager, WPIX(FM).

**Jane Pickens Langley**, former singer and actress, elected to board of directors of Metromedia Inc., New York.

**Thomas A. Williamson**, executive producer, special projects, WDTN(TV) Dayton, Ohio, named operations manager.

**Paul Kelley**, general manager, WMEX(AM) Boston, appointed executive VP/general manager and president of WMEX Sports Division, managing Boston Red Sox New England Network and originating Harvard University football and hockey sportscasts.

**Murray J. Green**, VP/general manager, WNDE(AM)-WFBQ(FM) Indianapolis, named general manager, WNYR(AM)-WEZO(FM) Rochester, N.Y.

**Cyrus Russell**, VP/general manager, WWOK(AM)-WIGL(FM) Miami, joins WGMA(AM) Hollywood, Fla., as executive VP/general manager.

**Jim Arthur**, VP/general manager, WPIK(AM)-WXRA(FM) Alexandria, Va., re-elected chairman of Mutual Affiliates Advisory Council. Other MAAC officers re-elected: **Paul Reid**, WBHB(AM) Fitzgerald, Ga., vice chairman; **Jack Adamson**, KIRO(AM) Seattle, secretary, and **Eddie Allgood**, WDVX(AM) Danville, Va., treasurer.

**Karen G. Hurley**, writer/researcher, ABC News, New York, named editor of *Newsletter* of ABC Inc.

**Tony Cusumano**, director of traffic ABC-TV, New York, and with company for 47 years, retires.

**Jack Wills**, production manager, KGBT(TV) Harlingen, Tex., promoted to operations coordinator.

**Tim Russell**, promotion manager, WSTV-TV Steubenville, Ohio, named promotion/production coordinator, WPGH-TV Pittsburgh.

**Donna R. Mowery**, promotion assistant, WTVN-TV Columbus, Ohio, appointed assistant promotion manager.

**Jim Doney**, director of government and community affairs, KGMB-TV Honolulu, appointed to coordinate community affairs activities for station.

**Ralph Allen**, air personality, WADC(AM)-WIBZ(FM) Parkersburg, W.Va., promoted to operations manager.

**Frank Leicht**, VP, director of operations, non-commercial WNET(TV) Newark, N.J. (New York), appointed VP, director of education, training and personnel.

**Midge Ramsey**, director of promotion and public information, noncommercial WGBY-TV Springfield, Mass., named VP for community relations, Connecticut Public Television, Hartford.



**Stepping down.** Emil Mogul, 76, whose broadcasting and advertising career spanned 45 years, has retired as executive vice president of Screen Gems Radio Inc. Mr. Mogul began in radio as a salesman for WAAT (AM) Jersey City, N.J., in 1932. He formed his own New York agency, Emil Mogul Inc., in 1940 and specialized in radio advertising, particularly for retail. He left the agency, which was then Mogul, Baker, Byrne & Weiss, in 1964. In 1965 he became a major stockholder in Basic Communications Inc., a group radio station operator. The firm was sold to Screen Gems Radio, a division of Columbia Pictures Industries Inc., in 1972, and Mr. Mogul became its executive vice president. The company operates WYDE (AM) Birmingham, Ala., and WWAU-AM-FM Wheeling, W. Va. With Mr. Mogul's departure, Wynn Alby will retain his position as vice president and general manager of the Screen Gems Radio Stations and will assume additional responsibilities in the operation of the stations. Mr. Mogul intends to remain active and will announce his plans this week.

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## Broadcast Advertising

**Kenneth Dudwick**, senior VP/creative director, and **Donald Sullivan**, senior VP/management supervisor, Botsford Ketchum, San Francisco, named executive VP's.

**Gregory P. Theokas**, legal counsel to Patten Corp. advertising, Southfield, Mich., appointed president and director of agency, succeeding **M.P. Patten**, named board chairman.

**David A. Fairman**, creative director/partner, Tatham-Laird & Kudner, Chicago, promoted to executive creative director.

**Rudy Behlmer**, commercial producer, Hollywood office; **William Haljun**, account supervisor, Chicago, and **Frederick Kurth**, senior art director, Chicago, for Leo Burnett, named VP's.

**Richard A. Watson**, VP/creative director,



Henderson advertising, Greenville, S.C., joins Warwick, Welsh & Miller, New York, as VP/copy chief.

**Bob Reagan**, electronic engineering and industrial marketing specialist, joins Kerss, Chapman, Bua & Norsworthy, advertising and public relations agency, Dallas, as account executive.

**Donald Foley**, VP, Westfall Productions, New York, joins Grey Advertising there as VP/general manager, entertainment and leisure division.

**Erik Eden**, senior account supervisor, Lee Keeler advertising, Rosemont, Pa., promoted to senior VP.

**Martin Dawson**, copywriter, Clinton E. Frank, Chicago, joins Zechman and Associates advertising there as copy supervisor.

**Jacob L. Engle**, VP/director of Pittsburgh Public Relations at Ketchum, MacLeod & Grove, Pittsburgh, named senior VP, public relations, retaining his duties for public relations arm of advertising agency.

**Maxine Goldberg**, production manager, Bloom Agency, Dallas, joins Crume & Associates advertising there as production supervisor.

**R.V. Stuckey**, from John Strachan Co., Seattle, joins Vantage Advertising & Marketing Associates there as art director.

**Diane R. Gosdanian**, regional sales manager, Boston, and **Paul A. Sacks**, regional sales manager, San Francisco, named VP's of Petry Television, New York.

**Virginia J. Hodgkinson**, regional sales manager, WBNS-TV Columbus, Ohio, joins Blair Television's New York station division ABC sales team. **Charles A. Gelin**, salesman, Petry Television, Chicago, joins Blair TV's market division national sales team in New York. **David Ulrickson**, sales manager, KMST(TV) Monterey, Calif., named to Blair's San Francisco sales staff.

**David Johnson**, sales manager, WABC-TV New York, named director, sales, ABC Television Spot Sales, New York.

**Anita G. Meyer**, assistant director of creative services, WBEN(AM) Buffalo, N.Y., joins Bowman advertising, Columbus, Ohio, as copywriter.

**Barbara Lobron**, freelance writer, joins Bozell & Jacobs Public Relations, New York, as account executive/writer.

**Dick Hammer**, account executive, Arbitron, joins RKO Radio Marketing, New York, as director of marketing.

**David Wheeler**, media director, J. Walter Thompson, London, named director of Institute of Practitioners in Advertising there, succeeding **James O'Connor**, who will retire in December.

**Gloria A. Lanza**, account executive, Friedlich, Fearon & Strohmeier, New York, joins American Association of Advertising Agencies there as staff executive, media, to help service member agencies with questions on media, research and related services.

**Robert Conners**, VP, marketing services, Dr. Pepper Co., named director of advertising for Jos. Schlitz Brewing Co., Milwaukee.

**Thomas S. Blair**, account executive, Peters, Griffin, Woodward, Atlanta, joins KENS-TV San

Antonio, Tex., as assistant general sales manager.

**Jerry L. Kunkel**, executive VP/general manager, WIFE(AM) Indianapolis, joins WEHT(TV) Evansville, Ind., as general sales manager.

**Eric Noel Stenberg**, from Radio Advertising Representatives, national radio sales arm of Westinghouse Broadcasting, New York, named general sales manager, co-owned WOWO(AM) Fort Wayne, Ind.

**John Grazlano**, account executive, KNAC(FM) Long Beach, Calif., appointed general sales manager.

**John DeRoche**, regional sales manager, WTEN(TV) Albany, N.Y., and its satellite, WDCD(TV) Adams, Mass., named national sales manager, succeeding **Christopher J. Rohrs**, who joins Top Market Television, Miami.

**Archie Goodbee**, WTEN account executive, promoted to regional sales manager, replacing Mr. DeRoche. **John Van der Veer**, account executive, WRGB(TV) Schenectady, N.Y., joins WTEN/WDCD in same post.

**Rich Rapiti**, account executive, WRFM(FM) New York, joins WNBC(AM) there in same post.

**Robert W. Dunn**, account executive, WTIC(AM) Hartford, Conn., promoted to local sales manager.

**Judy McGee**, sales assistant, WAVE-TV Louisville, Ky., named account executive.

**Gary S. Cozen** joins WAVA-AM-FM Arlington, Va., as account executive.

## Programing



Mason

**Geoff Mason**, director of European production for ABC, based in Paris and coordinator of all production for ABC's Munich, Innsbruck and Montreal Olympic telecasts, named VP, NBC Sports, European production, with responsibilities for NBC's Olympic coverage in Moscow in 1980 and for acquiring rights for sports events in Europe. **James E. Nottingham III**, graduate, Columbia University School of Law, joins NBC-TV, New York, as administrator, sports.

**Martin J. Gallagher**, manager, business affairs, design and promotion, NBC-TV New York, named director, unit manager production.

**Charles V. Lavery**, VP, broadcast programing and purchasing division, Young & Rubicam, New York, joins ABC Sports, New York, as director of program planning.

**Sheldon Pinchuk**, director of motion pictures for television, NBC-TV, Burbank, Calif., named VP, development and programs, Warner Bros. TV.

**Louis M. (Deke) Heyward**, VP/assistant to president, Hanna-Barbera Productions, Hollywood, named executive in charge of live-action production, but continues Saturday morning TV animation duties.

**Noah Jacobs**, Eastern sales manager, American International Television, joins Teleworld

program distributor, New York, in same capacity.

**Sanford H. Fisher**, executive producer, *Marlo and the Magic Movie Machine* children's series, CBS-owned TV stations, New York, has formed his own TV-production/distribution company, Fish Communications Inc., New York.

**John E. Goldhammer**, program director, WTOP-TV Washington, joins KABC-TV Los Angeles in same capacity. **Chuck Snyder**, executive producer, KABC-TV, named assistant program director.

**Bill Orwig**, assistant sports director, KTVX(TV) Salt Lake City, promoted to director of sports.

**Stephen L. Irish**, environmental/county reporter, WZZM-TV Grand Rapids, Mich., appointed director of public affairs.

**Thomas J. Kopin**, morning show host with production duties, WCSJ(AM)-WRMI-FM Morris, Ill., named program director.

**Ed Hartley**, program manager, WTAL(AM) Tallahassee, Fla., joins WCLS(AM) Columbus, Ga., in same capacity.

**Howard W. Meagle Jr.**, operations manager, WVIR-TV Charlottesville, Va., named program manager, WRDW-TV Augusta, Ga.

**Steve Johnson**, director, KGBT(TV) Harlingen, Tex., promoted to production supervisor. **Dave Ernst**, director, promoted to production coordinator. **Gary Burack**, copywriter, named continuity director, and **Martha Grenon**, freelance artist, joins KGBT as art director.

**Buddy Pittman**, sports reporter, WESH-TV Daytona Beach, Fla., promoted to sports director.

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**Tom Hopkins**, play-by-play voice of Kansas City Kings basketball team, joins KCMO(AM) Kansas City, Mo., as sports director and play-by-play voice on Kansas City Chiefs football broadcasts.

**Bill Hazen**, sports director and play-by-play announcer for Marquette (University) Basketball Network, Milwaukee, joins KTRH(AM) Houston as sports editor.

**Scott C. Wahle**, air personality, WVLC-AM-FM Orleans Mass., joins WCSH-TV Portland, Me., as sports director/reporter.

**Scott Kahler**, air personality, WLVQ(FM) Columbus, Ohio, appointed production coordinator.

## Broadcast Journalism

**Dennis Swanson**, assistant news director, KABC-TV Los Angeles, promoted to director of news.

**Harry McKenna**, news director, WEAN(AM) Providence, R.I.; **Bob Shilling**, news director, WCBM(AM) Baltimore; **Carlton Cordell**, news director, WALA-TV Mobile, Ala.; **Curtis Beckman**, news director, WCCO(AM) Minneapolis, and **John Howard**, general manager, KRCB(AM) Council Bluffs, Iowa, named to Associated Press Broadcasters board of directors.

**Galen Spielman**, producer/director of news and sports, WHIC-TV Pittsburgh, joins KDKA-TV there in same post, directing evening and nighttime newscasts.

**Rick Moore**, news director, WLKY-TV Louisville, Ky., named to same post, WLCY-TV

Largo, Fla. He succeeds **Arch Deal**, who continues position as anchorman.

**Bill Retherford**, part-time reporter, WEXI(AM) Jacksonville, Fla., named reporter, WJKS-TV there.

**Candace Caruthers**, director, community relations, WABC-TV New York, named editorial director of WABC-TV.

**Dave Layman**, anchorman/reporter, WJAR-TV Providence, R.I., named co-anchor/reporter, WBNS-TV Columbus, Ohio.

**Sharon McClamma**, reporter/anchor, WTLV(TV) Jacksonville, Fla., joins KEYH(AM) Houston as local news writer/reporter. **Richard W. Walker**, anchor, WAVA-AM-FM Arlington, Va. (Washington), joins KEYH in same capacity.

**Bob Zappe**, weathercaster, WTEV(TV) New Bedford, Mass., joins KTAR-TV Mesa (Phoenix), Ariz., in same capacity.

**Pamela Coulter**, from WNCR(AM) Worcester, Mass., named anchor/reporter, WTOP(AM) Washington. **Clarissa Douglas**, from WAVA-AM-FM Arlington, Va., joins WTOP as anchor. **Chuck Curry**, news writer, WEEI(AM) Boston, joins WTOP as reporter, and **Peggy Lewis**, part-time assistant editor, and **Phil Wasserman** from WEBR(AM) Buffalo, N.Y., named assistant editors at WTOP.

**Jeff Hildebrandt**, newscaster, KFDI(AM) Wichita, Kan., joins WLW(AM) Cincinnati as reporter.

**Diane Curington**, news director, WVKO-FM Columbus, Ohio, joins WLVQ(FM) there as reporter/anchor.

**Eric W. Elfrig**, student, Denison University, Granville, Ohio, named reporter, WMVO-AM-FM Mount Vernon, Ohio.

**Pete Robinson**, senior reporter, KCNW(AM) Fairway, Kan., joins news department, KCKN-AM-FM Kansas City, Kan.

**Nancy Magnus**, production assistant, WXYZ-TV Detroit, joins KBT(TV) Denver as news writer.

## Cable

**Brian Sullivan**, sales manager, Teleprompter, Elmira, N.Y., named general manager, Teleprompter's Jamestown, N.Y., system.

Newly elected officers, New England Cable Television Association: **S. Kent MacNown**, Cape Cod Cablevision, Yarmouth, Mass., president; **Frank Wilderman**, Rutland (Vt.) Cable, VP; **Justin Mueller**, Emco CATV, Manchester, Vt., secretary, and **Harmon White**, Community TV, Lanconia, N.H., treasurer. Newly elected directors include: **Peter Hitt**, Public Cable, Portland, Me.; **George Duffy**, Colonial Cablevision, Revere, Mass.; **Owen Hannigan**, Bee Line, Millinocket, Me.; **William Henchy**, A.R. Telecommunications, Waltham, Mass.; **George Sisson**, Colony Communications, Providence, R.I.; **William Roberts**, Warner Cable, Claremont, N.H.; **John Rakoske**, Continental Cablevision, Dover, N.H., and **Patrick McCall**, Teleprompter, Worcester, Mass.

Newly elected officers, Alabama Cable Television Association: **Wayne Lee**, Anniston, president; **T.W. (Skip) Meadows**, Decatur, VP, and **Arthur M. Smith**, Pell City, secretary/treasurer. Newly elected directors: **M.M. Victory**, Birmingham; **Hazel Marlow**, Jasper; **Harold**

**Freeman**, Troy; **Jack Gilbert**, Auburn, and **M. Dubble McGuire**, Huntsville.

## Equipment & Engineering

**John L. McLucas**, administrator of Federal Aviation Administration, Washington, elected president, Comsat General Corp., there succeeding **John A. Johnson**, elected board chairman/chief executive officer. Comsat General, subsidiary of Communications Satellite Corp., is engaged in number of satellite communications programs.

**Lloyd A. Proctor**, senior project administrator, American Electronic Laboratories, Colmar, Pa., appointed manager, broadcast transmitter division.

**Eugene P. Gildow**, assistant chief engineer, WPRI-TV Providence, R.I., appointed chief engineer of co-owned WTEN(TV) Albany, N.Y., and its satellite, WDCD(TV) Adams, Mass.

## Allied Fields

**Wilson C. Swigart**, VP/production manager, media research division, A.C. Nielsen, Dunedin, Fla., named VP/director of operations. **Donald E. Haselwood**, VP/media research division chief engineer, promoted to VP/manager, engineering, field operations and checking. **F.M. Graf**, account executive, client service staff, Menlo Park, Calif., and **James Zigmund**, account executive, Westport, Conn., office, named VP's.

**Wanda Roseman**, public information officer, Office of Telecommunications Policy, named director of public affairs, with responsibilities in congressional and media relations and public information.

**Jerold H. Rubinstein**, chairman, ABC Records, division of ABC Inc., New York has resigned, citing basic policy differences as reason for leaving.

