

First draft's out on fall's prime time
A triumphant ABC-TV celebrates in Los Angeles

Broadcasting May 9

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

Other animal shows come and go, but...
WE'RE BETTER THAN EVER!
NOW IN OUR 5TH CONTINUOUS YEAR OF NEW PRODUCTION



WILD, WILD WORLD OF ANIMALS

NARRATED BY WILLIAM CONRAD

129 HALF-HOURS IN COLOR
FOR LOCAL PRIME-TIME ACCESS PROGRAMMING
- OR ANY OTHER SPOT IN YOUR SCHEDULE

WILD WILD WORLD OF ANIMALS is so successful because it's not the same old stock footage you've seen before. It's produced especially for television by Time-Life Television film crews all over the world.

NOTE: Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes.

A Time-Life Television Production

TIME LIFE TELEVISION

TIME & LIFE BUILDING • NEW YORK, N.Y. 10020
(212) 556-7783
ATLANTA • CHICAGO • LOS ANGELES
(404) 659-8050 (312) 467-9700 (213) 385-8151

36112LIBRA 85184RZK DEC/79
A U LIBRARY
US AIR FORCE
SERIAL ACN SECTION
MONTGOMRY AL 36112

**Don't expect to steal
a young adult audience
from these stations!**



**WPIX-TV New York
KCOP Los Angeles
WPHL-TV Philadelphia
KTVU San Francisco
WIIC-TV Pittsburgh
WCCO-TV Minneapolis
WSB-TV Atlanta
KBMA-TV Kansas City
WKRC-TV Cincinnati**

**XETV San Diego
KCRA-TV Sacramento
KPHO-TV Phoenix
WTLV Jacksonville
WDEF-TV Chattanooga
WCSC-TV Charleston, S.C.
WJRT-TV Flint-S-Bay City
KVOS-TV Bellingham**

They have "The Rookies"!

This Spelling/Goldberg action-adventure sensation captured the highest average number of young women and men viewers (both 18-34 and 18-49!) in its time period over 4 prime-time seasons.

During its network run, two-thirds of all "The Rookies" viewers were adults!

Two-thirds of all women were 18-49!

And two-thirds of all men were 18-49!

How's that for strength in young adult audience protection?

Call now for the half-hour or one-hour version. Either is available for September.

**"The Rookies"
from Viacom**

Source: NTI/NAC, 1972-75 (Sept.I,Wk.II-Mar.II) and 1975-76 (Sept.I,Wk.II-Feb.I).
Audience estimates are subject to qualifications available on request.



ABC RADIO SPOT SALES PROUDLY WELCOMES

"the FM kvi"
Golden West Broadcasting's
100% Popular Rock Radio Station
in
Seattle

TO OUR SELECT GROUP OF REPRESENTED RADIO STATIONS

ABC RADIO SPOT SALES, INC.



New York, 1330 Avenue of the Americas, New York, NY 10019 (212) 581-7777 □ Chicago, 360 North Michigan Avenue, Chicago, Illinois 60601
(312) 372-2267 □ Dallas, 3626 North Hall Street, Suite 711, Dallas, Texas 75219 (214) 528-8760 □ Detroit, 3000 Town Center, Suite 2002, Southfield,
Michigan 48075 (313) 353-8283 □ Los Angeles, 3321 So. LaCienega Blvd., Los Angeles, California 90016 (213) 663-3311
San Francisco, 1177 Polk Street, San Francisco, California 94109 (415) 673-7100

The Week in Brief

FALL LINE-UPS COMPLETE □ CBS-TV and NBC-TV lean heavily on their pilot developments in coming up with schedules to counter ABC-TV's earlier announced slate. It involves 10 cancellations at CBS-TV, six at NBC-TV. **PAGE 27.**

EASING OF 315 □ FCC will recommend to Congress that certain candidates be exempt from the equal-time law. Commission, however, votes not to push for total repeal of Section 315 of Communications Act. **PAGE 28.**

NIXON-FROST □ The much-heralded interview was a sponsor sell-out, the ratings were excellent and it was almost universally applauded in the media as good television and radio. **PAGE 30.**

THOUGHTS OF ARLEDGE □ ABC's newly crowned head of news shares his ideas about television as a journalistic medium and indicates how he'll deal with it. **PAGE 30.**

SPECIAL REPORT: ABC-TV □ With the annual meeting of network affiliates under way in Los Angeles, ABC-TV President Fred Pierce traces his organization's turnabout in fortunes. **PAGE 37.** ABC Entertainment President Fred Silverman avows he's not content with just prime-time supremacy; he wants the entire day. **PAGE 38.** James Duffy, president of the ABC-TV network, looks ahead to a billion-dollar sales year. He also talks about rate hikes and would-be affiliations. **PAGE 42.** The expected happens: Roone Arledge gets the additional post of ABC News president. **PAGE 44.** A market-by-market comparison of Arbitron sweeps reflects the dramatic gains for ABC-TV affiliates that resulted from the network's rise to number one in prime time. **PAGE 48.**