**Joel Clarke Humke**, from KIMN(AM) Denver, joins Larry D. Ellis, PE., telecommunications consultancy there.

**Rosemary O'Brien**, from ABC Entertainment's motion pictures for television division, elected president, Alpha Epsilon Rho, national honorary broadcasting society, succeeding **Andrew H. Orgel**, CBS Radio, who has been appointed chairman of AER advisory board.

## Deaths

**John Hughes Norton Jr.**, 69, veteran broadcaster, died April 14 in Orlando, Fla., after brief illness. He spent whole career in broadcasting, beginning with NBC in New York, then with ABC there as VP in charge of station relations and later in charge of ABC's central division in Chicago. In 1954, after merger of ABC with Paramount Theaters, he became VP/general manager of Mount Washington Television in Poland Springs, Me., and was also board chairman of Oliver Broadcasting in Portland, Me. In 1958 he became general manager, WKBW-TV Buffalo, N.Y. In 1963 he joined television division of Triangle Publications and when it was bought by Capital Cities Broadcasting in 1971 he remained until his retirement in 1973. Mr. Norton is survived by his wife, Virginia, one son and one daughter.

**George H. Clinton**, 68, veteran broadcast ex-

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ective, died of apparent heart attack March 29 at his home in Parkersburg, W. Va. He had been VP/general manager of WPAR(AM) Parkersburg, and WBOY-TV and (former) WBLK(AM) Clarksburg, W. Va., between 1942 and 1958. From then through 1961 he owned and managed WBC(AM) Duluth, Minn., then in 1962 he became owner/president of Ohio River Broadcasting, Huntington, W. Va. At time of death, he was director of Husco Cable TV in Huntington. He is survived by his wife, Edwina, one son and one daughter.

**Miller Robertson, 69, owner, KXRO(AM)**

Aberdeen and KDUX-FM Ocean Shores, both Washington, and KFQD(AM) Anchorage, died of bleeding ulcer April 17 in Seattle. He was former owner of KUEN(AM) Wenatchee, Wash. Survivors include his wife, Louise, and two daughters.

**William Covell, 51, manager of traffic and communications for CBS News operations in New York, died April 17 after long illness. He had spent all his working life at CBS, starting as mail clerk in 1953 and joining news operations in 1955. Survivors include his wife, Angela, two sons and one daughter.**

**Stella White, 65, former announcer and director of religious programming for WEAW(AM) Evanston, Ill., died at her home in Miami Beach March 20 after short illness. She had been with station for 20 years and was handling religious sales accounts at time of death. Survivors include daughters, Joan and Danna.**

**William B. Buschgen, 60, manager of Minneapolis office of Avery-Knodel Television, died there of heart attack on April 4. Earlier, he had been employed by NBC for 24 years in posts including manager of Detroit office. He is survived by one son and one daughter.**

## For the Record

As compiled by BROADCASTING for the period April 11 through April 15 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

■ West Palm Beach, Fla.—Malrite of Fla. Inc. seeks ch 25 (536-542 mhz); ERP 4208 kw vis., 1253 kw aur., HAAT 971 ft.; ant. height above ground 1048 ft. P.O. address: Euclid Ave. & E. 12th St., Cleveland 44115. Estimated construction cost \$1,458,000; first-year operating cost \$661,000; revenue \$1,500,000. Legal counsel Miller & Fields, Washington; consulting engineer Ralph E. Evans Associates. Principals: Milton Maliz (94%), Carl E. Hirsch (5%) and John R. Wilson (1%). Mr. Maliz is president of Malrite. Messrs Hirsch and Wilson are officers. Malrite owns WHK(AM)-WMMS(FM) Cleveland; WBRB-AM-FM Mount Clemens, Mich.; WNYR(AM)-WEZO(FM) Rochester, N.Y.; WZUU-AM-FM Milwaukee; KEY-AM-FM St. Paul, Minn., and WCTI-TV New Bern, N.C. Ann. April 12.

■ Springfield, Ill.—Windmill Broadcasting Co. seeks ch 55 (716-722 mhz); ERP 12.13 kw vis., 2.42 kw aur., HAAT 453.66 ft.; ant. height above ground 450 ft. P.O. address: 3217 S. Sixth Street Rd., Springfield 62703. Estimated construction cost \$228,000; first-year operating cost \$252,020; revenue \$259,200. Legal counsel Cohen & Berfield, Washington; consulting engineer Carl T. Jones Associates. Applicant is partnership, Will Wingerter, B.B.H. & J. Inc. and Gerald A. Brown, general partners. Mr. Wingerter is 25% owner of B.B.H.&J., which owns licensee of WFMB(AM) Springfield. Mr. Brown is Springfield accountant. Other principals (25% each) of B.B.H.&J. are Harold J. Hoskins, general manager of WFMB; R.W. Deffenbaugh, Springfield attorney, and John W. Johnson, grain dealer. Ann. April 12.

■ \*Youngstown, Ohio—Northeastern Educational Television of Ohio Inc. seeks ch. 58 (734-740 mhz); ERP 600 kw vis., 60 kw aur., HAAT 982 ft.; ant. height above ground 1432 ft. P.O. address: 1640 Franklin Ave., Kent, Ohio 44240. Estimated construction cost \$740,531; first-year operating cost not given. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer John A. Cervone. Applicant is nonprofit corporation operated by state-owned educational institutions. Phillip C. English, general manager. Ann. April 12.

■ Oklahoma City—Oklahoma City Broadcasting Co.

seeks ch. 34 (590-596 mhz); ERP 1489 kw vis., 1114 kw aur., HAAT 1025 ft.; ant. height above ground 1283 ft. P.O. address: 299 Diana Ct., Conshohocken, Pa. 19428. Estimated construction cost \$1,474,000; first-year operating cost \$1,023,940; revenue \$1,412,000. Legal counsel Martin E. Finestone, Washington; consulting engineer John A. Fergie. Principals: Ted F. Baze (53%), James H. Milligan (45%) and Ina Lou Marquiss (2%). Mr. Baze is station manager of WPHL-TV Philadelphia. Mr. Milligan is Oklahoma City businessman with various insurance, real estate and petroleum investments. Ms. Marquiss is Oklahoma city real estate broker. Ann. April 12.

#### TV action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WXNE-TV Boston (BMPCT-7681), Sept. 30.

#### TV license

■ Broadcast Bureau granted following license covering new station: WFMZ-TV Allentown, Pa. (BLCT-2530).

#### FM application

■ \*Neola, Utah—Unrecognized Uintah Ute Indians Inc. seeks 88.1 mhz, 10 w, HAAT 50 ft. P.O. address: Box 126 Neola 84053. Estimated construction cost \$525; first-year operating cost \$1,300. Format: native American. Applicant is Indian tribe, Michael LeBarrow, president. Ann. April 14.

#### FM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WQCL Butler, Ala. (BMPH-15.047), Oct. 4.

■ \*Palm Springs, Calif.—Palm Springs Unified School District—Broadcast Bureau granted 88.3 mhz, 10 w, HAAT 120 ft. P.O. address: 333 S. Farrell Dr., Palm Springs 92262. Estimated construction cost \$18,111; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is school district (BPED-2275). Action April 4.

■ \*Fort Wayne, Ind.—Purdue University—Broadcast

Bureau granted 89.1 mhz, 4 kw, HAAT 120 ft. P.O. address: 2101 Coliseum Blvd., E., Ft. Wayne 46805. Estimated construction cost \$33,874; first-year operating cost \$30,000. Format: Variety. Principal: Applicant is Indiana public educational agency (BPED-2355). Action April 4.

■ \*Wichita, Kan.—Defenders School of the Air—Broadcast Bureau granted 91.1 mhz, 14.5 kw, HAAT 185 ft. P.O. address: 155 N. Market St., Wichita 67202. Estimated construction cost \$41,921; first-year operating cost \$10,000. Principal: Applicant is nonprofit corporation formed to operate proposed station (BPED-2296). Action April 4.

■ Attica, N.Y.—Batavia Broadcasting Corp.—Broadcast Bureau granted 101.7 mhz, 1.25 kw, HAAT 440 ft. P.O. address: Alva Place, Batavia, N.Y. 14020. Estimated construction cost \$73,196; first-year operating cost \$80,000; revenue \$60,000. Format: C&W, standards. Principals: Applicant is licensee of WBTA(AM) Batavia (BPH-9771). Action April 4.

■ \*Wheeling, W. Va.—Ohio County Board of Education—Broadcast Bureau granted 91.9 mhz, 10 w, HAAT 57 ft. P.O. address: 2203 National Rd., Wheeling 26003. Estimated construction cost \$5,375; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is school board of education (BPED-2271). Action April 4.

#### FM starts

■ KQOK(FM) Kenai, Alaska—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 195 ft. Action Feb. 17.

■ KCAC(FM) Walnut Ridge, Ark.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 200 ft. Action March 23.

■ KEDY(FM) Mount Shasta, Calif.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 1300 ft. Action March 17.

■ KUUZ(FM) Nampa, Idaho—Authorized program operation on 96.9 mhz, ERP 44 kw, HAAT 2520 ft. Action Feb. 15.

■ KEJZ(FM) Twin Falls, Idaho—Authorized pro-

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gram operation on 95.7 mhz, ERP 50 kw, HAAT 620 ft. Action March 15.

■ **KSWI** Clarinda, Iowa—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 13.

■ **\*WMTB-FM** Emmitsburg, Md.—Authorized program operation on 89.9 mhz, TPO 10 w. Action March 14.

■ **WNBY-FM** Newberry, Mich.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action March 14.

■ **\*WXYC(FM)** Chapel Hill, N.C.—Authorized program operation on 89.3 mhz, ERP 4 kw, HAAT 280 ft. Action March 14.

■ **\*WKNS(FM)** Kinston, N.C.—Authorized program operation on 90.5 mhz, ERP 3 kw, HAAT 100 ft. Action March 14.

■ **\*WNDN-FM** Salisbury, N.C.—Authorized program operation on 91.1 mhz, 10 w. Action Jan. 11.

■ **\*WSIF(FM)** Wilkesboro, N.C.—Authorized program operation on 90.1 mhz, TPO 10 w. Action March 24.

■ **\*WWSU(FM)** Dayton, Ohio—Authorized program operation on 88.5 mhz, TPO 10 w. Action March 24.

■ **\*WDNR(FM)** Chester, Pa.—Authorized program operation on 89.5 mhz, TPO 10 w. Action March 15.

■ **WYAK-FM** Surfside Beach-Garden City, S.C.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action March 30.

■ **\*KAMU-FM** College Station, Tex.—Authorized program operation on 90.3 mhz, ERP 3.2 kw, HAAT 340 ft. Action March 24.

■ **KQSW(FM)** Rock Springs, Wyo.—Authorized program operation on 96.5 mhz, ERP 99 kw, HAAT 1620 ft. Action Jan. 5.

## FM licenses

■ Broadcast Bureau granted following licenses covering new stations: **KWDD** Sacramento, Calif. (BLH-7237); **\*WXDR** Newark, Del. (BLED-1616); **\*WAMF** Tallahassee, Fla. (BLED-1612); **KULA** Waipahu, Hawaii (BLH-7235); **\*KBSU** Boise, Idaho (BLED-1617); **WRSQ-FM** Geneseo, Ill. (BLH-7287); **WTAZ** Morton, Ill. (BLH-7291); **WZOW(FM)** Goshen, Ind. (BLH-7307).

## Ownership changes

### Applications

■ **WTUG(AM)** Tuscaloosa, Ala. (790 khz, 1 kw-D)—Seeks assignment of license from Tri-Cities Broadcasting Co. to Radio South Inc. for \$277,500. Sellers: E.O. Roden (45.45%), Mrs. Sylvia Gave Carr (16.909%), Zane D. Roden Sr. (27.77%) and Zane D. Roden Jr. (10.2626%). Sellers also own **WBOP-AM-FM** Pensacola, Fla. and **WOKJ (AM)-WJMI(FM)** Jackson, Miss. E.O. Roden also owns **WBIP-AM-FM** Booneville (60%), **WTUP(AM)** Gulfport, all Mississippi. His father (Zane Roden Sr.) owns 37% of Gulfport stations, and his brother owns 16% of **WTUP**. Buyer is owned by Houston L. Pearce (50%), Fred H. Davis (25%) and Charles R. Wiggins Jr. (25%). Radio South owns **WARF(AM)** Jasper, Ala. Mr. Pearce owns 50% of **WDAL-AM-FM** Meridian, Miss.; **WGUD(FM)** Pascagoula, Miss., and is applicant for new FM at Gulfport, Miss. Mr. Davis is vice-president of Radio South. Mr. Wiggins is Jasper, Ala., attorney. Ann. April 8.

■ **KBJT(AM)** Fordyce, Ark. (1570 khz, 250 w-D)—Seeks transfer of control of **KBJT** Inc. from Mack R. Smith and Jess T. Bagwell (100% before; none after) to Paul Coates, Gerald Keith, Yancey Reynolds and Cary Coates (none before; 100% after). Consideration: \$176,700. Principals: Messrs. Smith (51%) and Bagwell (49%) have no other broadcast interests. Buyers, all equal owners, Messrs. Reynolds and Keith own 5% and 10% respectively, of **KXAR(AM)** Hope, Ark. Mr. Paul Coates is general manager of **KXAR**, and his brother is sales manager of **KGHM(AM)** Brookfield, Mo. Ann. April 15.

■ **KAJN(AM)-KHIO(FM)** Crowley, La. (AM: 1560 khz, 1 kw-D; FM: 102.9 mhz, 100 kw)—Seeks transfer of control of Rice Capital Broadcasting Co. from Barton W. Freeland (100% before; none after) to Agape Broadcasters Inc. (none before; 100% after). Consideration:

\$300,000. Principals: Mr. Freeland has no other broadcast interest. Buyer is owned by Barry D. Thompson (66.7%), R.S. King (13.3%) and three others. Mr. Thompson owns 40% of **KSMB(AM)** Lafayette, La. Reverend King is Lafayette pastor with no other broadcast interests. Ann. April 15.

■ **WCOD-FM** Hyannis, Mass (106.1 mhz, 25 kw)—Seeks assignment of license from Kotcom Broadcasting Inc. to Harbinger Broadcasting Co. for \$500,000. Seller is principally owned by Dana M. Kott (53.5%), Henry Lee (10.7%), John R. and Barbara J. O'Connell (10.6%) and five others, none of whom has other broadcast interests. Buyer is owned by Resort Network Inc., which is owned equally by John G. Keljikan and Harcourt Brace Jovanovich Inc., publisher. RNI owns 18.5% of **WCRN(FM)** St. Thomas, V.I. Mr. Keljikan owns 56.75% of **WWRJ(FM)** Southampton, N.Y., and 75% of **WWRN(FM)** West Palm Beach, Fla. HBJ owns 15% of **WWRJ** and of **WWRN**. Ann. April 15.

■ **WWWS(FM)** Saginaw, Mich. (107.1 mhz, 2 kw)—Seeks assignment of license from Saginaw Broadcasting Co. to Mayle Broadcasting Co. for \$210,000. Seller is partnership of 10 individuals and Frank Perry Lloyd & Associates, general partner (31.579%) owns **WTLK(FM)** Indianapolis. **FPLA** is itself partnership, with Frank P. Lloyd president and principal (64%). There are three other partners, none with other broadcast interests. Buyer is owned by Donald K. Mayle (85%) and John H. Milden (15%). Mr. Mayle is 62.5% owner of **WXOX(AM)** Bay City, Mich. Mr. Milden is Washington attorney with interest in cable systems in Sturgis and Coldwater, both Michigan. Ann. April 15.

■ **WQDW(FM)** Kinston, N.C. (97.7 mhz, 3 kw)—Seeks transfer of control of Smiles of Lenoir Inc. from Janus C. Davis and others (29% before; none after) to Richard V. Surlis and others (48.5% before; 77.5% after). Consideration: \$1,740. Principals: Mr. Surlis (65%) is owner of **WSIP(AM)** Kinston. Other principals are Donald D. Pollock (25%), Kinston attorney, and Martin L. Street (10%), who has minority interests in **WRNC(AM)** Raleigh, N.C., and Southern Spot Sales, Raleigh radio advertising sales firm. Ann. April 15.

■ **KFRQ(AM)** Longview, Tex. (1370 khz, 1 kw)—Seeks transfer of control of Voice of Longview from James R. Curtis Sr. (100% before; 40% after) to James R. Curtis Jr. and Elizabeth Curtis Hodges (none before; 60% after). Consideration: none. Principals: Senior Curtis is giving his son and daughter each 30% of station. They have no other broadcast interests. Ann. April 15.

■ **KRZI(AM)** Waco, Tex. (1580 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from **KRZI** Radio Inc. to **KW** Communications Inc. for \$389,500 including assumption of notes. Sellers are Herb Harding (23.1/3%), Joe R. Horkey, Allan L. Rosen (26.2/3% each) and Jack M. Rosen (23.1/3%). Mr. Allen Rosen owns 1% of **KSEL(TV)** Lubbock, Tex. No other seller has other broadcast interests. Buyer is wholly owned by **KW** Productions Inc., 88% owner of Austin, Tex.-based **Mobile Color** Inc., television production service. Co-owners are Stuart W. Klein and Jerry D. West. They have no other broadcast interests. Ann. April 15.

■ **WWMH(FM)** Minocqua, Wis. (95.9 mhz, 3 kw)—Seeks transfer of control of Lakeland Communications Inc. from John Ames (60% before; 5% after) to Geraldine A. Bierbaum (none before; 55% after). Consideration: none. Principals: Mr. Ames is Milwaukee attorney. Mrs. Bierbaum's husband, Fred H., and she own **Minocqua drive-in** theatre. They have no other broadcast interests. Ann. April 15.

### Actions

■ **WCEE-TV** Freeport (Rockford), Ill. (ch. 23)—Broadcast Bureau granted assignment of license from **WCEE-TV** Inc. to Rockford Broadcasting Inc., subsidiary of **Worrell Newspapers Inc.**, for \$3,870,000. Seller is subsidiary of **General Media Inc.**, owned by Edward B. Holt, chairman, Earl W. Hickerson, president, and more than 25 others, no stockholder owning more than 6%. Seller also owns cable systems in Rockford and Loves Park, Ill. Buyer, with headquarters in Charlottesville, Va., is publisher of 17 daily newspapers in 10 states, as well as number of weekly papers and is owned by T. Eugene Worrell, chairman, and his son, T.E. Worrell Jr., president. Buyer also owns **WHSV-TV** (Formerly **WSVA-TV**) Harrisonburg, Va. (BALCT-613, BALTI-177). Action April 11.

■ **WFWA(FM)** Sullivan, Ill. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Michael R. Freeland to Sullivan-Arthur Broadcasting Co. for \$136,000. Seller also owns **WFWL(AM)** Camden, Tenn., and majority of **WBAR(AM)** Bartow,

Fla. Buyer is owned by Lee Griesemer (.55%), James Bales (30%) and Art Manwaring (15%). Messrs. Griesemer and Manwaring are school teachers, and Mr. Bales is contractor in Sullivan. Buyers have no other broadcast interests (BALH-2432). Action March 31.

■ **WZKY(AM)** Albemarle, N.C. (1580 khz, 250 w-D)—Broadcast Bureau dismissed application for assignment of license from Suburban Radio Group to Rich Pauley Communications Inc. for \$230,000. Seller also owns **WCGC(AM)** Belmont, **WEGO(AM)**—**WPEG(FM)** Concord and **WSVM(AM)** Valdese, all North Carolina; **WJJK(AM)** Christiansburg, **WVVV(FM)** Blacksburg and **WHHV(AM)** Hillsville, all Virginia. It has also contracted to purchase **WGCD(AM)** Chester, S.C. Principal in seller is Robert R. Hilker. Buyer is owned by Rich Pauley, former air personality on **WBT(AM)** Charlotte, N.C. (BAL-8918). Action March 30.

■ **KATR(AM)** Eugene, Ore. (1320 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Westone Broadcasting Inc. to **KATR** Communications Inc. for \$135,000. Principal in seller, which also owns **KSHA(AM)** Medford, Ore., is Willard H. Hargan. Buyer is owned by Elmer G. Haskin Jr., his wife, Mary, and Mark and Deborah Robbins. Mr. Haskin is general sales manager of **KIEM-TV** Eureka, Calif., and Mr. Robbins is nurse/manager formerly employed by **KRKT(AM)** Albany, Ore., and **KWOW(AM)** Pomona, Calif. (BAL-8901). Action March 30.

■ **KOIN-AM-FM** Portland, Ore. (AM: 970 khz, 5 kw; FM: 101.1 mhz, 100 kw)—Broadcast Bureau granted assignment of licenses from Mount Hood Radio and Television Broadcasting Corp. to **Gaylord Broadcasting Co.** for \$1.5 million. Seller, which also owns **KOIN-TV** Portland, is principally owned by **Newhouse Broadcasting Corp.** (50%) and **C. Howard Lane** (48%). **Newhouse** is major station group commonly owned with **Newhouse** chain of newspapers and magazines. Mr. Lane is on board of directors of **KAST(AM)** Astoria, Ore. Buyer is wholly owned subsidiary of **Oklahoma Publishing Co.** (Oklahoma City *Oklahoma* and *Times*), also owns **KTVT(TV)** Fort Worth; **KHTV(TV)** Houston; **WTV(TV)** Milwaukee; **WTVT(TV)** Tampa, Fla.; **KSTW(TV)** Tacoma, Wash.; **KRKE-AM-FM** Albuquerque, N.M.; **WKY(AM)** Oklahoma City; and has recently purchased **WUAB(TV)** Lorain, Ohio, and **WVUE(TV)** New Orleans (BAL-8896, BALH-2417, BASCA-792, BALRE-3154). Action March 31.

■ **WQZQ(AM)** Jackson, Tenn. (1460 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from **Radio Knoxville Inc.** to **Broadcast Dynamics Inc.** for \$375,000. Seller, principally owned by Robert B. Blow, also owns **WKQV(AM)** Knoxville, Tenn. Buyer is owned equally by **Thomas Carlyle Mapes**, **Billy K. Way**, **John Eugene McCutchen**, **James Lee Exum** and **James Michael Duke**. Messrs. Way and Mapes have advertising interests, and Mr. Mapes is minority stockholder of seller. Mr. Duke is savings and loan executive. Mr. Exum has insurance interests, and Mr. Duke owns petroleum products and transport firm (BAL-8917). Action March 30.

## Facilities changes

### TV actions

■ **WKEF** Dayton, Ohio—Broadcast Bureau granted CP to change ERP to 1950 kw; max. ERP 2340 kw; change trans. and ant.; make changes in ant. structure, ant. height 1150 ft.; conditions (BPCT-4954). Action March 31.

■ **KIVV-TV** Lead, S.D.—Broadcast Bureau granted mod. of CP to change ERP to visual 100 kw (max.), 96.6 kw (H), aural 9.66 kw(H); change trans. location (same site); change type trans.; ant. height 1850 ft. (BMPCT-7623). Action March 28.

### AM actions

■ **KRBN(AM)** Red Lodge, Mont.—Broadcast Bureau granted mod. of license covering change in hours of operation to specified hours 6:00 a.m. to 7:00 p.m.; Monday through Saturday and 8:00 a.m. to 6:00 p.m.; on Sunday (BML-2625). Action April 5.

■ **WDLA** Walton, N.Y.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans.; remote control permitted (BP-20,217). Action March 31.

### FM actions

■ **WQGL** Butler, Ala.—Broadcast Bureau granted

mod. of CP to change trans. location-studio location and remote control: Highway 10, W. 75 miles east center, Butler, change ant. height to 300 ft. (H&V); ERP 3 kw (H&V); remote control permitted; conditions (BMPH-15,009). Action April 6.

■ KACE Inglewood, Calif.—Broadcast Bureau granted CP to change studio location/remote control to 1710 East 111th St., Los Angeles (outside city limits) (BPH-10,448). Action April 6.

■ KZLO Pueblo, Colo.—Broadcast Bureau granted CP to install new aux. trans.; install new aux. ant. at main trans. location to be operated on 100.7 mhz, ERP 10 kw; ant. height 540 ft.; remote control permitted (BPH-10,429). Action March 23.

■ \*WPFW Washington.—Broadcast Bureau granted mod. of CP to specify studio location as 1030 15th St., N.W. Washington; change ant. height to 410 ft.; ERP 50 kw (H&V); remote control permitted; conditions (BMPED-1469). Action April 6.

■ WWVL Miami Beach, Fla.—Broadcast Bureau granted license covering changes: studio location and remote control changed to 843 First St., Miami Beach, ERP 37 kw (H&V); ant. height 220 ft. (H&V); (BLH-7297). Action April 6.

■ WXXY Montour Falls, N.Y.—Broadcast Bureau granted mod. of license covering change in studio/remote control location to outside city limits at 4th and Franklin Streets, Watkins Glen, N.Y. (BMLH-571). Action March 31.

■ \*WLSU LaCrosse, Wis.—Broadcast Bureau granted CP to change ERP to 8.3 kw(H); ant. height 540 ft.(H); remote control permitted (BPED-2303). Action April 4.

## In contest

### Case assignment

■ Alexandria, La., **FM proceeding:** Cenla Broadcasting Co. and United Communications Inc., competing for 93.1 mhz (Doc. 21,119)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller to serve as presiding judge and scheduled hearing for July 13. Action April 13.

### Procedural rulings

■ KDIG-FM San Diego, **renewal proceeding:** West Coast Media (Doc. 20,971)—Chief ALJ Chester F. Naumowicz Jr. continued without date May 23 hearing. Action April 13.

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11,803; 17,339; 17,341-2; 17,344)—ALJ David L. Kraushaar granted joint motion and canceled further hearing session scheduled for April 11; directed parties to report on conclusion of deposition so that new hearing date may be established. Action April 7.

■ Hollidaysburg and Altoona, both Pennsylvania, **FM proceeding:** Cove Broadcasting Co. and Altoona Trans-Audio Corp. competing for 104.9 mhz (Docs. 21,093-4)—Chief ALJ Chester F. Naumowicz Jr. continued June 6 hearing to June 13 in San Diego. Action April 12.

### Initial decisions

■ Media, Pa., **FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20,567-9)—ALJ David L. Kraushaar granted application of Roberts Broadcasting. Ann. April 14.

■ WPHM(AM) Portsmouth, Va., **license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19,787)—ALJ Reuben Lozner granted license. "Weighing all of evidence adduced and considering record in its totality," judge concluded, "That grant of application would not be against public interest." Ann. April 15.

## Fines

■ KCAU-TV Sioux City, Iowa—Broadcast Bureau notified licensee it incurred apparent liability for \$500 for failing to enter results of observations of vertical interval test signal transmissions in operating log at intervals not exceeding three hours. Action April 6.

■ WFBR(AM) Baltimore, Md.—Broadcast Bureau ordered forfeit of \$2000 for broadcasting lottery information. Action March 21.

## Other actions

■ Commission set aside Aug. 23, 1976 Broadcast Bureau ruling and granted application of Borgen & Murphey to change call of WHHL(AM) Pine Castle-Sky Lake, Fla., to WDZY(AM) there. Action April 14.

■ WOH-TV Syracuse, N.Y.—Review Board denied seventh request for extension of time to complete construction, canceled CP and deleted call letters. Action March 25.

## Allocations

### Petitions

■ San Francisco and San Mateo, Calif.—KDTV-TV San Francisco and \*KCSM-TV San Mateo request substitution of Ch. 14 for ch. 60 at San Francisco and substitution of ch. 60 for ch. 14 at San Mateo (RM-2871). Ann. April 12.

■ Tallahassee, Fla.—Plantation Radio Inc., WCVC(AM) Tallahassee, requests assignment of FM ch. 240A (RM-2864). Ann. April 12.

■ Homerville, Ga.—Jack J. Brinkley, Georgetown, Ohio, requests assignment of FM ch. 288A (RM-2868). Ann. April 12.

■ Hoisington, Kan.—Paul F. Kelly, Plano, Tex., David C. Hollis and Elmer H. Davis, both of Hoisington, request assignment of FM ch. 265A (RM-2860). Ann. April 12.

■ West Liberty, Ky.—Kelse Arnett requests assignment of FM ch. 292A (RM-2865). Ann. April 12.

### Actions

■ Fayetteville, Ark.—Broadcast Bureau proposed substitution of TV ch. 29 for ch. 36. Other required substitutions proposed as result: \*ch. 36 for \*ch. 29 at Little Rock, Ark.; \*ch. 31 for \*ch. 14 at Harrison, Ark., and ch. 47 for ch. 29 at Tulsa, Okla. Action was response to petition by Noark Investment Corp. Comments are due May 19; replies June 8 (Doc. 21,191). Action April 4.

■ Vallejo, Calif.—Chief, Broadcast Bureau denied petition requesting assignment of FM ch. 241 by KNBA Inc. (RM-2678). Action April 6.

■ Macomb, Ill.—Broadcast Bureau proposed assignment of ch. 276A as community's second FM assignment. Action was response to petition by Ralph Trieger. Comments are due May 19; replies June 8 (Doc. 21,192). Action April 4.

■ Wellington, Kan.—Broadcast Bureau proposed assignment of ch. 228A as community's first FM. Action was response to petition by Summer Broadcasting Co., KLEY(AM) Wellington. Comments are due May 23; replies June 13. Action April 7.

■ Presque Isle, Me.—Broadcast Bureau proposed assignment of ch. 269A as community's fourth FM.

Comments are due May 23; replies June 13. Action April 7.

■ Windsor, N.C.—Broadcast Bureau proposed assignment of ch 249A as community's first FM. Action was response to petition by Bermey E. Stevens. Comments are due May 23; replies June 13. Action April 7.

■ Wagner, S.D.—Broadcast Bureau proposed assignment of TV ch. 24 for noncommercial use. Action was response to petition by South Dakota State Board of Directors for Educational Television, which had requested assignment of \*ch. 25. Comments are due May 23; replies June 13. Action April 8.

■ Granger-Hunter, Utah—Chief, Broadcast Bureau denied petition by Albert E. Guthrie to assign ch. 274 (Doc. 20,890; RM-2641). Action April 7.

## Rulemaking

### Petition

■ National Broadcasting Co. Inc. seeks rulemaking to permit transmission of program related signals in vertical blanking interval of standard television signal (RM-2869). Ann. April 12.

## Cable

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Monroe County Cable TV, for Sweetwater, Tenn. (CAC-06939); Cable Communications Systems Inc., for Hoyt Lakes, White, both Minnesota (CAC-06942, 4); Ellsworth Cable Inc., for Ellsworth, Kan. (CAC-06993); Warner Cable of Winter Haven, for Auburndale, Fla. (CAC-07245); Warner Cable Corp., for Worthington, Ohio (CAC-07313); Palmetto Cable Television, for Palmetto, Fla. (CAC-07379); Calvert Telecommunications Corp., for Lutherville Timonium, Md. (CAC-07484); Caltec, for Reisterstown, Baltimore, Overlea, Owings Mills, Towson, Parkville, Perry Hall, Middle River, Rosedale, Essex, Dundalk, Baltimore, all Maryland (CAC-07485-95); Cable TV Co. of York, for Spring Garden, Pa. (CAC-07533); Sammons Communications Inc., for Sireator, Otter Creek, Bruce, all Illinois (CAC-07595, 7-8); CATV Service Co., for New Hope, Pa. (CAC-07599); Camp Cable Television, for Hana, Kihai, Wailuku, Kahului, Makawao, Pukalani, all Hawaii (CAC-07647-52); CSRA Cablevision Inc., for McDuffie, Thomson, both Georgia (CAC-07696-7); Shickshinny TV Co., for Shickshinny, Union, Conyngham, Millville, Greenwood, Orangeville, Orange, all Pennsylvania (CAC-07732-8); Warner Cable of Kosciusko County, for Warsaw, Ind. (CAC-07780); Palacios Television Cable Corp., for Palacios, Tex. (CAC-07781); Erie County Community Antenna Television Co. for Wesleyville, Harborcreek, Lawrence Park, all Pennsylvania (CAC-07805-7); Millcreek Cable TV Inc., for Millcreek, Pa. (CAC-07808); Medicine Park Cablevision Inc., for Medicine Park, Okla. (CAC-07843); Television Signal Service Co., for Crowell, Tex. (CAC-07865); C K Video Inc., for Kenova, Ceredo, Wayne, all West Virginia, Caltletsburg, Ky. (CAC-07880-3).

## Summary of broadcasting

### FCC tabulations as of March 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	6	26	4,496	40	4,536
Commercial FM	2,821	1	85	2,907	145	3,052
Educational FM	856	0	31	887	77	964
Total Radio	8,141	7	142	8,290	262	8,552
Commercial TV	719	1	5	725	40	765
VHF	511	1	3	515	8	523
UHF	208	0	2	210	32	242
Educational TV	242	3	12	257	7	264
VHF	93	1	7	101	2	103
UHF	149	2	5	156	5	161
Total TV	961	4	17	982	47	1,029

\*Special temporary authorization

\*\*Includes off-air licenses

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## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager**, who can and will sell, train and motivate a sales staff of four to six, one who's been there, and who can do it again, one who can create packages and long term schedules, and whose background includes an outstanding history of success, with proven arsenals of promotional and merchandising programs. Salary, incentives, benefits. Box D-173.

**Full charge local sales manager** for Central Florida's (24 hr. under construction) oldest Black Market station. Must be able to direct and motivate already successful sales department. Salary plus override and bonus for production. Will consider young experienced sales person ready for responsibility. E.O.E. Send complete resume and recent photo (no calls) and your requirements to Art Selley, WOKB, 1111 So. Division, Orlando FL 32805.