REWRITE OPTIONS □ The NAB and AMST are up in arms about the House Communications Subcommittee staff's suggested areas in the revamping of the Communications Act. The broadcast associations argue for the status quo. **PAGE 63.**

HOLLINGS UPDATE □ The Senate Communications Subcommittee today begins a three-day examination of broadcasting. It's designed to give members a current perspective on the industry. **PAGE 63.**

MORE PAYOLA-PLUGOLA □ The FCC will reconvene its hearings May 16 for two more weeks. Three Sonderling officials are to be called. **PAGE 64.**

CHANCES FOR A DROP-IN □ An FCC study offers a formula for determining the survival prospects of a new independent TV station. It's in connection with the proposal for VHF drop-ins in four markets. **PAGE 66.**

CROSSOWNERSHIP □ Newspaper-station combinations petition the Supreme Court for a review of the lower court's decision. The media groups say the ruling goes against FCC policy and supplants that agency's judgment. NAB and ANPA also file. **PAGE 68.**

REASSURANCES TO U'S □ FCC votes to grandfather existing cable-carriage rights of UHF stations which had feared some losses from shrinkage of their predicted grade B contours. **PAGE 69.**

SPIN-OFF ATTEMPT □ Senator Percy introduces legislation to make Voice of America a separate agency. **PAGE 73.**

THE BATTLE OF CEDAR RAPIDS □ Two AM stations are out to win the ratings war in the style of large market stations. **PAGE 74.**

SPOT-TV SLOWS DOWN □ Station reps say spot TV is behind last year's pace and many blame it on network TV buying. **PAGE 77.**

NEWS IS NEWS □ Ray Miller of KPRC-TV Houston condemns the show business aspect of TV journalism and says his station is getting rid of all of the gimmicks. **PAGE 84.**

BETTER THAN EVER □ RCA expects net income in the first half of 1977 to amount to more than all of that in 1975. Griffiths tips his hat to NBC for its performance. **PAGE 86.**

INTERNATIONAL MARKETPLACE. □ Here's a special report on the TV program buyers and sellers from all over the world who met in Cannes, France, two weeks ago to wheel and deal. **PAGE 88.**

A LIGHT BUT FORCEFUL TOUCH □ A year ago, Jim Shaw summed up ABC-TV's resurgence by telling affiliates: "We come to you in humble arrogance." The vice president in charge of sales for the network often comes up with such light quotable quotes, but it masks a seriousness and shrewdness that has paid off. **PAGE 113.**

ABC Special Report	37	Changing Hands	70	Finance	86	Open Mike	25
Broadcast Advertising	77	Closed Circuit	7	For the Record	99	Playlist	95
Broadcast Journalism	84	Datebook	22	International	88	Profile	113
Business Briefly	14	Editorials	114	Media	63	Programming	74
Cablecasting	83	Fates & Fortunes	98	Monday Memo	18	Stock Index	111

The Best is Getting Better...

Harris IF Modulated TV Transmitters now have MCP and TSB

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

TSB (Transversal SideBand) filter.

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

Brighter colors...

Have greater reliability and stability...