**Northeast Chain** is offering in one of its stations ownership without any cash investment for aggressive on the street General Manager. Send Resume to Box D-168.

**Manager-trainee needed** for Texas station. Must be strong in Sales with a broadcast background and be able to motivate people. Send full information in first letter. Box D-192.

**Manager for Educational FM station.** Teaching experience and Masters required. Salary \$11,000. Send resume to Professor James Carly, Bethany College, Bethany, WV 26032. An Equal Opportunity Employer.

**Solid Operation** seeks services of professional sales manager. Conservative contemporary format—dual market sales situation. Send all details, including sales record, references first letter. Only solid professionals need apply. No telephone calls, please. Bruce Higgins—K-105, P.O. Box 1106, Paragould, AR 72450.

**Medium Market Station** is looking for a full time Continuity Director, experience necessary. If you know of anyone who is interested in this position, please have them submit samples of their work to us. We are an Equal Opportunity Employer. Box D-223.

### HELP WANTED SALES

**Texas/Oklahoma—Broadcaster** Looking for experienced salesperson who wants to make money! Excellent opportunity for advancement. Draw/Commission/expense account: Equal Opportunity Employer. Box D-77.

**Solid Midwestern Dairy Community.** Country AM/Contemporary FM needs experienced pro or self-starter with ambition. Training provided. EOE. Call 414-324-4441. No collect calls.

**Small Market Station** Prince William County, VA, near Washington could use a combination first class, board man, salesperson. Call 703-640-7161 between 8 + 10 am only.

**St. Louis, Mo. market,** KIRL Radio is looking to add one exceptional salesperson to our staff. If you are ambitious, and want to make good money, this is your best opportunity. Advancement to sales manager, or general manager possible. Mike Rice, President, KIRL Box 1460, St. Charles, MO 63301. EOE.

**Aggressive salesperson** for dynamic AM/FM in lucrative Fairfield County Connecticut. Two great stations to sell. Must have proven track record. EOE. Send resume and salary requirements to, Box D-154.

**Executive sales position** with a Top 40 Station in the Midwest. Experienced individuals only for this fast growing station. Send resume to Jeff Trumpet, KGGO, 3900 N.E. Broadway, Des Moines, IA 515-265-6181.

**Beautiful Southern California.** Nice medium size market to live and work, close to mountains, desert and sea. Top rated, top rates. Group Broadcaster. E.O.E. Box D-156.

**Aggressive salesperson** for Long Island area—AM-FM operations in excellent market—managerial opportunity. WHLI—Box 219, Hempstead, NY 11550.

**Experienced, aggressive salesperson** for leading Savannah station. Salary, plus commission, opportunity to grow. Send resume, sales record to: Bob Powers, WQQT, 110 Congress St. Savannah, GA 31401.

**Professional Closer** needed for disco-rock AM in midwest. Youthful, dynamic organization already top 5 in 13 station market. Good money, security and possible sales managership for the right person. EOE M/F. Resume, references and track record to Box D-201.

**Fast Growing Broadcast Group** seeks Sales Manager. We are one of the fastest growing broadcast groups in the United States and offer an exceptional opportunity for a hard working salesman to move into a sales manager's position with one of our radio stations. The long-term goal is to prepare the person to move into a general manager's position in two to three years. If you have a degree and are a top sales producer for your station, maybe it's time to move into management. Midwest location. Send resume to Box D-179.

**Sales Manager for AM/FM** in Metropolitan market in Illinois. Opportunity to invest. Box D-185.

**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 D-218.

**Account Executive**—We need a pro in our small market. If you've got the experience we've got the list at our No. 1 rated Midwest market station. Growth opportunity. Send resume to Phil Hoover, WDIF Radio, Box 524, Marion, OH 43302.

**Our Top Salesperson** just bought his own station. Replacement needed with track record and RAB background who would like to have better list and earn \$20,000. Willing to come here for interview. EOE. Hank Booth, KLWN AM-FM, Box 3007, Lawrence, KS 66044.

### HELP WANTED ANNOUNCERS

**Maryland Station** has fulltime immediate opening for competent announcer. MOR Personality format. Production skill required. Send tape/resume to WKIK, Leonardtown, MD.

**Announcer with good voice** and reading ability for a 5000 watt Colorado station. Send resume with salary requirement. Equal Opportunity Employer. Box D-126.

**Talk.** Florida radio station seeks experienced, well-informed, provocative talk host. Good production voice. Resume. Box D-170.

**No. 1-rated adult-oriented eastern station** has opening for experienced morning personality. Excellent opportunity with leading company. Send tape and resume to Box 1350, Princeton, NJ 08540. EOE.

**Announcer/Production Person** needed for automated modern country AM in the Shenandoah Valley. Send tape and resume to WKCY, Post Office Box 1107, Harrisonburg, VA 22801. EOE.

**Midwest contemporary station** has immediate opening for personality oriented announcer. Currently number one in a twenty station market. Send tape and resume to: Joe London, Program Director, WMOH, 220 High Street, Hamilton, OH 45011. EOE.

**Experienced morning man.** Must know radio business, music and able to work with staff. We are growing in an adjacent market of 300,000 and need help. Excellent future. WCER 1615 Lawrence, Charlotte, NC 48813.

**Whoops!** Make it MOR instead of AOR. See our Ad on page 71 of April 11 BROADCASTING. Bill Miller KGGF Coffeyville, KS 67337. EOE.

**92-FM (WPRO-FM)** Capital Cities Communications in Providence, Rhode Island has a rare opening for a high energy night air talent. This is our first opening in three years, and the person you'll replace is now on the air in Boston. If you have experience in Top 40, a Third Class License, and impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, wpro-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

**Experienced Announcer** for Georgia Association of Broadcasters Station of the Year 1972. Come with us and grow. Send tape and resume to Tom Cordell, PO Box 569, Carrollton, GA 30117.

**Beautiful Music WBNY,** Buffalo has immediate opening for Announcer with production talent. Send tape, resume, salary requirements to: Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. Minorities are encouraged to apply.

**Two top quality adult MOR** Country air personalities. Morning drive and P.M. drive. New programming starting June 1, 1977. An equal opportunity employer. Contact Charles Blake, WIKY AM, Evansville, IN 812-424-8284.

**June Graduates** now that you have a degree and some non-commercial experience you need to break-in with some credentials. That's where we come in. Give us one year of hard work on air/in sales and we'll help you move. Our record: Six placements in top-50 markets in three years. If you think you're good enough, call me—Rick Warner, at WKCM, Tell City, in/ Hawesville, KY 812-547-8121. EOE.

**Quality MOR** in western North Carolina seeks solid announcer with possible sales, news ability. References, resumes to: Box D-205.

**Telephone-Talk-MOR!** Midwest medium market. Are you a team player? Good pay with bonus possibilities. Send tapes and resumes to J.C. Smith, WJPS AM, Box 3636, Evansville, IN 47735. E.O.E.

**Immediate Opening Morning** announcer at WOSC/WKFM in Syracuse market. Top ranked station needs person with minimum three years experience. Send tape and resume to Flo Bartello, WKFM/WOSC, Radio Park, Fulton, NY 13069.

### HELP WANTED TECHNICAL

**Chief Engineer for the No. 1 AM-FM** in a major midwest market. Thorough knowledge of directionals, FM stereo, latest state of the art audio processing and FCC Rules and Regulations. Station is member of major AM-FM-TV chain. Excellent salary, hospitalization and profit sharing. E.O.E. Send full resume to Box D-160.

**WELK, Charlottesville, Virginia** seeks engineer able to maintain studio and transmitter of non directional AM—Resume to P.O. Box 1294, Charlottesville, VA 22901.

**Need Chief Engineer** new 10 kw AM San Juan. June start. Resume to GM, WOSO, Box 3166, San Juan, PR 00904.

**Opening: For a Chief**—stereo FM experience required, no air time, but you must be interested in all departments winning. Only pro broadcasters need apply for this above-average position. Charleston, WV market. Phone 304-722-3308.

**Midwest Medium Market.** Full charge Chief Engineer. MOR, 5kw-1kw, 3 tower nite directional. New Equipment. Great location and working conditions. EOE. Send resume and current salary to Box D-136.

## HELP WANTED TECHNICAL CONTINUED

**Engineer Assistant to Chief.** Cleveland, Ohio, new studios. A challenging job for an enthusiastic, aggressive person experienced in troubleshooting, installation and design. First Class License and some r-f experience required. Excellent chances for advancement in radio or TV in a rapidly expanding chain. If audio is your bag, join the No. 1 station in Cleveland. Ample opportunity to participate in an exciting operation with unlimited potential. Many excellent fringe benefits including profit sharing plan. When you are ready for your own station we'll move you up. Send your resume and a recent photo to Jim Somich, Chief Engineer WHK-WMMS Cleveland Plaza Hotel Cleveland OH 44115. An equal opportunity employer.

**Broadcast Technician** UT Austin. The University of Texas' Communication Center has an immediate opening for a part-time broadcast engineer. Requires two year's experience in maintenance and installation of radio broadcasting equipment. 1st class radiotelephone license required. Position is 20 hours per week. Salary is \$329 per month. Excellent fringe benefits. To apply contact: Office of Personnel Services and Employee Relations, 2613 Wichita, Austin, TX 78712. 512-471-3656. An Equal Opportunity and Affirmative Action Employer.

**Radio Transmitter Engineer** Growing West Coast based radio broadcast company seeking experienced transmitter engineer. This position calls for engineer with proven background in both tube type and solid state radio transmitters. Individual will have responsibility for design as well as technical supervision. Salary commensurate with experience. For confidential consideration, send resume with salary history and requirements. Box D-177.

**Engineer for 2 AM 1 FM** small group. Audio very important. 13,000 starting salary. South, E.O.E. Immediate opening. Reply to Box D-204.

**Highly regarded AM** in medium Alabama Market looking for chief engineer. Must be experienced—no beginners, please. Excellent working conditions. Good fringe benefits. No air work. Starting salary \$10,000—\$12,000. Box D-195.

**WQXI AM/FM Radio**, Atlanta, Georgia, has an opening for an experienced Maintenance Engineer. Applicants must have valid First Class License, knowledge of R.F., audio, and digital systems. Minimum of three to five years experience in broadcasting. Excellent growth potential. Interested persons, please send resume to: Tom Giglio, Chief Engineer WQXI AM/FM Radio 3340 Peachtree Road, N.E. Suite 240, Tower Place, Atlanta, GA 30326. Applicants and resumes by mail only. WQXI is an Equal Opportunity Employer.

**A full facilities** production company needs a maintenance-operations engineer for our Ampex equipped studio. Long hours—good pay—nice people—great city—excellent benefits—25 year old company. TR Productions, 1031 Commonwealth Ave., Boston, MA 02116. 617-783-0200.

## HELP WANTED NEWS

**Opening for radio journalist** who can gather, write, edit, and deliver news—assign edit staff members and stringers. Box D-174.

**Reporter and Editor:** Radio network has two positions to fill. We're looking for experienced (4-5 years) broadcast journalists who believe human affairs reporting is serious journalism. Demonstrated sensitivity to the human condition, good production skills to tell your stories. Applicants must include airchecks of your reporting. Editor position in Washington, D.C.; reporter spot not situated yet. Applications and tapes to Denise Johnson, 2025 M St. N.W., Washington, D.C. 20036. No beginners please, but women and minorities encouraged to apply.

**Heavy News Commitment** and we want it done right by the right person. Are you creative? Can you really communicate? Do excellent features? It's important that we find the right person. Ohio station with statewide coverage. Send resume to Program Director, Box D-130.

**Newsperson to gather**, write, air local news. AM-FM, S. Lubin, WVOS, Liberty, NY 12754.

**Sconnix Group Broadcasting** has expanded to 8 stations. We're seeking a take charge, experienced News Director with plenty of drive, and 3 newpersons who can take direction and want the opportunity to move up in this fast growing corporation. Tape, Resume, Writing Sample, Salary Requirements, and brief statement of news philosophy in first letter to: William W. White, Parade Road, Laconia, NH 03246. EOE.

**Reporter for leading** regional news department. Owners/managers national award winning newsmen. Will train top prospect. Send resume, tape, writing to WKXA-AM-FM, Brunswick, ME 04011.

**News Director**—Public Radio Station with strong commitment to local and area news. Bachelor's degree and at least three years news experience required. Good on the air presentation and ability to direct student broadcast journalists in development and presentation of news and public affairs programs. Annual salary up to \$10,099 plus benefits. EOE/Affirmative Action Employer. Send resume, audio tape, and references to Station Manager, KETR, PO Box BB, E T Station, Commerce, TX 75428.

**Our News Department** is No. 1, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

**SE 62** Station state network seeking experienced anchor/reporter. Equal Opportunity Employer. Starting range \$190-\$244/week plus excellent benefits and advancement opportunities. Resume and tape to: Personnel Director, PO Box 12000, Raleigh NC 27605.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Modern Country Program** director. Must be top jock. Only creative leaders need apply. EOE. Resume to Box C-200.

**Media Journalism**—F/T position beginning Fall, 1977. Training and experience in media news, expertise in sociology and law of media journalism, Ph.D./M.A. preferred. Salary to be decided. Apply by May 5 to: S. Wander, Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

**Computer Programmer.** Experience with traffic, bookkeeping, or station operations. Languages: COBOL required, FORTRAN, RPG II optional. Reply with resume to: Automation Electronics, Inc. P.O. Box 1343, Lafayette, IN 47902. EOE.

**WRAW, Reading**, needs experienced person to program its contemporary operation and communicate on PM drive. Track record should show programming credentials, creativity, attention to detail and numbers. If you're a mature, responsible individual, who knows how to get the best out of a great air staff, send tape and resume to Jeffrey Levin, WRAW, Box 1710, Reading, PA 19603.

**Three Faculty Positions**, assistant professor or instructor, for Fall, 1977. (1) Teach news-editorial skills and undergraduate theory courses. Law, history or photojournalism teaching experience helpful. Professional experience necessary. (2) Broadcast news writing and general broadcast courses, including basic journalism, broadcast issues and theory courses. Radio background particularly helpful. Professional experience necessary. (3) Introductory and advanced undergraduate speech and broadcast courses. Radio or television background useful. For all, Ph.D. preferred, M.A. required. Some assignment recombination possible. Salaries to \$14,000 depending on qualifications. Write before May 6 to: Dr. Lee Brown, Department of Journalism, Broadcasting and Speech Communication, Buffalo State College, Buffalo, NY 14222. Affirmative Action/Equal Opportunity Employer.

**Program Director:** FM classical format; Pacific N.W. Commercial board experience, supervisory background required. EOE. Box D-181.

**Do you want more money?** Opportunity for MOR PD that has proven record of ratings and strong on management. Will meet or better your present wages, plus bonuses. In beautiful Midwest medium market. Let's talk now! E.O.E. Write Box D-215.

## SITUATIONS WANTED MANAGEMENT

**Dedicated Radio Professional** seeks new management challenge. Have come up thru the ranks as Annc., PD, OM, Sales, SM, GM, VP & GM. 19 year veteran, mid thirties, 10 years at present station as VP & GM. Outstanding references. Perfect manager for absentee operation. Know all FCC rules and regulations, all formats, including automation. Community involved, devoted family man, need to put my knowledge and experience to work for someone who appreciates a professional. All replies confidential. Box D-89.

**25 Years Exp** All phases Southeast only. If financial rewards were in order Southwest. First ticket construction exp. as well. Box D-64.

**Broadcast Generalist:** former vice president and director group ownership. Presently, officer and director of Broadcasting division of major international company. Sales, personnel, union negotiations, acquisition, radio and CATV and finance. Box D-101.

**Young, willing and able** Sales Manager, 27, 5 years Major-medium markets...wants management position in same. I'm good, let me sell you. Collect, nights, 717-675-4016.

**GM**... 19 years all phases radio. Seeks solid operation that wants to make \$\$ Available for immediate interview at my expense. Box D-162.

**Management:** 35 yrs old with 21 yrs experience in all aspects of radio. Dependable, hardworking, sales-oriented. Looking for a position with a challenge and an opportunity to grow. Salary negotiable. Box D-216.

**Results**—25 years radio-TV Sales-Management in California's first two markets. Excellent direction-top billings-solid verifiable references. 714-284-2824 evenings, or Box D-198.

**G.M. currently employed** in major market. Experienced in sales-programming! Young(30's) aggressive, creative, versatile with 14 yrs. experience seeks small/medium market. Family oriented and seeking permanence. Box D-194.

**G.M. who knows** that sales comes first. I am a self-starter that works hard to achieve success. Box D-209.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5.

**Up and coming college grad.**, 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607-273-4000.

**First Phone Announcer**, married, stable seeks employment in Wisconsin. Experienced in news, copywriting, and production Box D-165.

**Ich spreche Deutsch!** Und, ich woll Arbeit. If you need German/English DJ and newsmen, then write: T.V. Ketchum, 45385 Harmony Ln. Belleville, MI 48111.

**Hardworking D.J.**, 24 (FM contemporary jazz, progressive, MOR) 3rd phone. News, copy, production. Michael Yoshida 455 Crescent No. 209, Oakland, CA 94610. 415-834-1064.

**DJ-Announcer:** 1st phone, relaxed one-to-one delivery, good voice, tight board, intelligent, reliable. Willing to relocate. Bruce Alan, 972 E. 24 St. Bklyn. NY 11210.

**Morning Drive Team**—Dick and Ellen Stout, warm friendly communicators, excellent references. 703-437-4881.

**1st Phone**—experience, D.J., news. I want to grow with your station. Mike Ruiz, Box 53, Venice, CA 90291.

**Mucho** creative copy with limited experience music director. TV news co-anchor, afternoon drive, radio-TV PBP, seeking to move up to medium market anything or major copywriting. Available NOW. Stan 215-376-9147.

**Are you looking** for a highly trained Announcer, D.J. Newscaster (or 1st phone) available for immediate relocation? Phone 212-221-2703 Ext. 152 or Box D-214.



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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**Hate Time and Temp?** Communicator with four years under his headphones welcomes all inquiries. Box D-212.

**D.J.-3rd Phone**—school grad—good news, commercial, personality—looking for start—go anywhere. Box D-211.

**5 Years Experience** with 3rd Endorsed, have spent last 2 years at the Number 1 station in a major South-eastern market. Know all areas of Country music. Looking for something good in a medium, or major market out West. Country, or MOR. Box D-210.

**Announcer DJ, 29**, 3rd. endorsed, reliable dependable, presently on air 7 days a week. Box D-200.

**Seven years** in same 150,000 market. Want larger market, bigger paycheck, more responsibility. Currently top morning man doing sales. Have done it all. Production, News, Copy. Looking to move into management. Always have and always will give 100%. Box D-178.

**I'm Good**, Believe it. Four years experience, give news from UPI during show. Third Endorsed, very dependable. Any format with personality. Box D-187.

**Available Now**. Experienced radio personnel. DJ, news, sports, copy. Male/Female. Austin AVTI, Austin, MN 55912. 507-437-6681.

**Announcer, wants DJ shift**. Rock or MOR, 2 years experience, 3rd endorsed, Midwest preferred. 312-639-7882 after 5 p.m. or Steve Karley, 55 Burton Ave., Cary, IL 60013.

**Energetic personality** looking for the right MOR station. Radio should be entertaining and informative; I'll keep it that way. I'll pull the numbers in any market. 10-year veteran, married, dependable, talented. Show me a pleasant working atmosphere, and I'll give you listeners. Experience includes programming, talk shows, play by play. All markets considered. Dave Kirby 615-869-4636 after 5 p.m.

**Five years experience**. Polished, mature, bright, communicative D.J. ready to move. Seeking contemporary, MOR, or AOR station in larger or medium market. Excellent production. Third endorsed. Chuck Tanner. 212-799-9190, 9 A.M.-5 P.M.

**Sports Announcer Seeks** promising radio position. College grad; experienced in PBP, voices, interviewing, features, and program prod. Northeast preferred, but will consider relocation. Call Joel Coran at 617-484-1779.

**Professional Anncr**. Highly exp. Crack copy, production, news re-write & delivery. First Phone. Excellent references. 404-682-0458.

**Experienced, First phone**, creative, news, disc-jockey, production. L.T. Smith (714-287-7276) P.O. Box 1640, La Mesa, CA 92041.

**Hi, I'm 27**, have 3rd ticket, 8 years experience, and want full-time air shift in small or medium market MOR, AOR, C&W, or Easy Listening in West or S.W. Good pipes, no screamer, tight board, good news & production. Excellent References. Will Relocate. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343. 714-658-1094.

**Play By Play Major** College level football-basketball-baseball. 5 years radio experience B.A. in Communications with Journalism background. Also interview and production experience. Willing to relocate. PO Box 5250 Flushing NY 11352.

**Contemporary D.J. with** production desires move out of small market. 23 single, 2 years experience. Will relocate. Call Ted Brown 814-765-6994.

**Looking to move** to 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! Will relocate too. Call collect anytime.

**Small frog in large pond**, would hop at a spot as large frog in medium pond. Good quality warts, personable croak. Fred Missman, 6917 Willowtree, Palos Verdes, CA 90274 213-377-0039.

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**Have Pipes, Will Travel**. To your medium or major market mellow contemporary or beautiful music station. Young exp'd opns mgr/announcer delivers performance, not empty promises. Peter W. Galligan 603-752-1230.

**June graduate** desires AOR/MOR/Contemporary. Relocate anywhere. Good production. Resume, tape. Tony Wigton, 221 Gamertsfelder, Athens, OH 45701.

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**SITUATIONS WANTED TECHNICAL**

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**Supervisor of Engineering** in major market seeks chief's position in major market. 14 years experience—10 years at present station. Experienced with 50kw directional AM, FM stereo, composite STL microwave, SCA, Audio processing, remote control, labor contracts. Box D-113.

**1st Phone** experienced trans/studio oper/maint. Willing to relocate family for right offer. Box D-188.

**I'm bored**. Experienced AM directional, FM, TV, CATV, construction, seeking permanent position with stable organization. Not in a hurry but will move fast. Box D-166.

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**SITUATIONS WANTED NEWS**

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**Female sports director**, M.A., 3 years major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box D-57.

**Experienced News**, PBP, Talk Show, copy writing. Creative, mature. West Coast preferred. Ken Stepien, 213-439-4181.

**News Director or Program Director** position sought: Experienced News Director and Program Director seeks similar position in medium-to-larger market. Telephone 807-274-3592 or write Box 262, Ranier, MN 56668.

**PBP Baseball**, hockey, basketball. Also news, production, 4 years college experience. BA, 3rd endorsed. Great voice, intelligent, articulate. Relocate anywhere. Call Jonathan Yarmis 315-859-7381.

**Copywriter with college** & professional training. Totally blind but still keeps an eye on his copy, his imagination. Guarantees maximum performance starting at minimum wage on any task, anywhere. Dave Haines, 5 Lawton Ave., Glens Falls, NY 12801. 518-792-8956.

**Small College Sportscaster** looking for 1st break upon May 21 graduation. 3 yrs PBP football/basketball 2 yrs SD. 3rd endorsed. 3 yrs. Contemp. MOR DJ. Conscientious. Will relocate. Box D-203.

**Dedicated, Hard Working** Sportscaster. 6 years experience. PBP including 3 years of college. Good board work and sales experience. Currently in sports-active small market, looking for medium market college location. Respond to Box D-202.

**Female Anchor** with Top Ten Market experience must relocate to San Francisco/Sacramento area. Also former Public Affairs Director. B.A. in Political Science. Box D-197.

**Sports Director, 5 Years** experience, excellent PBP, seeking move up. Good pipes, dedicated, versatile, college, 25 married, ready! Jeff, 513-773-4794.

**Sports Director/Music Director** seeking PBP/News combo, 7 years experience; all formats. Michigan, Illinois preferred. Box D-219.

**Serious, dedicated newswoman** wants position where her investigation and hard work are directed, encouraged and appreciated. She won't settle for second best, neither should you. Box D-220.

**1st Phone 1-1/2 yrs** experience, PBP—Sports Reporter—DJ. I know sports; anywhere 216-336-3925, Mark.

**Available now:** Experienced newswoman with calm delivery, references from former employers, and dedication to news. Greg Mysko 312-625-7637.

**Bright Young Woman** w/2 yrs. responsible experience as producer of PA documentaries, reporter, anchor seeks active position anywhere with a future. Tapes, references on request. Call Ms. Fuller, 617-492-6450.

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**News anchor in larger market**. Sincere, dedicated and experienced. News and sports background. Box D-146.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Eight years experience**, heavy production, first, married, stable. Looking for adult contemporary or contemporary MOR format. Call Pete 503-648-5580.

**Talented 1st Phone**, 12 years experience all formats, wants permanent position with responsibility commensurate with experience and ability. Major or large market top 40, rock, oldie. Box D-34.

**Program Director 10 years** experience in soul radio, training in all facets. I have taught broadcasting technique. Excellent ratings and leadership ability. Tape and resume available. If you're ready for numbers rather than excuses I'm your man. C. Kelly, 4918 Tennessee Street, Jacksonville, FL 32209.

**B.A.—Telecommunications**—First Phone P.D., M.D., Copy/Production Chief, Air Personality: Contemp MOR, AOR, Country; 10 years + experience. Single, Ambitious, Dedicated, Creative, Brave, Clean, Reverent. Major Market Agency—Quality Pipes, Fine Air Presence; believe in Entertaining Community Involvement, working with staff motivated by enlightened management. Prefer N.E. and Midwest. Rich Phoenix: 201-887-3910.

**Programmer** for contemporary station, BS radio, First Phone, PBP, solid internal background, including management. Prefer Midwest or Midsouth. Contact Fred Leemhuis, 919-537-5814, after 7 p.m.

**Not Afraid to Work Hard**. 3-1/2 years experience in major market working up from sweeping floors. Experienced in Traffic, Production, and Engineering. Will relocate. P. Chin, 1687 Robinwood Avenue, Cleveland, OH 44107. 216-226-8587.

**Programming/Production Manager**; three years experience seeking Northern California position. Donna Parker, 188 San Andreas Drive, Menlo Park, CA 94025.

**Operations Manager**. Top Copy/Production; promotion oriented. Strong sales experience & Rapport. Proven audience/revenue builder. MOR, rock. Box D-132.

**Attention:** Automated stations. My complete understanding of automation can insure your station smooth daily operation. Female with experience in all facets of automation. 3rd Endorsed. Box D-196.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Television and Audiovisual Production Unit Manager** Office of Educational Resources and Research The University of Michigan Medical Center. The University of Michigan Medical School seeks qualified applicants for the position of Manager, Medical Center Television and Audiovisual Production Unit. Responsibilities include: supervision of professional staff of 15-20; development, production and evaluation of multi-media instructional programs for use in undergraduate medical and nursing programs and in continuing medical education programs. The manager will also provide consultation assistance to faculty in instructional design and the utilization of media. Minimum salary: \$19,300. Preference will be given to candidates with an earned doctorate. Applicants must have a masters degree in Instructional Technology, Communications or related field, or an equivalent combination of education and experience. Considerable experience in slide/tape and videotape production required; proven administrative and leadership ability required; experience in the health care professions desired. Send resumes to: James V. Griesen, Ph.D. Director, Office of Educational Resources and Research University of Michigan Medical Center G1111 Towsley Center Ann Arbor, MI 48109.

**Development manager** Public TV station needs Development Manager to plan and execute fund-raising activities. Salary range 19,896 to 24,048. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, California 95110, 408-299-3701. Application deadline: May 2, 1977. An equal opportunity employer.

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## HELP WANTED MANAGEMENT CONTINUED

**Executive Producer** Public TV station needs Executive Producer for locally produced programs. Experience needed in TV or film program design, writing and/or production. Position will be responsible for station program design, proposal writing, budgeting, production management and program evaluation. Salary range 19,896 to 24,048. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110, 408-299-3701. Application deadline: May 2, 1977. An equal opportunity employer.

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## HELP WANTED SALES

**National Sales Manager**—Strong national sales background for a group-owned, VHF, net affiliate. Prestige operation in a growing, 3-station, southeastern market. Unusual opportunity for an aggressive professional who can supply innovative leadership. An equal opportunity employer. Send resume, references and salary requirements in complete confidence to Box D-152.

**Sharp, aggressive salesperson** needed for medium but complex market. Must be familiar with ratings, retail and creative selling. Live and work in Vermont! Send complete resume and income requirement to: Bob Groothand General Sales Manager WPTZ Television, P.O. Box 249 Plattsburgh, NY 12901. An equal opportunity employer.

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## HELP WANTED TECHNICAL

**Chief Engineer midwest** VHF Group Broadcaster. Equal opportunity employer. Send resume to Box D-108.

**Broadcast technicians and transmitter technicians** for Network Control Center and earth terminal transmitters/receivers. Minimum 4 years experience in general maintenance of broadcast quality TV facilities and 1st phone license. Remit resume: Public Service Satellite Consortium, 2480 W. 26th Ave., Denver, CO 80211. E.O.E.

**Maintenance Engineer**—With first class FCC license for equipment maintenance in Eastern top market television station. Experienced need only apply. Send resumes to Box D-207.

**South Florida Television Station** needs an Engineer with 1st phone. Experience required on the operation and maintenance of studio, ENG and microwave equipment. Equal Opportunity Employer. Reply Box D-208.

**TV Maintenance Engineer:** studio and VHF transmitter maintenance. Must have FCC license. An equal opportunity employer. WSTV-TV, Altamont Hts. Steubenville, OH 43952. Call Bob Welch 614-282-0911.

**Video Tape Maintenance**—Immediate opening for experienced engineer to work with TR4, TR60 and TCR 100 machines. One of Midwest's top hardware stations. Contact Chief Engineer, KCRG AM-TV, 2nd Avenue at Fifth Street, SE, Cedar Rapids, IA 52401. 319-398-8407. An Equal Opportunity Employer.

**Opportunity in "Sparkling City by the Sea"** for UHF Maintenance Engineer. Require someone with a 1st class license and desire for experience. Trend-setting Network and dynamic crew. Resume to Tom Weems, Chief Engineer, KORO-TV, 600 Building Corpus Christi, TX 78401.

**TV Maintenance Engineer** with first phone. Experience with studio, microwave, ENG, and transmitter equipment. Send resume to KTHI-TV, 1350 21st Avenue South, Fargo, ND 58102.

**Experienced video-tape operators** and experienced first class TV engineers. Inexperienced need not apply. Contact Kyle E. Goodman, Director of Engineering Savannah Broadcasting Company, P.O. Box 8086, Savannah, GA 31402. 912-232-0127.

**First Rate Maintenance Engineer** for leading public broadcast operation. Min. 5 years exp. on current video equipment. Good salary. Write Director of Engineering, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

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## HELP WANTED NEWS

**Evening News Producer.** Experience a must. Large market opportunity. An Equal Opportunity Employer. Send writing samples and resume to Box D-121.

**Sports writer/producer** who can shoot film, report and do airwork. Send tape and resume first. Contact: George Mills, WCKT-TV 1401 79th St. Causeway, Miami, FL 33141. Equal Opportunity Employer.

**Progressive TV-AM-FM operation** in Midwestern community of 50-thousand is looking for a News Reporter with TV Anchor potential. Journalism degree and some experience preferred. Applicants should have working knowledge of shooting and editing SOF and silent film. An Equal Opportunity Employer. Send resume to Box D-191.

**The Gulf Coast's Leading News Station** is looking for a general assignment reporter, and a sports reporter who can also do straight news. Professional TV experience a must. Send a sample of your reporting work, and a resume to, Bob Grip, News Director, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. An Equal Opportunity Employer.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Outstanding Promotion Position.** Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

**Production Manager** Major market independent (top 10) looking for Production Manager. Would like 5 years experience as Producer/Director and Production Manager. An Equal Opportunity Employer. M/F. Send resume to Box D-137.

**Research Director-Marketing and Media.** One of two division heads in Wash. D.C. private research firm. At least 3-5 years experience in comm. marketing and media research—can substitute 2 years academic exp. For a researcher who wants to build a future working on the supplier side. Able to meet with clients, conceptualize research problems, design projects, write findings and supervise junior analysts. Able to maintain and develop business. Position would lead to vice presidency, profit sharing and member of four person managerial board. Firm has 16 employees/700K gross/in business 12 years. Send resume to A. Thibault, Dept. B, 4000 Albemarle St., N.W. Washington DC 20016.

**Program Director, Film Buyer.** Major cable and Pay cable firm seeking experienced film buyer. Must have TV station program buying background. NYC location. Replies confidential. Box D-151.

**Wanted: Anchor person** for daily talk show. Requires good interview and reporting skills. News background a plus. Major market group station. An equal opportunity employer. Box D-142.

**Promotion Director** (Jackson, Michigan) A degree in Advertising or Radio and Television, or one year as a Promotion Director in a commercial television station. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**Writer-Producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

**Assistant/Associate Professor.** Ph.D. required. Professional and/or teaching experience desirable. Will teach in at least two of the following areas: TV Production, Radio Production, 8mm & 16mm Film-making, Sales and Promotion, Programming, and Research. Send resume and credentials to: Dr. R.K. Clark, Radio-TV-Film Chair, Bowling Green State University, Bowling Green, OH 43403. An Equal Opportunity Employer.

**Producer/Director** with heavy commercial production and news experience. Do your own switching and must know and do lighting. No. 1 production station in market. Send complete resume, salary history and sample reel to: Dennis Czechanski, KAKE-TV, PO Box 10, Wichita, KS 67201, 316-943-4221. An EOE.