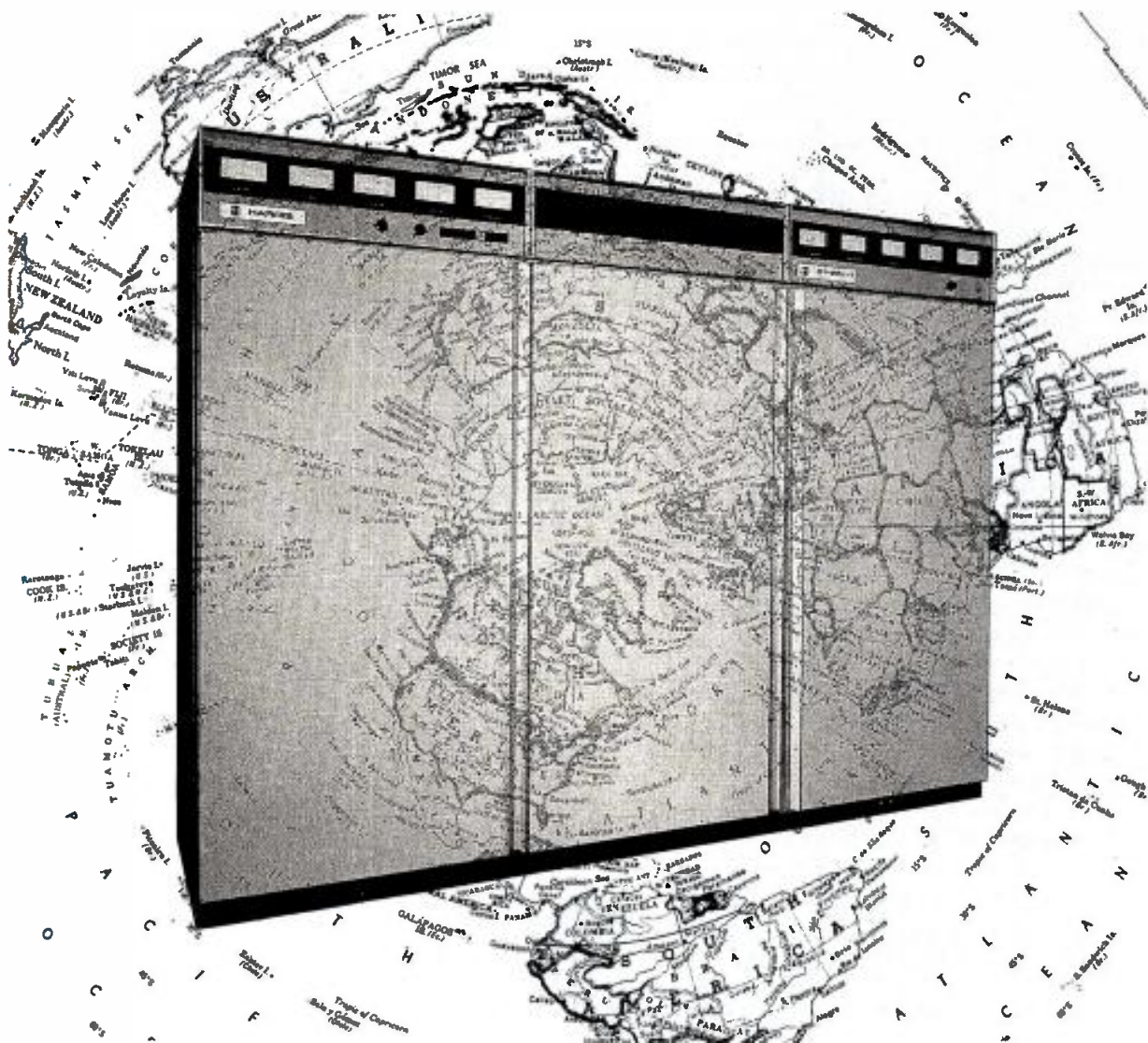
Simplified operation and maintenance...

Ready for ATS...

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



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



Closed Circuit[®]

Insider report: behind the scene, before the fact

Early handicapping

ABC-TV's new prime-time schedule will be in solid first place in ratings next fall, but CBS-TV and NBC-TV will both improve somewhat over past year. That's first reading on 1977-78 fall schedules by ad-agency/media executives (see page 27). Only new show that has chance to hit it big in ratings next year is ABC's *Soap*, which is so adult it could be most discussed series since debut of *All in the Family* six years ago, according to consensus. CBS, with best development in years, should end up as stronger second next season, agencies say. NBC's new series look weakest, consensus goes, but network will stay within hailing distance of CBS by heavy reliance on specials, particularly during fourth quarter.

Code consciousness

National Association of Broadcasters television code review board, convinced now that current TV code restrictions on violent programming are adequate ("Closed Circuit," April 25), thinks large part of clamor over TV violence would subside if public believed that too. Armed with copies of networks' fall schedules, which code board members say demonstrate real commitment to curtail violence, board is planning public relations campaign aimed at defusing propaganda of such major antiviolence interests as National Parent Teachers Association and American Medical Association.

Feeling is that problem with TV code is not that it doesn't say enough; it's just that no one outside broadcasting knows what it says, or that it's even there. Part of game plan being worked on for coming months is to take code to public, including critics, for comment. PR effort might also include tidying up code guidebook. Once plans are agreed to, code board plans to submit them for approval to NAB TV board and put them into action, before board meets at its regularly scheduled meeting June 27-30.

Social note

National Association for Advancement of Colored People will hold testimonial dinner in Washington in October for Benjamin L. Hooks, who is scheduled to leave FCC in August to assume job as executive director of NAACP. Function is designed not only to honor Mr. Hooks but also, at \$100 per plate, to build up NAACP's treasury. October date represents switch in earlier plans, which called for dinner in late June. Number of reasons were said to be behind postpone-

ment, including Commissioner Hooks's concern that NAACP dinner honoring him while he is still with commission would smack of conflict of interest.

Frontier skirmish

Competition for network TV affiliates is heating up. ABC, riding high in prime-time ratings, has taken two stations from NBC, one from CBS. Now NBC is preparing to announce it's taking one from ABC: Dale Moore group's KMVT(TV) Twin Falls, Idaho. Channel 11 station is only one within nation's 185th ADI market, has been ABC primary, NBC and CBS secondary. Primary affiliation switched to NBC on May 1. Moore group also includes NBC affiliates in Missoula, Kalispell and Butte, Mont.

Changes at Cox

Assumption of ambassadorship to Belgium by Mrs. Anne Cox Chambers on May 24 will trigger, subject to Securities and Exchange Commission clearance, nonoperational changes on board of Cox Broadcasting Co. Registration statement filed with SEC, for merger of Cox Cable Co. into CBC, provides that Ambassador Chambers's husband, Robert W. Chambers, while remaining board member, will relinquish chairmanship of Cox Broadcasting to J. Leonard Reinsch, retired president of broadcasting company and incumbent chairman of Cox Cable board. Clifford M. Kirtland Jr. will remain president and chief executive officer of Cox Broadcasting, as he has been since Jan. 1, 1974.

Revival

Noncommercial WNET(TV) New York is paving way for Dick Cavett's return to television, will present Public Broadcasting Service today (May 9) with formal proposal for nightly half-hour talk show for 40 weeks, then 12-week rerun. PBS stations will decide in June whether to share in estimated \$1.5-million cost; underwriter is being sought to pay half.

Testing the water

Hendrik Booraem, former vice president, programming, WPXI-TV New York, has set up shop as consultant with Norman Lear's T.A.T. Communications in Los Angeles. One of his key projects is long-term: to sound out stations—both independents and network affiliates—about whether

they'd be receptive to weekly Saturday-night line-up of two hours of first-run programming, to be supplied by four of Hollywood's biggest independents: T.A.T., Grant Tinker's MTM Enterprises, Lee Rich's Lorimar Productions and Quinn Martin Productions. Insiders stress, however, that these talks are exploratory. Mr. Booraem is now sunning himself in Dutch West Indies until August.

Recruitment

National Radio Broadcasters Association continues to corral new members, in spite of efforts by National Association of Broadcasters to amplify radio's role in its affairs. There's no evidence NRBA is draining members from NAB, but smaller group nevertheless has signed up about 250 new stations since its convention in San Francisco last fall (bringing total AM and FM station membership to 950). NAB is suspicious of NRBA's tactic of making special membership offer to convention attendees, but NRBA executive vice president, Al King, reports that attrition rate after expiration of trial membership is next to nil.

NRBA is beaming, too, about exhibitor reservations for this year's convention Oct. 9-12 in New Orleans. So far, 88 booths have been sold (many as multiples) and association is optimistic of selling 125 by convention time. Total sold last year was 85.

Hard times

FCC Chairman Richard E. Wiley has fallen into line with new administration and its symbolic democratization of government, in at least one respect. He used to make extensive use of telephone-equipped, chauffeur-driven car from commission's motor pool. Now he gets around in his own 1965 Dodge. Real saving to government may be, as saying goes, peanuts. FCC still has three cars in its motor pool to transport commissioners and run errands.

Money men

Principals in proposed purchase of all-news WAVA-AM-FM Arlington, Va. (Washington), for \$2 million-plus (BROADCASTING, April 25) turn out to be Washington builders, Melvin Lenkin and son, Edward, who will hold 60%. Group was put together by Alex Sheftell, formerly in ownership of WLMD(AM) Laurel, Md., who'll be operating head after transfer.

HOW THE WI

New York	WABC
Los Angeles	KABC
Chicago	WLS
San Francisco	KGO
Detroit	WXYZ
Dallas/Fort Worth	WFAA
Atlanta	WXIA
Seattle	KIRO
Indianapolis	WTTV
Denver	KOA
Cincinnati	WLWT
Kansas City	KCMO
Nashville	WSM
Oklahoma City	KOCO
Louisville	WLKY
Phoenix	KPHO
San Antonio	KENS
Syracuse	WTVH
Flint/Saginaw	WNEM
Greensboro	WFMY
Tulsa	KTUL
Jacksonville	WTLV
Little Rock	KATV
Green Bay	WFRV
Charleston	WCSC
Boise	KIVI
Bellingham, Wash.	KVOS

You too can win the west, east, north and south. Call us.