**New position in Broadcast Journalism Program.** Course areas flexible. MA required. Ph.D. and/or professional experience preferred. \$12,500+. Deadline May 9. Journalism Dept. Univ. of Arkansas, 00116, Fayetteville, AR 72701 EOE.

**Creative position** with Public TV station. Responsible for graphic art, TV set design, promotional material and some still photography. At least two years formal training or equivalent experience required. Send resume and salary requirements to KPTS, Box 288, Wichita, KS 67201 by May 2. An Equal Opportunity and Affirmative Action Employer.

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## SITUATIONS WANTED MANAGEMENT

**Top 10 market** Production Manager desires advancement to Program Director. Experienced in all phases of program and production management with management experience in major group operations. Young with 15 years experience in Broadcasting. Excellent background and references. Box D-182.

**Administrator for Television/Radio Group.** Pioneered television. Thoroughly knowledgeable all aspects. Expertise includes acquisition of underdeveloped properties and converting losers into outstanding winners years ahead of projections. Super Supervisor/Coordinator/Motivator. Achiever of accelerated results. Since '65, produced profits exceeding \$38 million. Also can build from scratch new empire, with diversification, to fabulous profits. Box D-217.

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## SITUATIONS WANTED SALES

**Young-Articulate Person** seeking position in TV Sales. Good background and education in media. Confidence, Qualifications, and Potential to match. Relocate. Patrick Kennedy, 6055 Kirkwood, Chicago, 60646. 312-283-3456.

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## SITUATIONS WANTED ANNOUNCERS

**Attention: Top 50 market stations**—experienced TV News/Sports Director (Journalism major) seeks News/Sports Reporter position. Major league baseball, Big 10 football affiliations. Documentary credits. Outstanding references, degree, portfolio, film, VTR. Let's communicate (interview). Write Box D-72.

**Daytime Talk Show Hostess:** major Midwest market reporting experience. Heavy consumer/entertainment background Box D-213.

**1st Phone Radio**—or seeking mostly TV Transmitter experience. 150 mile radius of N.Y.C. or Los Angeles. Box D-139.

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## SITUATIONS WANTED TECHNICAL

**First Phone** desires maint. position, xmtr. or other. Box D-117.

**CIE Broadcast Engineering graduate** with First Phone, seeking entry level position. Have some TV experience. Will relocate. Thomas Bonsignore, 500 Peconic St. Apt. 173A Ronkonkoma, NY 71779 516-981-4919.

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## SITUATIONS WANTED NEWS

**ND Anchoring** No. 1 cast seeks ND/anchor or anchor/producer spot. MA, young, award-winning. Reporting, writing, ENG experience. No consultant stations. Box D-129.

**Sports Position Wanted:** Young, married, ambitious aggressive, 2 yrs. announcing 2 yrs. sports casting. Eager to learn sales or TV sports. Box D-127.

**Intelligent Experienced Hardworking** top five market reporter/co-anchor seeks change. Will consider anchor or reporter job. Willing to relocate. Diverse experience. Master's degree. Box D-157.

**Bright young network staffer** with solid news experience seeking local TV writer/associate producer/assignment desk job. Box D-123.

**Top Rated Anchorman/News Director** in top 80's market seeking anchor position in larger market. Qualified and Experienced. 417-744-2048.

**Photographer/producer/professor,** experienced all phases film-video production seeks challenging position with ENG station. Jerry White. 417-926-5434.

## SITUATIONS WANTED NEWS CONTINUED

**Newsmagazine/Documentary Producer** seeks large market position. 12-year pro with heavy film, ENG, and editing experience. MA. Box D-190.

**Nightly Anchor/Street Reporter** Young, attractive, polished. Presently a news director, looking for growing or established quality news operation. Preferable California or Florida. Very impressive resume. Reply Box D-180.

**Meteorologist: personable, innovative,** attractive. Very graphic presentation. Currently weekends medium Eastern market, seeking Western station. Degree. AMS. Box C-190.

**Personable trial attorney,** age 36, in midst of career change looking for innovative station interested in capitalizing on 11 years of trial experience to provide in depth coverage of "public affairs." Excellent investigative skills, resonant voice, good appearance, 3rd class FCC license, others pending. Tape provided on request. Charles Finney, 14 Carr Street, Watsonville, CA 95076, 408-724-4725.

**Nothing Cutsey, Nothing Clever,** just the facts. Aggressive, creative Photographer/Reporter ENG and 16MM experience, now in market size 44, Florida. Seeking reporting position small/medium market. Ready to relocate now. Call 305-671-5932. Michael Glavich, 1843 Poinciana Road Winter Park, FL 32792.

**Authoritative, Professional** Reporter with flair for people-feature stories seeks news committed outfit. Anthony-717-347-1149.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Director:** Currently directing news, commercials, public affairs, at small market network affiliate. 2 years experience. BA, R/TV. Seeks directing position in larger market. Please send for my resume & cassette. Box D-147.

**Talented Producer**—Director seeking interesting production position. 7 years extensive professional experience. If you care about quality television, we should talk. Graham Brinton, 215-664-3346.

**Looking for that Creative Idea Man?** Former small market copy with experience: TV news co-anchor. PBP, talk show, radio music director & afternoon drive looking to move up with medium or major writing/creative position with potential. Available NOW. Stan 215-376-9147.

**Bright Young Network** TV Newscaster seeks position, behind scenes/on air in Austin, Temple or Waco, Texas area. Box D-222.

**Producer Director With Over** four years experience in motion, tape, and live industrial shows. Background includes strong technical experience with mini-cam production and editing. Will relocate for the right opportunity. Box D-206.

**Have Network News experience** and Master's Degree in Television/Radio; Female NIS casually seeking position in Television Public Affairs, News, Local Production. Big Bucks not necessary, willing to relocate. Box D-186.

## WANTED TO BUY EQUIPMENT

**100 ft-3 inch Hellax** jacketed. Good condition. Please call collect 218-732-3306.

**Wanted to Buy:** Used automation equipment. Controllers, carousels, instacars, top prices. Call now! 206-577-1681.

**Wanted Used Cartridge** record-playback unit and used mics. Call 205-666-5544 Anytime.

## FOR SALE EQUIPMENT

**Two Schafer 1200,** Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

**New Automation.** Low cost, perfect for the small market broadcast stations. Typical full system selling for under \$9,000.00. Contact Broadcast Specialties, 206-577-1681.

**RCA TR-60** Quad Hi Band VTR, DOC, editor, refurbished headwheel, excellent condition. First \$29,500.00 gets it! MATEC 205-956-2200.

**3" Air Helix Coaxial** cable new all copper, 50 ohms-8reels, 400 ft each-can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

**CCA FM10DS exciter** and SG-1D stereo generator, used, with manuals, both for \$2000. Moseley SCG-4T subcarrier generator - 67KHZ, used, manual, \$300. McMartin TBM-3500 Mod Monitor, used, - 98.7MHZ, \$100. McMartin TBM-3000 Freq Monitor, used, - 98.7MHZ, \$40. Miratel AA-1 EBS Rcvrs, \$25 each or best offer. Gates GTA-88F Freq Comparator, used, \$50. General Radio 1181-A Freq Monitor, \$40 or best offer. General Radio 1931-A Mod Monitor, \$40 or best offer. Misc Moseley subcarrier generators, detectors, telemetry rcvrs, MPX processing amp, phase comparator, chopper stabilized amp for R/C radio link. Contact C.E. or G.M., 281-236-7900.

**IVC 870C** VTR with brand new 07 selected video head. Machine like new \$4,500. Call day or night 201-838-2249.

**(2) G.E. PE-350** color studio cameras, complete/monitoring, in use. Call Al Petzke, C.E. 815-963-5413.

**Dumont Series 9000** 25 KW Low-Channel Television Transmitter. Now operating. Available May 1. \$10,000.00 E.N. Wray, KTBS-TV, 312 E. Kings Highway, Shreveport, LA 71104. Telephone: 318-868-3644.

**Schafer 902 automation** 96 position switch memory, interface cards, cables for 5 Ampexes, 7 cart carousels. Rack. Price new \$13,000. Yours for \$6,500. Phone Schafer International 714-454-1154.

**For Sale:** 5KW Collins 820 E. XMTR, just rebuilt, available immediately. Tuned 950. \$10,000 firm. Contact Ken Bailey 601-544-8805.

**Marti Remote Pickup**—remote transmitter plus, receiver/base station. All in very good condition. \$700.00. Hurry! 606-789-5311.

**New & Used Broadcast Equipment** Belar SCA Monitor, Sony SQE-2000 quad encoder, Moseley 15 function PBR-15 remote control system, Electro-Voice RE-16 microphone—other equipment. Will also consider part trade—make offer. 503-225-0509.

**100 Watt Translators**—Three Emcee Models U-HTU-100D Excellent Condition. All Tubes Brand new, tuned to your channels. Possible Delivery-\$4,500 ea. 408-354-1984.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Free Catalog**...Everything for the deejay! Write: Command, Box 26348, San Francisco 94126.

**FRUITBOWL** is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

## MISCELLANEOUS

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**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.

**Deejays:** A collection of stories, facts, and laughs. King's Korner: Write to The King at 1045 Park Ave. 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 May 9, June 20. Student rooms at each school.

**REI 61 N. Pineapple Ave.,** Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail,** Fredericksburg, VA 22401. 703-373-1441.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

**1st class FCC,** 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**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.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. 213-379-4461.

**Our 40th Year!** Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv. Hollywood, CA 90028.

**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 Announcers

At WOBN, Toms River, N.J., we haven't found the right person yet to fill our afternoon drive MOR shift. We want an experienced, mature individual who has already proven himself in the market he's in, and who can express himself in a cogent manner. This is our first turnover in 4 years, and we're proud of that. Call Paul Most. (201) 269-0927 E.O.E.

## Help Wanted Technical

### SALES MANAGER, ANTENNAS

As one of the leading antenna manufacturers, JAMPRO offers an exceptionally attractive opportunity to an experienced salesperson. The position, located in Sacramento, requires equipment selling experience to radio and TV broadcasters. Excellent compensation program and fringe benefits.

Send full resume in confidence to:  
Lee Snyder, Personnel Director  
Jampro Antenna Co.  
PO Box 28425  
Sacramento, California 95823

### Help Wanted Technical Continued

**Chief Engineer**—Major Florida AM/FM seeking Chief fully experienced in AM Directional, Automation, and Studio Audio. Excellent working conditions, new equipment, Fringe Benefits. EOE. Box D-189.

### Help Wanted News

**Unusual, gutsy person** for News Department of unusual, gutsy Newsradio ... someone with flair and zipping and the ability to communicate. Tape and resume to James Alan Miklaszewski, KRXV Newsradio, PO Box 2915, Fort Worth, Texas 76101. Only a gutsy station would have a guy named Miklaszewski on the air! EOE.

### Situations Wanted Management

**GM with outstanding** 12 year track record managing successful blockbuster radio stations in Major Markets looking for position. Strong on profits, sales, programming. Promotion & administration. Top industry references. Call 215-449-7378.

### GM or Station Manager People & Profit Oriented

Heavy management background in small to major markets; single station to chain. 20 years experience in creating sales, programming, Profit Centers. A motivator with successful track record. Currently exec. of top station. Best of credentials from industry leaders. Consider any size market offering permanent position with opportunity for financial growth. Reply in confidence to  
Box D-58, BROADCASTING.

### Situations Wanted News

**Versatile play-by-play** announcer: Seeking play-by-play opportunity with sports-minded station. Experienced in all sports at all market levels. I've also done major market radio and TV sports reporting. College grad. Presently employed. Box D-116.

### BEAT THE COMPETITION

With reports from your CAPITOL CORRESPONDENTS Five experienced radio reporters offering personalized coverage from the Nation's Capital. Our beats include the White House, Congress, National Security Affairs plus any spot news of national significance. Competitive Rates.

**Write CAPITOL  
CORRESPONDENTS  
at Suite 821, 1930 Columbia Rd.,  
N.W. Washington, D.C. 20009 or  
call 202-232-2922 anytime.**

### Situations Wanted News Continued

#### 11-YEARS ...

Sports pro. Seven as area's most respected, recognized sports voice. A great job, but ready for bigger challenge, responsibilities. Commentary, interviews, all PBP from the gym to the track. Box D-199.

### Situations Wanted Programming, Production, Others

#### OPPORTUNITY KNOCKS

Aggressive, experienced, creative radio professional seeks ratings and profits headaches to vanquish. Law school, B.A. in Broadcasting, super-strong production and music skills, bilingual and more ... Young, single and available. Have ideas will travel:

Reply Box D-221, BROADCASTING

## TELEVISION

### Help Wanted Management

#### COMMUNICATIONS EXECUTIVE

Communications company with multi-paper and broadcast operations requires strong administrative officer to fill key home office position created by rapid growth. Have ambitious further acquisition plans and the wherewithal to achieve them. Candidate must have ability to organize and direct people, plus a sound foundation in financial management of newspapers and/or broadcasting. Resume and salary requirements to Box D-118.

### Help Wanted Sales

#### TV ACCOUNT EXECUTIVE

Major TV affiliate in a top 15 market located in Southern Florida has an urgent need for an experienced Account Executive. You will be involved with Local Sales and working on a commission giving you an excellent earning potential. Prior TV Sales experience necessary. Please send resume to Box 018787 Miami Florida 33101.

An Equal Opportunity Employer M/F

#### ASS'T GENERAL SALES MANAGER

Western State network station has immediate opening for Assistant GSM. To qualify you must have four to five years television sales experience direct retail, regional or national agency calls. Will carry list local/regional accounts, and assist with some national business. Ability to direct local sales staff. Starting base will be \$25,000 plus over-ride, plus excellent employee benefit plan. References checked—excepting current employer. Do not answer unless you meet all our qualifications. Applications must be complete with personal/business history, and references. All replies to Box D-184.

AN EQUAL OPPORTUNITY EMPLOYER M/F

### Help Wanted Technical

#### Television Studio Technician Scholarship

Work Study Scholarship at Mid-Hudson Valley College. Applicant must have previous college credit and background in basic electronics or television studio operation and electronic maintenance. Scholarship includes tuition, room, board and stipend. Box D-193.

#### TV OPERATION AND MAINTENANCE TECHNICIANS

Progressive broadcasting company has permanent full-time openings for career-minded television broadcast operation and maintenance technicians. First Class FCC license and studio and remote experience desirable. Send resume and salary requirements to Ed Dooley, Chief Engineer, WLWT, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

### Help Wanted News

#### RADIO TV EMPLOYMENT OPPORTUNITIES

The South Florida Broadcast Skills Bank is an organization that assists minorities and women seeking employment in the broadcasting industry. We are looking for individuals with strong broadcast backgrounds for present and future openings in the South Florida Market. Current openings include Technical Engineer, News Producers, Reporters, Account Executives, Promotion Manager and others. No cost to you or employer. Send resume and salary requirements in confidence. Non-Minority applications welcome.

Phil Hamilton Coordinator  
South Florida Skills Bank  
324 North Miami Avenue  
Miami Florida 33128

**News Director.** For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35.

**Meteorological** consulting company needs graduate meteorologist with forecasting and broadcasting experience. Fulltime position available immediately. Send video tape and resume to:

Mark Eubank  
WEATHERBANK, INC.  
179 Social Hall Ave.  
Salt Lake City, Utah 84111

### Help Wanted Programming, Production, Others

#### PROGRAM DIRECTOR/ FILM BUYER

Major cable and Pay cable firm seeking experienced film buyer. Must have TV station program buying background. N.Y.C. location. Replies confidential.

Box D-151

**Situations Wanted News**

**NEWS DIRECTOR/ANCHOR**

- Solid news background
- Outstanding ratings record
- Currently very busy market
- Dual capacity. On camera—in news room
- Maximize your investment with a versatile ND/Anchor who will invest in relocation.
- Opportunity is important. Salary is negotiable.

George LeZotte. 518-482-2221

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**SPECIAL ... \$395.00\***  
 "500 FONE" OVERNIGHT  
 LEADER

**S-A-M-S**

BOX 2585—Augusta, Ga.  
 30903  
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Completely furnished deluxe condominium apartments for two \$50 per day January 13-April 21 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  
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 SORRY, NO PETS

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 ... from \$329.<sup>00</sup>

Professional Research Services



6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

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 Manufacturing Firms**

**ACQUISITION WANTED**

Leader in RF Inductors, Contactors and AM Phasing equipment seeks acquisition of Company or Product Line in related field with sales of \$500,000 or more. Reply in confidence to John F. Watter, President, Multronics, Inc. 9005 Red Branch Road, Columbia, Maryland 21045. Phone (301) 730-1122.

**Buy-Sell-Trade**

**CHARGE-A-TRADE**

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)



3081 E Commercial Blvd Ft Lauderdale, FL 33308 (305) 491 2700  
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**10 KW COLLINS FM TRANSMITTER**

830-F-2A 10-KW Collins FM Transmitter. includes exciter, Stereo Generator, SCA Generator and Modulation Monitor. All components in excellent condition. Call Stanley Conerly. 601-948-1515. WJMI. P.O. Box 3320. Jackson, MS 39207.