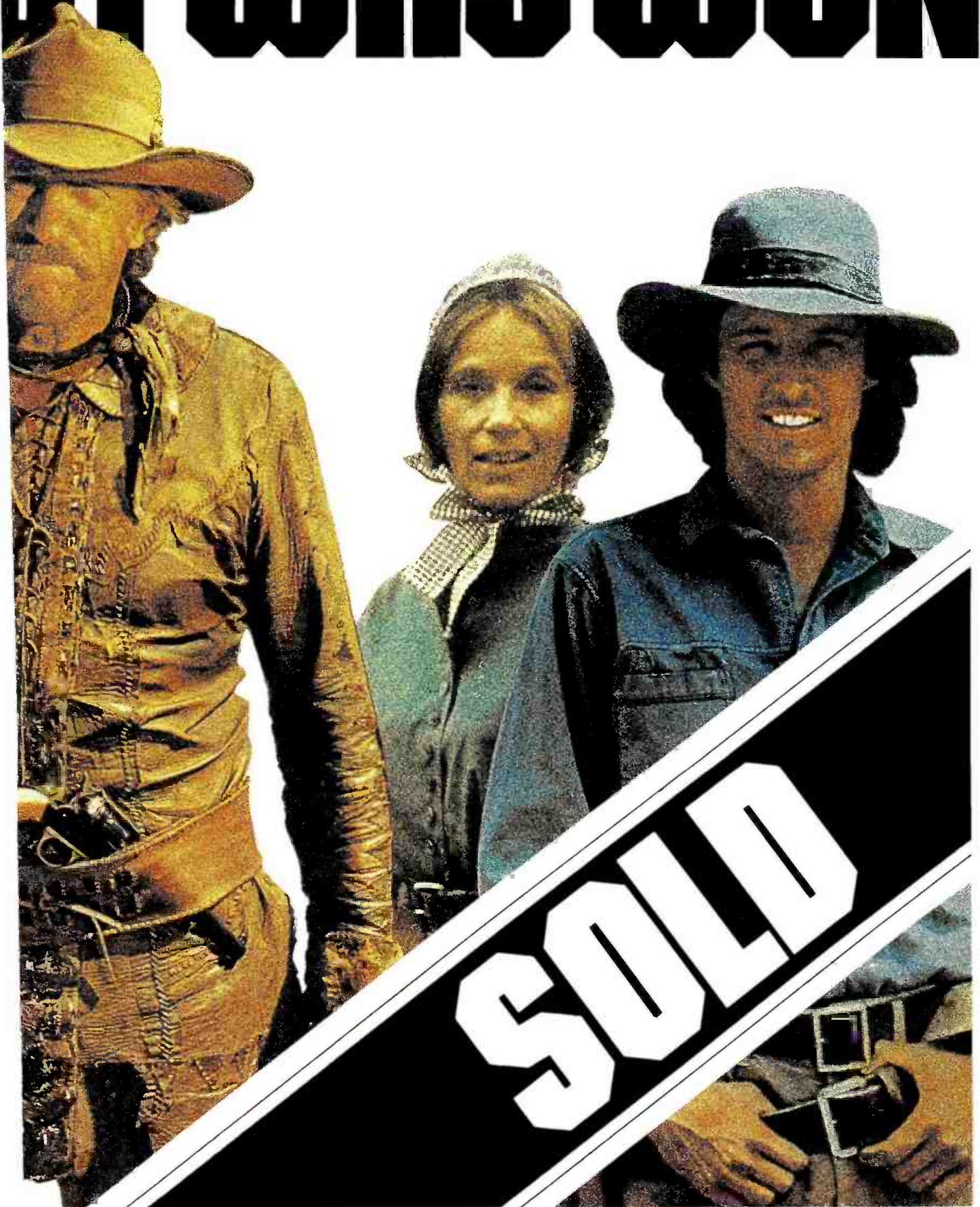


MGM TELEVISION

1350 Avenue of the Americas
New York, N.Y. 10019 (212) 977-3400



ST WAS WON





The night we all went to the moon.

As the July moon hung anxiously in the sky awaiting the first earth visitor, millions of Americans gripped their armchairs and braced for the landing.

A scientific breakthrough. A media milestone. And an event that brought families together all across the country.

Broadcasting can unite people in a common experience. And that's why we're so proud of our involvement in it. We see the support of basic family values as our most important job.

In addition to those served by our radio and television stations, our themed amusement parks host over 5½ million people a year and Hanna Barbera, our television and motion picture arm, counts its audience in the hundreds of millions all around the world.

TAFT
Broadcasting Company

Informing and entertaining
the American family.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*
Lawrence B. Taishoff, *president.*
Edwin H. James, *vice president.*
Joanne T. Cowan, *secretary.*
Irving C. Miller, *treasurer.*
Lee Taishoff, *assistant treasurer.*

Broadcasting TELEVISION.

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

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

EDITORIAL

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

YEARBOOK □ SOURCEBOOK

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

ADVERTISING

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

CIRCULATION

Bill Criger, *circulation manager.*
Kwentin Keenan, *subscription manager.*
Shella Chamberlain, Denise Ehdalvand,
Patricia Johnson, Kevin Thomsen, Bruce Weller.

PRODUCTION

Harry Stevens, *production manager.*
K Storck, *production assistant.*

ADMINISTRATION

Irving C. Miller, *business manager.*
Phillippe E. Boucher.

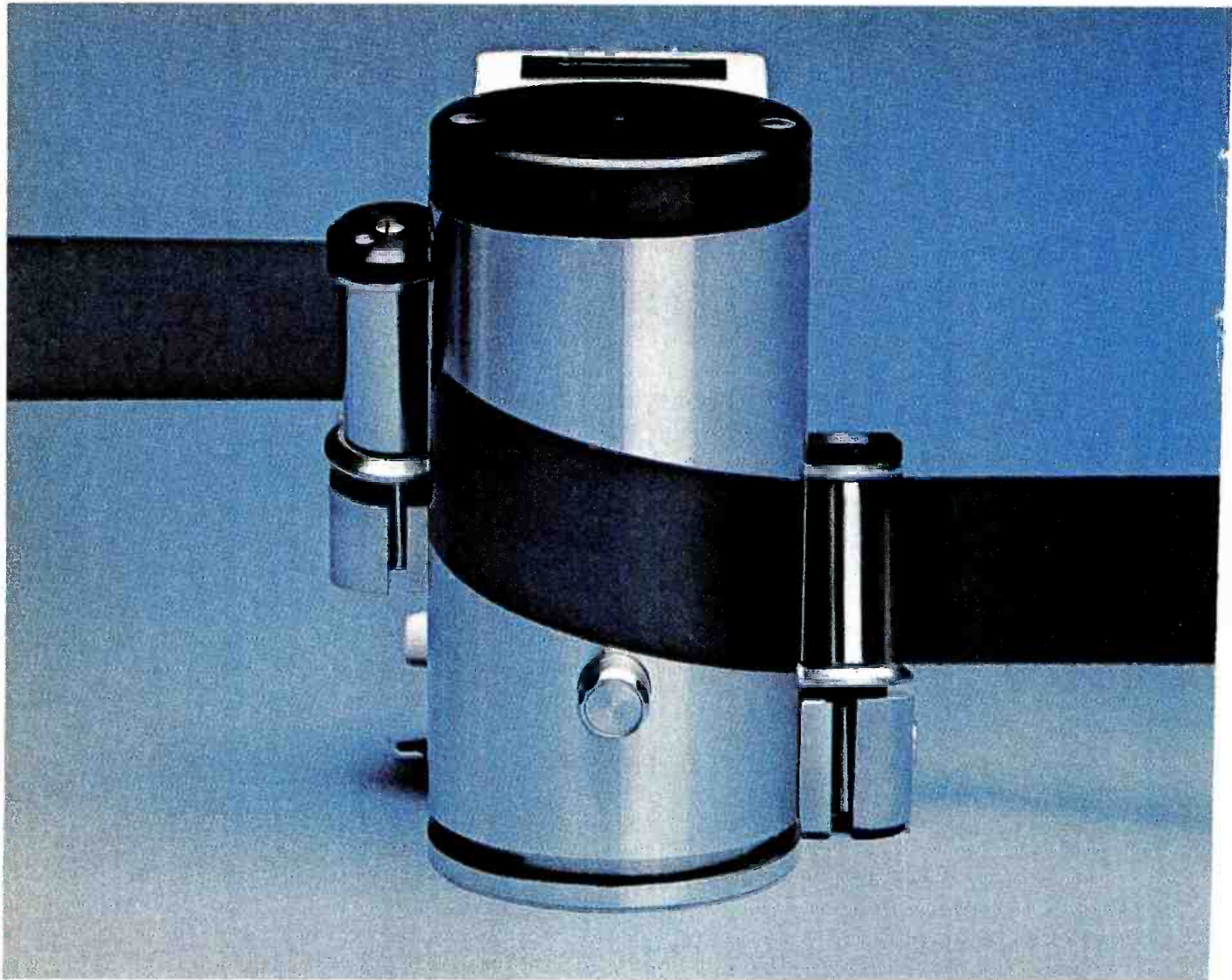
BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3280.
Rufus Crater, *chief correspondent.*
Rocco Famighetti, *senior editor.*
John M. Dempsey, *assistant editor.*
Douglas Hill, *staff writer.*
Diane Burstein, *editorial assistant.*

Winfield R. Levi, *general sales manager.*
David Berlyn, *Eastern sales manager.*
Ruth Lindstrom, *account supervisor.*
Harriette Weinberg, *advertising assistant.*
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*



Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932, *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.



This exclusive scanner is one reason Bosch Fernseh sold 358 1" BCN Systems worldwide last year

Fernseh has built a VTR scanner that gives you the broadcast quality of 2-inch systems on 1-inch tape.

It began in 1973 when we set up nine basic design objectives (see box) we hoped to achieve in the BCN System. It was soon apparent that many of those objectives would depend, directly or indirectly, on developing the right scanner.