**Wanted To Buy Stations**

Public Company interested in acquisitions and/or mergers. T.V.—Radio Profitability not a factor.

Reply Box D-114.

**For Sale Stations**

**MEDIA BROKERS  
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 435 NORTH MICHIGAN • CHICAGO 60611  
 312-467-0040



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SW	South	MW	South	South
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Terms	Terms	Cash		

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- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
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All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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 all 6 important books  
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Rush the following books post-paid:

Qty.	Amt.
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My check for \$ \_\_\_\_\_ is enclosed.  
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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**For Sale Stations  
Continued**



STATIONS				CONTACT		
S	Met	Profitable	\$315K	Cash	Bill Hammond	214/243-6043
WVa	Sm	Fulltime	\$217K	\$75K	John King	216/871-0614
W	Met	Fulltime	\$650K	\$189K	Ray Stanfield	213/363-5764
SE	Sm	Profitable	\$215K	\$63K	Bill Chapman	404/458-9226
NE	Maj	Fulltime	\$650K	\$189K	Art Simmers	617/837-6711
Fla	Met	Fulltime	\$625K	Terms	Joe Gratz	813/877-1800

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341.

**AMERICAN BROADCASTING:**

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division  
1735 DeSales St., NW  
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Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

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Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

You belong in  
**Broadcasting**  
The newswEEKly of broadcasting and allied arts

**Small market AM** in West Texas. Priced at 1.3 times gross. Excellent buy in growing agriculture and oil area. Owner must move. Contact Guy Russell, KIKZ, Seminole, Texas 79360. 915-758-3798.

**Midwest Small Market**  
1 KW Day 250 W Night Non-D.  
\$262,500 Cash  
1 KW Day 3,000 W. FM  
\$425,000 Terms  
500W. Day 110,000 W. FM  
\$250,000 Terms

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Media Broker  
816-259-2544  
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Midwestern AM-FM	\$2,000,000
Mid-Atlantic AM-FM	480,000
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Northern Metro AM	750,000

Please contact:

William L. Walker  
Larson/Walker & Company  
Suite 508  
1725 DeSales Street, N.W.  
Washington, D.C. 20036  
202/223-1553

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management. Sales. Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:  
—Help Wanted 70c per word—\$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).

- Situations Wanted, 40c per word—5.00 weekly minimum.
  - All other classifications, 80c per word—\$10.00 weekly minimum.
  - Add \$2.00 for Box Number per issue.
- Rates, classified display ads:  
—Situations Wanted (Personal ads) \$30.00 per inch.  
—All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. April 20	Closing Wed. April 13	Net change in week	% change in week	1977 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
ARC	ARC	N 45	44 1/2	+ 1/2	+ 1.12	45	37	11	17,696	796,320
CAPITAL CITIES	CCR	N 48 1/4	46 1/4	+ 2	+ 4.32	57	44 3/4	10	7,730	373,406
CRS	CAS	N 60	60 3/8	- 3/8	- .62	60 3/8	55	10	28,305	1,703,700
COX	COX	N 29 3/8	29 1/8	+ 1/4	+ .85	33 5/8	28 3/4	9	5,872	172,490
GROSS TELECASTING	GGG	A 15	14 5/8	+ 3/8	+ 2.56	15 1/2	13 5/8	8	800	12,000
KINGSTIP COMMUN.	KTVV	D 3 7/8	4 1/8	- 1/4	- 6.06	4 5/8	3 7/8	7	461	1,786
LIN	LINR	D 18 3/8	18 3/8		.00	19 1/8	16 3/4	8	2,615	48,050
MOONEY	MOON	O 2 1/2	2 1/2		.00	2 1/2	1 7/8	9	425	1,062
RAHALL	RAHL	O 14 5/8	14 1/2	+ 1/8	+ .86	18 1/2	8 5/8	18	1,281	18,734
SCRIPPS-HOWARD	SCRP	O 36 1/2	36	+ 1/2	+ 1.38	36 1/2	31 1/2	8	2,580	94,498
STARR**	SRG	M 6 1/2	7	- 1/2	- 7.14	7	3 1/2		1,202	7,813
STORER	SRK	N 24 3/8	25 1/4	- 7/8	- 3.46	26 7/8	23 5/8	9	4,876	118,852
TAFT	TFR	N 28 3/4	28 7/8	- 1/8	- .43	33 7/8	28 1/4	8	4,070	117,012
TOTAL									78,021	3,465,723

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 5 3/8	5 1/2	- 1/8	- 2.27	5 1/2	3 3/4	9	1,265	6,700
AVCO	AV	N 14 5/8	14 1/4	+ 3/8	+ 2.63	16 5/8	13 3/8	3	23,792	347,958
JOHN BLAIR	BJ	N 15 1/4	14 3/4	+ 1/2	+ 3.38	15 7/8	11 1/8	6	2,407	36,706
CHRIS-CRAFT	CCN	N 4 5/8	4 7/8	- 1/4	- 5.12	7 3/8	4 5/8	4	4,396	20,331
COMBINED COMM.	CCA	N 22 7/8	21 5/8	+ 1 1/4	+ 5.78	23	19	9	6,644	151,981
COWLES	CWL	N 14 5/8	14 1/8	+ 1/2	+ 3.53	14 5/8	12 1/2	18	3,960	58,046
DUN & BRADSTREET	DNB	N 27 7/8	28	- 1/8	- .44	30 1/2	26 1/4	15	26,544	739,014
FAIRCHILD IND.	FFN	N 9 3/4	10	- 1/4	- 2.50	11 1/4	9 1/2	9	5,708	55,653
FIQUA	FQA	N 9 1/4	9 3/4	- 1/2	- 5.12	13	9 1/4	6	8,844	81,807
GANNETT CO.	GCI	N 34 3/4	34 1/4	+ 1/2	+ 1.45	40 3/4	33 5/8	16	21,620	751,607
GENERAL TIRE	GY	N 26 1/2	27 1/8	- 5/8	- 2.30	28 5/8	24 3/4	5	22,242	589,413
GLOBE BROADCASTING	GLRTA	O 3 1/2	3 5/8	- 1/8	- 3.44	4 3/8	2 1/8	39	7,783	9,740
GRAY COMMUN.	G	O 10 1/2	10 1/2		.00	11	8	5	475	4,087
HARTE-HANKS	HHN	N 27 5/8	26	+ 1 5/8	+ 6.25	29 3/8	26	11	4,470	123,483
JEFFERSON-PILOT	JP	N 28	27 7/8	+ 1/8	+ .44	32 3/8	26 5/8	10	24,070	674,712
KAISER INDUSTRIES	KI	A 18 5/8	17 5/8	+ 1	+ 5.67	18 5/8	14 3/4	9	28,110	523,716
KANSAS STATE NET.	KSN	O 5 5/8	5 1/2	+ 1/8	+ 2.27	6	4 3/4	8	1,716	9,652
KNIGHT-RIDDER	KRN	N 32 1/2	33	- 1/2	- 1.51	38 3/8	31 5/8	11	8,305	269,017
LEE ENTERPRISES	LNT	A 22 1/4	23	- 3/4	- 3.26	28 1/8	22 1/4	11	5,010	111,472
LIBERTY	LC	N 18 3/4	18 3/4		.00	19 3/8	18	6	6,762	126,787
MCGRAW-HILL	MHP	N 17 3/8	17	+ 3/8	+ 2.20	17 5/8	15 5/8	11	24,626	427,876
MEDIA GENERAL	MFG	A 16 5/8	16 5/8		.00	20	16 1/2	7	7,292	121,220
MERENITH	MNP	N 18 1/4	17 7/8	+ 3/8	+ 2.09	20 1/4	17 3/8	5	3,067	55,972
METROMEDIA	MFT	N 31 1/8	30 7/8	+ 1/4	+ .80	31 1/8	27 1/8	7	6,771	210,747
MULTIMEDIA	MMFD	O 22 1/4	21 3/4	+ 1/2	+ 2.29	23 1/2	21 1/2	10	4,301	97,699
NEW YORK TIMES CO.	NYKA	A 18	18 3/8	- 3/8	- 2.04	18 3/8	15 3/4	9	11,207	201,726
OUTLET CO.	OTU	N 24 1/4	23 1/8	+ 1 1/8	+ 4.86	24 1/4	17 3/4	8	1,437	34,847
POST CORP.	PST	O 17 1/4	16 1/4	+ 1	+ 6.15	19 1/4	16 1/4	7	878	15,145
REEVES TELECOM	RRT	A 2 1/2	2 5/8	- 1/8	- 4.76	3	1 3/4	16	2,380	5,950
ROLLINS	RRL	N 17 7/8	17 1/2	+ 3/8	+ 2.14	24 1/4	17 1/8	10	13,404	230,996
RISE CRAFT	RUS	A 11 5/8	11 7/8	- 1/4	- 2.10	11 7/8	8 1/2	8	2,291	26,632
SAN JUAN RACING	SJR	N 8 3/4	7 7/8	+ 7/8	+ 11.11	9 3/8	7 3/4	8	2,500	21,953
SCHERING-PLUGH	SGP	N 34 3/8	36	- 1 5/8	- 4.51	44 3/4	34 3/8	12	54,047	1,857,865
SOMMERLING	SDR	A 10 1/8	9 7/8	+ 1/4	+ 2.53	10 7/8	9	5	1,096	11,097
TECH OPERATIONS**	TO	A 2 1/2	2 3/8	+ 1/8	+ 5.26	3 3/8	2 3/8		1,344	3,360
TIMES MIRROR CO.	TMC	N 22 1/8	20 3/4	+ 1 3/8	+ 6.62	23	20 3/4	11	33,911	750,280
WASHINGTON POST CO.	WPO	A 21 7/8	22 3/4	- 7/8	- 3.84	25 1/8	21 7/8	8	9,010	197,200
WOMECO	WOM	N 11 1/4	10 7/8	+ 3/8	+ 3.44	12 3/4	10 7/8	7	8,623	97,008
TOTAL									397,452	9,070,448

## Cablecasting

ACTON CORP.	ATN	A 4 1/4	4 3/4	- 1/2	- 10.52	4 3/4	3 1/8	9	2,674	11,373
AEL INDUSTRIES	AFLRA	O 4 1/4	4	+ 1/4	+ 6.25	4 1/4	2 3/8	19	1,672	7,106
AMECO**	ACD	O 1 1/4	1 1/4		.00	1 1/2	1 1/4		1,200	300
AMERICAN TV & COMM.	AMTV	O 20 1/2	21 3/4	- 1 1/4	- 5.74	25 1/2	19 3/4	15	3,369	69,064
ATHENA COMM.** *	ATC	O 1 1/8	1 1/8		.00	1 1/8	1 1/8		2,125	265
BURNUP & SIMS	BSTM	O 3 3/4	3 5/8	+ 1/8	+ 3.44	4 1/8	3 5/8	25	8,319	31,196
CABLECOM-GENERAL	CCG	A 10	10		.00	10	5 7/8	8	2,562	25,620
CABLE INFO.	C	O 3/4	3/4		.00	3/4	1/2	4	663	407
COMCAST	C	O 4 1/4	4 1/4		.00	4 1/4	3 3/4	8	1,708	7,250
COMMUN. PROPERTIES	COMU	O 5 1/2	5 1/8	+ 3/8	+ 7.31	5 1/2	3 5/8	17	4,761	26,185
COX CABLE	CXC	A 21 5/8	21 7/8	- 1/4	- 1.14	22 1/4	16 1/2	21	3,563	77,049
ENTRON	ENT	O 1 5/8	1 5/8		.00	2	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRI	N 20 1/4	21 1/4	- 1	- 4.70	21 3/4	18 1/2	22	7,178	145,354
GENEV CORP.	GENV	O 7 1/2	8	- 1/2	- 6.25	9 1/4	7 1/2	50	1,121	8,407
TELE-COMMUNICATION**	TCOM	O 4 5/8	4 7/8	- 1/4	- 5.12	5 1/8	2 7/8	66	5,281	24,424
TELEPROMPTER	TP	N 7 1/8	7 1/4	- 1/8	- 1.72	9 3/8	7	238	16,646	118,602
TEXSCAM	TEXS	O 1 1/2	1 1/2		.00	2	1 3/8	10	786	1,179
TIME INC.	TL	N 34	35	- 1	- 2.85	38 1/4	33	10	20,102	686,528
TOCOM	TOCM	O 2 1/4	2 1/2	- 1/4	- 10.00	3	2 1/4	8	617	1,388
UA-COLUMBIA CABLE	UACC	O 17 3/4	18	- 1/4	- 1.38	18	15 1/2	13	1,700	30,175
UNITED CABLE TV**	UCTV	O 3 7/8	3 7/8		.00	4 5/8	3 7/8		1,879	7,281
VIACOM	VIA	N 13 1/8	12 3/4	+ 3/8	+ 2.94	15 5/8	9 1/2	13	3,707	48,654
TOTAL									92,704	1,320,496

Stock symbol	Exch.	Closing Wed. April 20	Closing Wed. April 13	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	4 5/8	10	-	3/8	-	3.75	11 3/4	7 3/8	4	6,748	64,949
DISNEY	DIS	N	35 7/8	35 3/8	+	1/2	+	1.41	47 5/8	34 3/4	15	31,917	1,145,022
FILMWAYS	FWY	A	8 3/4	9	-	1/4	-	2.77	9 7/8	6 7/8	8	7,397	20,973
FOUR STAR			1	3/4	+	1/4	+	33.33	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 3/4	14	-	1/4	-	1.78	18 3/8	13 1/8	3	48,260	663,608
MCA	MCA	N	36 3/4	36 3/4				.00	42 1/2	36 3/8	7	17,974	660,544
MGM	MGM	N	19 7/8	20 1/8	-	1/4	-	1.24	20 1/8	16	8	13,102	260,407
TELETRONICS INTL.			5	5 1/4	-	1/4	-	4.76	6 1/2	5	7	968	4,840
TRANSAMERICA	TA	N	14 1/8	13 5/8	+	1/2	+	3.66	15 1/4	13 5/8	8	65,148	920,715
20TH CENTURY-FOX	TF	N	10 5/8	10 5/8				.00	12 1/4	10	8	7,583	80,560
WARNER	WCI	N	29 1/2	28 3/4	+	3/4	+	2.60	29 5/8	26 1/4	7	16,752	404,184
WRATHER	WCO	A	5 7/8	6	-	1/8	-	2.08	6 3/4	4 1/2	9	2,229	13,095
TOTAL												213,754	4,329,158

### Service

ARDD INC.	ARDD	O	27 1/4	27 1/2	-	1/4	-	.90	27 1/2	22 1/2	8	2,513	68,479
COMSAT	CO	N	35 3/4	34 5/8	+	1 1/8	+	3.24	35 3/4	29 3/8	9	10,000	357,500
DOYLE DANE BERNBACH	DOYL	O	19 7/8	19	+	7/8	+	4.60	19 7/8	16 3/4	7	1,820	36,172
FOOTE CONE & BELDING	FCR	N	16 1/8	16	+	1/8	+	.78	16 5/8	14 3/4	8	2,304	37,152
GREY ADVERTISING	GRFY	O	21	18 3/4	+	2 1/4	+	12.00	21	16 1/2	6	770	15,300
INTERPUBLIC GROUP	IPG	N	34	34				.00	34	28 1/2	8	2,387	81,158
MARVIN JOSEPHSON	MARVN	O	12 1/2	12 1/2				.00	14	10 1/4	6	1,871	23,387
MCI COMMUNICATIONS**	MCI	O	2 1/4	2 1/8	+	1/8	+	5.88	2 1/2	1 3/4	6	19,985	44,066
MOVIELAR	MOV	A	1 1/2	1 1/2				.00	2	1 1/4	6	1,409	2,113
MPD VIDEOELECTRONICS	MPD	A	6 7/8	7 1/4	-	3/8	-	5.17	9	4	8	520	3,575
NEEDHAM, HARPER	NHMA	O	12 1/2	11 5/8	+	7/8	+	7.52	12 1/2	11 1/8	7	823	10,287
A. C. NIELSEN	NIFLR	O	21	21 1/2	-	1/2	-	2.32	22 1/8	20 1/8	13	10,762	226,002
OGILVY & MATHER	OGIL	O	32	32				.00	33 1/2	31	8	1,805	57,760
J. WALTER THOMPSON	JWT	N	16 1/2	16 1/4	+	1/4	+	1.53	18 1/2	15 1/8	8	2,649	43,708
TOTAL												59,577	1,007,568