Our studies showed that the relatively short 80mm video track length would give optimum compatibility and tracking. And with a scanner

1. Video track length of 80mm
2. Elimination of gaps
3. 3 high-quality audio tracks, each .8mm wide
4. Minimum video writing speed of 24 m/s
5. No studs at scanner entrance or exit
6. On-the-spot scanner replacement in seconds
7. A compact portable VTR with compatible tape format
8. Direct drive motors
9. Modular construction, no unit over 80 lbs.

diameter of only 50mm, head to tape contact would be exceptionally stable. This is critical for color noise.

Then we looked at the wrap angle. By taking the basic 180° omega configuration and extending it to 190°, we found that the extra 10° margin provides a steadying zone for the tape as it turns abruptly into the head. This is impossible with quad and 360° full field recorders.

It does away with gaps too

There are other advantages. The 190° wrap eliminates gaps. There is no loss of information during the vertical

blanking period (subtitles, test signals, Ceefax, sound in sync, etc.).

And by using the 190° configuration, we have adopted a standard that will let us develop a cassette deck in the future fully compatible with the basic BCN reel-to-reel format.

This diagram shows the BCN tape format as it moves across the scanner at a tilt angle of 14.3°.

Each segment contains a control track plus three audio and video tracks. The two adjacent audio tracks at the top have noise attenuation systems based on the Dolby process and can be used for auxiliary recording. The third can be used for code signals, a director's cue track, or stereo. All are .8mm wide.

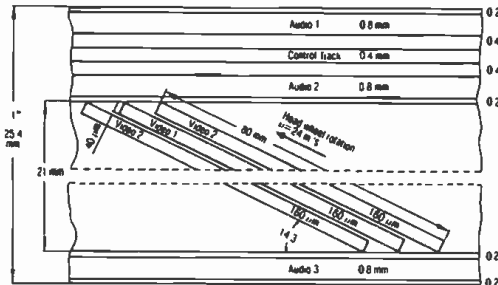


Diagram of audio and video tracks on BCN tape format.

BCN gives quad color quality

The 50mm scanner diameter achieves the most favorable tape tension values at the drum entrance and exit.

This and the auto-chroma device make a BCN recording equal to a quad recording 2 dB (signal to noise) higher. We've

proven this in subjective comparisons of color quality between the two recordings.

BCN 20 for complete portability

These advances in scanner design not only made the BCN 50 possible. They became the key to developing the BCN 20, a compact, completely portable VTR using the identical scanner and transport system.

Now tape made on remote locations can be edited and played back directly on studio BCN 50 decks. No need to transfer to another tape format.



BCN 20

Replace scanner in seconds

Another design objective we met was simple replacement of the scanner. Now it's possible for non-technical personnel to do the job in seconds.

Also, the practical design of the scanner means the headwheel in the BCN 50 and 20 can be replaced in just minutes.

And finally, four drive mechanisms in the BCN System employ directly coupled DC motors. No drive belts. You get high servo stability and low maintenance requirements.

Call for a demonstration

Contact Bosch Fernseh headquarters now for an eye-opening demonstration plus complete facts about our BCN 1" System. There are other advantages we haven't even mentioned here which you should see for yourself.

Fernseh offices are located in Saddle Brook, New Jersey (201) 797-7400. In Houston, Texas (713) 688-9171. And in Los Angeles, California (213) 649-4330.

Or if you'd like more information on the BCN System, write: Robert Bosch Corporation, Fernseh Group, 279 Midland

Road, Saddle Brook, New Jersey 07662. We'll send you all the facts.



BCN 50

Rollers for near zero friction

The 190° wrap used in the BCN System lets you choose between fixed pins and rollers for the vital tape guide elements at the scanner. Friction is practically zero.

In the 360° wrap system only pins or jaws can be used. These parts not only complicate the threading process. They wear unevenly, collect dirt, and add unnecessary friction to the entire guide mechanism.

Less tape damage

When you compare the 190° and 360° wrap angles and their respective guide systems, the operating characteristics of the tape itself tell the story.

The BCN transport with rollers does not permanently deform valuable tape through extreme differences in friction, temperature, humidity and even air lubrication.

By comparison, a 360° omega full-field wrap with a 450mm track length is much harder on tape.

Stops demagnetization

The relatively large rollers we put at the BCN scanner entrance also let you use high energy tapes. You'll have none of the demagnetization problems that occur when tapes are wrapped around the small radii of 360° scanners.

The stability of the headwheel and servo systems in the BCN is so outstanding that the processor can be equipped with an analog 9-μs time base corrector.

The processor also features a velocity error compensation with one-line delay as well as color dropout compensation for all color standards.

BOSCH FERNSEH

Business Briefly

Radio-TV

Sunmark □ Gas company has eight-week spot-radio and TV campaign planned for late May. Wells, Rich, Green, New York, will have spots in 42 markets, looking for men, 18-49, during prime, sports, early and late fringe periods.