### Electronics/Manufacturing

AMPEX	APX	N	8	8 3/8	-	3/8	-	4.47	9 3/8	7 3/8	11	10,885	87,080
ARVIN INDUSTRIES	ARV	N	15 3/4	15 3/4				.00	19 1/4	15	4	5,050	93,854
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 5/8	2 5/8				.00	2 5/8	1 3/4	11	2,244	5,890
COHU, INC.	COH	A	2 1/2	2 3/4	-	1/4	-	9.09	3 1/8	2 1/8	15	1,617	4,042
CONRAC	CAX	N	27 1/4	25 7/8	+	1 3/8	+	5.31	27 1/4	23 3/4	8	1,433	39,040
EASTMAN KODAK	FASKD	N	68 3/8	69 1/2	-	1 1/8	-	1.61	86 3/4	68 1/4	17	161,356	11,037,716
FARINON ELECTRIC	FARN	O	8 1/2	8	+	1/2	+	6.25	12	8	10	4,267	36,760
GENERAL ELECTRIC	GE	N	53 7/8	51 5/8	+	2 1/4	+	4.35	55 7/8	49 1/4	13	184,581	9,944,301
HARRIS CORP.	HRS	N	37 5/8	37 3/8	+	1/4	+	.66	37 5/8	28	15	12,216	450,627
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1 3/8	2 3/8	-	1	-	42.10	2 3/8	7/8	8	2,701	3,713
MICROWAVE ASSOC. INC	MAI	N	23	22 7/8	+	1/8	+	.54	24 1/2	20 1/4	11	1,320	30,360
3M	MMM	N	50 3/4	50 3/4				.00	57	48 1/2	17	115,265	5,840,698
MOTOROLA	MOT	N	44 7/8	44 3/4	+	1/8	+	.27	56 7/8	43 1/2	15	28,353	1,272,340
N. AMERICAN PHILIPS	NPH	N	33 5/8	33 1/4	+	3/8	+	1.12	36	31 5/8	7	12,033	404,609
OAK INDUSTRIES	OAK	N	16 1/2	15 1/2	+	1	+	6.45	17 7/8	9 5/8	12	1,639	27,043
RCA	RCA	N	30 3/8	29 1/8	+	1 1/4	+	4.29	30 3/8	25 3/8	13	74,753	2,270,622
ROCKWELL INTL.	RQC	N	33 5/8	33 1/2	+	1/8	+	.37	34 5/8	30 7/8	9	32,300	1,086,087
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	-	1/8	-	6.66	2	1 5/8	8	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	17 3/4	17 1/2	+	1/4	+	1.42	21 1/8	16 3/4	12	1,668	29,607
SONY CORP.	SNF	N	9 3/4	10	-	1/4	-	2.50	10 3/8	8 1/8	18	172,500	1,681,875
TEKTRONIX	TEK	N	60	59 1/4	+	3/4	+	1.26	68 1/2	56 1/2	14	8,671	520,260
TELEMATRON	TMT	O	5/8	5/8				.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	18 1/8	18 5/8	-	1/2	-	2.68	19 3/8	14 3/4	13	6,838	123,938
WESTINGHOUSE	WX	N	19 7/8	19 3/8	+	1/2	+	2.58	19 7/8	16 1/4	8	87,492	1,738,903
ZENITH	ZE	N	24 3/8	25 1/8	-	3/4	-	2.98	28	23	12	18,818	458,688
TOTAL												954,026	37,207,994
GRAND TOTAL												1,795,534	56,410,387

### Standard & Poor's Industrial Average

111.4      110.7      +.7

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.



## Two of the toughest for John Corporon: the ITNA and WPIX's nightly news

John Corporon says he likes challenges—those things that lie just a bit beyond his reach.

He'd grown up with printing presses—his father was publisher and editor of the weekly *Arcadia Journal*—and the younger Corporon majored in journalism and political science at the University of Kansas. When he graduated, he could have worked for the *Kansas City Kansan*, but he decided to take UPI's offer of a job in New Orleans.

Since then, John Corporon's career has taken him through a series of challenges, as a bureau chief for UPI, as an investigative reporter in the capital cities of Baton Rouge and Washington, as a general manager at one station and as a news director at two others. He helped launch *Newsweek* magazine's broadcast news service and, more recently, helped organize the Independent Television News Association, of which he is president.

ITNA was born of crisis when the Television News service announced in late August 1975 that it would be going out of business at the end of its contract period. That gave Mr. Corporon, as news director at WPIX(TV) New York, and the other independents that depended on TVN as the source for their national and international news, about three months to pull something else together.

With WPIX as one of the main instigators, ITNA was quickly organized with the technical expertise of Reese Schonfeld, a long-time employe of UPI and a vice-president of TVN. WPIX provided the fledgling co-op with office space and facilities on WPIX's floor in the *Daily News* building. "We had a very strong motivation to help," Mr. Corporon said, "because if we didn't have our own organization, we'd be without news."

The association went into operation on the heels of TVN's demise, with seven stations as charter members and three Metromedia stations joining within a week or two. The service still has headquarters at WPIX, and Mr. Corporon, as ITNA's president, writes checks, oversees the \$1-million annual budget and "rides herd over editorial control."

Now, at 48, he is faced with what may be the toughest challenge of his career: How to turn WPIX New York's one-hour newscast at 10 p.m. around in the ratings after years of consistent thrashing at the hands of its only serious independent competitor, WNEW-TV. Mr. Corporon has pursued that goal for more than four years, during which his station has run through a series of handsome anchor teams and formats, the most recent of



John Robert Corporon, vice president, news, WPIX(TV) New York; b. March 1, 1929, Arcadia, Kan.; U.S. Army, 1953-55; reporter UPI, 1955-56, and Louisiana bureau chief, 1956-58; reporter, WDSU-TV New Orleans, 1958-62, and news director, 1962-67; news director, WNEW-TV New York, 1967-68, and vice president, news and public affairs, 1968-69; vice president, general manager, WTOP-TV Washington, 1970-71; editor and executive producer, *Newsweek* Broadcasting Service, 1971-72; present post, 1972; m. Harriet Sloan, 1957; children—John Jr., 18, and David, 12.

which officially premiered April 18.

Why has he kept at it so long? "I may be a little masochistic, I'm not sure," he says. "I pick challenges, and boy, this was a biggie. Sure, I get discouraged, but broadly I've never doubted that we could turn it around."

Mr. Corporon describes the new format as "an aggressive move." The same adverb has been used to describe his early days as a reporter in the mid-1950's. When he covered the state legislature in Baton Rouge for UPI, his taste ran to investigative work—an area he found ripe for exploitation. "The newspapers were very skimpy, nonaggressive," he recalls.

Among other stories, Mr. Corporon broke the news that Southern segregationists had mounted an all-out campaign to purge the voting roles of blacks by challenging their registration qualifications. His work led to his promotion to bureau chief in 1956; it also caught the eye of Bill Monroe, then news director of WDSU-TV New Orleans and now an NBC-TV Washington correspondent and host of *Meet the Press*. It was Mr. Monroe who brought Mr. Corporon to broadcasting by hiring him as the station's Washington reporter.

"John was one of those guys who established himself very quickly," Mr. Monroe says. "He was a tremendously hard-working guy who made a reputation for himself

as a hard-driving reporter."

When Bill Monroe left WDSU-TV to head NBC's Washington bureau, he recommended that John Corporon replace him. Mr. Monroe says his successor did a "crackerjack" job. *Time* magazine devoted most of a page to WDSU-TV's journalistic coups in a July 22, 1966, article headlined "Broadcasting: Making the Most of the Medium." The article concluded that "Few other stations can match the consistent quality of WDSU-TV's news shows."

Mr. Corporon thinks it may have been the *Time* article that led to Metromedia's offer in 1967 to initiate a full-scale 10 p.m. news operation at its WNEW-TV. "We started from ground zero," Mr. Corporon said. "They had a lantern show—no reporters, no film, nothing—just a wire service and some slides."

After getting the news show off the ground, Mr. Corporon moved upstairs to direct the news operations at four Metromedia stations. His job was "to energize the local news operations and maximize their efficiency." A year later, he became general manager of WTOP-TV Washington, a job he took because he "liked the challenge of administration." He was later picked to head *Newsweek's* new Broadcasting Service, and within a year had it producing 15 stories a week for subscribing stations in the country's top 54 markets. But by 1972 he was back in New York, directing the news at WPIX.

Mr. Corporon's personal style probably hasn't changed all that much since he left his father's newspaper office in Kansas. He shuffles around WPIX's offices leaning slightly forward on the balls of his feet, pushing his prematurely silver hair out of his eyes to peer at people with a little smile on his face. "I've never taken on the New York brusqueness," he says.

Mr. Corporon agrees, however, that his style of news coverage has changed since he left New Orleans. He has no apologies for the emphasis WPIX puts on features, gossip and crime (one recent story started with the line, "A police detective's life may look pretty glamorous on TV, but in real life it can get pretty gory").

"I think the big difference is that I'm trying to fill one kind of vacuum in New York, and I was filling another kind of vacuum in New Orleans," Mr. Corporon says. "When you talk mass medium in New York, you really have to be mass."

"I think what audiences want is the serious news and then a breath. My own taste runs to that. It's like sitting down at a Chinese meal—you take some sweet and some sour and some soft and some crunchy, and I think that's what TV is. I don't think that's making a mockery out of journalism. I think that's catering to men and women. That's the way people are."

## Fading glory

As matters now stand, 1977 will become the footnote in television history as the year without the presentation of Emmy awards. There is some doubt here that the same footnote will contain a reference to the end of television. Still, something of a vacuum has been created. Since their origin, the Emmys have been subject to internal dispute and external criticism, but television has had nothing else quite like them.

Emmy, or a scrubbed-up successor, probably deserves to survive. However gross their excesses or glaring their imperfections, the Emmy awards had approached—perhaps attained—the status of the motion pictures' older Oscars, after which they were modeled. Is that faint praise? Judged by popular reception, not. Both presentations have consistently attracted large television audiences.

Mass appeal may be deplored by sophisticates, but neither cinema nor television is designed to be the preserve of the elite. There is something to be said for a system of awards that recognizes public acceptance as well as professional excellence. In general Emmy can be said to have recognized both.

If the National Academy of Television Arts and Sciences, the creator and donor of the Emmys, is to remain immobilized by the schism between Los Angeles and New York chapters, other organizations will undoubtedly attempt to assume the Emmy role. As has been reported (BROADCASTING, April 18), the National Association of Television Program Executives has visions of elevating its annual Iris awards for local programs to national scale. The lure of network exposure is only accentuated by NBC-TV's demand last week for a refund of the \$300,000 it had already advanced to the academy for rights to the show that has been scrubbed. That kind of money could put the NATPE on a year-around schedule with a headquarters staff.

As has been mentioned here before, the sensible solution calls for an accommodation between the Los Angeles and New York chapters of the National Academy of Television Arts and Sciences. The fact that New York members must face is that, except for daytime dramas and news, Los Angeles is where network television originates. If New York refuses to accept that fact, the academy will remain divided and Emmy will fade into limbo.

At that point the value of a used statuette reaches zero.

## Back to base

Although we're still in the dark about President Carter's over-all philosophies of broadcast regulation, we find ourselves gung ho for his plan for zero-based budgeting by regulatory agencies. Each agency of government would start from scratch each year and re-justify its proposed use of taxpayers' funds for the ensuing fiscal year.

The FCC has a budget of \$57,044,000 for the current fiscal year ending June 30. The budget for the 1978 fiscal year, as proposed by the Ford administration, was for \$59,826,000. But that is under review and presumably subject to the ZBB justification of the Carter administration. The Federal Trade Commission would get about the same—\$60 million—about \$5 million more than the current fiscal year.

We're intrigued by ZBB. Could the FCC, for example, make a case for having five of its seven commissioners at the National Cable Television Association convention in Chicago last week, along with perhaps a dozen members of the Cable Bureau? (The same question would be raised about the annual National Association of Broadcasters conventions.)

Would ZBB scrutiny justify two high staff officials at a Southern

Educational Communications Association convention in Gulf Shores, Ala., or a commissioner addressing the Harlem Better Business Bureau in New York, or another high staff official addressing the Radio Liaison Committee of the Association of American Railroads in San Francisco, or another commissioner appearing in a television interview and making an address in San Diego, en route to the receipt of an honorary degree from the University of Redlands, Calif.?

All these affairs were listed for the week of April 18 in the FCC's "Calendar of Events." (We're told the FCC is running out of travel money.)

But, back to ZBB. Should the FCC chairman have 10 assistants and aides, the other six commissioners five each? Is it necessary to have "administrative law judges" in all those government agencies when the same work was being done by attorney examiners before the empire building began? And how about the FCC's Review Board which seems to introduce another regulatory layer when the emphasis is on deregulation?

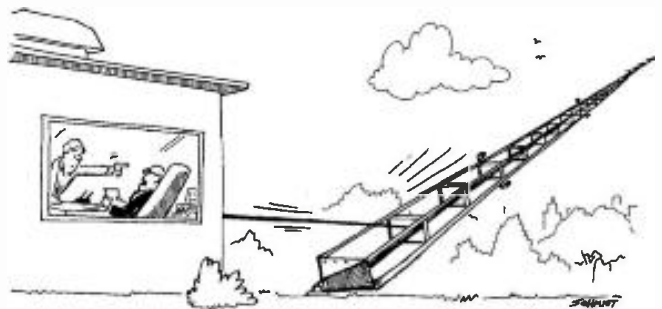
ZBB could become the real bonanza for taxpayers. It would make the \$50 refund look like a tip.

## Mr. Chairman

An administration without equal in broadcasting ended in Los Angeles last week when William S. Paley, appearing before his company's stockholders, offered his valedictory as chief executive officer of CBS. The action came as no surprise, for he had announced his intention last fall, but it is nevertheless hard to believe that the man so interchangeably identified with CBS for almost 49 years is in fact stepping out of operations.

It must be a bitter irony to him that his stepping aside comes in the first year that CBS-TV has ever found itself so far out of first place in the prime-time ratings. Being second has never held any attraction for him. But in other respects he has no reason to be rueful. His company has just turned in another in a long string of "best years." In John D. Backe he has found a man he obviously considers worthy of being the second chief executive officer CBS has had in close to 49 years, and in John A. Schneider he and Mr. Backe have a proved veteran running the broadcasting division that has always been closest to the Paley heart.

In a sense, of course, his stepping aside is as much symbolic as real. Mr. Paley is continuing as chairman, and he has a contract extending through 1987. At 75, he has earned the right to slow down, but it is generally accepted that his influence will continue to permeate Black Rock.



Drawn for BROADCASTING by Jack Schmidt

"'Antenna tilt' is a technical term that I neither understand nor care anything about."

Like that well known Auto Rental Agency

**We're  
number**



**KTXL, SACRAMENTO/STOCKTON**

**METRO SHARE OF AUDIENCE, SIGN ON-SIGN OFF, SUN - SAT, 17%**

**\*KTXL's Metro Share Is Larger Than All But WTTV!  
And Ties Three Others!**

	METRO SHARE	MARKET RANK
WNEW, New York	14	1
KTTV, Los Angeles	14	2
WGN, Chicago	15	3
WTTG, Washington, D.C.	17	8
WUAB, Cleveland	15	9
KTVT, Dallas - Ft. Worth	16	10
WTCN, Minneapolis - St. Paul	17	13
KPLR, St. Louis	14	15
WTOG, Tampa - St. Petersburg	14	16
WTCG, Atlanta	15	17
WTTV, Indianapolis	18	18
KTXL, SACRAMENTO/STOCKTON	17	24
KPTV, Portland	17	25
WXIX, Cincinnati	14	27
XETV, San Diego	10	29
KPHO, Phoenix	16	32

Incredibly, this station has increased its Share of Audience within the last five years from 8% in Feb./March '72, to 17% in Feb. '77. This growth reflects very careful program investments and thoughtful scheduling in order to better serve the viewing public. KTXL's Share-of-Audience rank testifies to the fact that viewers in Northern California like what they see on Channel 40, KTXL. So do advertisers!



\* #1 is WTTV, Indianapolis, Metro Share 18; KTXL also ties KPTV, WTCN, and WTTG.  
Data from Feb./March '77 ARB.

REPRESENTED NATIONALLY BY MMT SALES INC.

**NORMAN LEAR and 40 stations made television history on April 18 and here is what they did:**

# All That Glitters



**“GENESIS REVISITED”**

by

Alan & Marilyn Bergman

One morning the Lord, She woke up to say:  
“I feel like I wanna be creative today.  
So by virtue of the power I vested in Me,  
I make the Heaven — Earth — and the Deep Blue Sea.  
Things that swim, fly, walk by, creep and crawl,  
Now I better make someone to name them all.”

Yes, a human was needed in the neighborhood,  
So the Lord made woman — and it was good!  
She said: “The Garden of Eden’s no place to be alone.”  
So from the rib of the madam, came Adam, full grown.  
As time went by, this groom and bride  
Followed the instructions and multiplied.

She’d hunt — he’d cook.  
She worked — he played.  
While she administered the government,  
He crocheted.  
She wore the mail — he wore the veil.  
Her head was crowned — his feet were bound.  
He concubined — and walked behind.  
She was (you’ll pardon the expression) the mastermind!

So is it any wonder why the men complain,  
When from the dawn of time, it’s been a woman’s domain!

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