Spanish National Tourist Office

□ Spain's tourist organization is launching its largest advertising effort ever in U.S., allotting about \$1.7 million, heavy in TV and radio, for flights this spring and summer. Seven major markets will be used, including three network affiliated stations in each city, and radio will tap 66 stations. Dentsu Corp. of America, New York, is handling creative and placement, aiming for adults, 21-49.

TV only

Northwest Airlines □ Airlines

company plans four-week spot-TV push to start in mid-May. Campbell-Mithun, Minneapolis, will handle spots in fringe viewing periods, seeking adults, 18 and over.

Pet □ Food manufacturer has four-week spot-TV campaign set for mid-May for its waffles. Haworth Group, Edina, Minn., will seek spots in five markets during daytime and fringe-time periods, aiming for women, 24-54.

Hotpoint □ Appliance division of General Electric has nine-week spot-TV campaign set for mid-May. Alford Advertising, Atlanta, will seek spots in 10-15 markets during daytime, fringe and access time to reach women, 18-49.

Alpo □ Dog food company will feature Bi-Ta biscuits in six-week spot-TV drive beginning in mid-May. Weightman Advertising, Philadelphia, will place spots in eight markets in fringe and daytime periods, zeroing in on women, 25-49.

Nestle □ Nestle's Quik chocolate drink gets eight-week spot-TV push beginning in early May. Leo Burnett, Chicago, will place spots in children's time periods to reach children and teen-agers.

Wishbone □ Division of Lipton Co. has six-week spot-TV drive ready for its Italian salad dressing starting in mid-May. William B. Tanner Co., Memphis, is arranging spots during fringe and prime time to reach women.

Beatrice Foods □ County Line cheese division is arranging four-week spot-TV campaign for mid-May. Ruben, Montgomery & Associates, Indianapolis, will schedule spots in at least 10 markets including Chicago and Detroit during day and early fringe, keyed to women, 25-49.

Busch Gardens □ Williamsburg, Va., entertainment park has seven-week spot-TV buy to begin in late May. Gardner Advertising, St. Louis, will schedule spots in at least four markets during fringe and prime time seeking women and men, 18-49, and children.

Chiquita bananas □ Company has three-week spot-TV promotion set for early June. W.B. Doner, Southfield, Mich., will place spots in eight test markets during day and prime-time periods, seeking women, 25-49.

National Pet Food □ Division of National Can Corp. will feature its Skippy Premium dog food in three-week spot-TV flight beginning in mid-May. Lee King & Partners, Chicago, will place spots in fringe, daytime and prime time, seeking women, 18-49, in 14 markets.


Calgon □ Company will conduct seven week spot-TV campaign for its Calgon water conditioner this month. Cunningham & Walsh, New York, will arrange TV spots in 46 markets during fringe time viewing periods, aiming towards women, 25-49.

Wilson Foods □ Fresh and processed meats manufacturer is preparing four-week spot-TV drive for its Corn King Franks, slated to start in mid-May. Tracy-Locke, Dallas, will gear spots to women, 18-49, in 20 markets during fringe and prime time.

Mr. Steak □ Restaurant chain is preparing five-week spot-TV buy in at least two markets starting in early July. Winfield Advertising, St. Louis, is scheduling spots in fringe, daytime and

The Beverly Hillbillies

Consider their assets. A Beverly Hills mansion. Oil in Arkansas. And a comedy style that produced 40% primetime and 39% daytime audience shares. Like most chic rich, the Clampetts are still working. Winning time periods and key demos in syndication.



Source: NTI, Oct.-Apr. 1962-71. Audience estimates subject to qualifications available on request.

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

George Wilson is a prime example. salesman at WSTV-TV; he also has of three of Steubenville's leading Historical Society, the Rotary Club



George is a top served as President civic groups. . .The and the Cancer

Society. Then there's full-time job as sales Saginaw, Cathy is an archer, tennis player,



Cathy Larner. In addition to her secretary at WEYI-TV, Flint-active photographer, swimmer, motorcyclist, skier and student

of yoga. And she plays a pretty mean guitar, too. Or take Charley Britt, in Augusta.



Action News sportscaster at WRDW-TV Charley's a former University of Georgia American. He's also played professionally the 49ers and the Vikings. There's

Mary Jo Trenkler, Operations Desk Director at Rust Craft's Jacksonville station . . . WJKS-TV.



Mary Jo's interests ceramic pottery and her fifty or so house

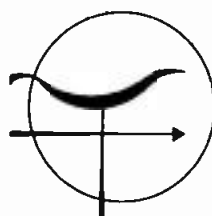
include designing and making macrame hangings, and caring for plants. And how about Joe Pahle,

WRCB-TV, Chattanooga. in action" by the War Joe has delivered more revenue in seventeen



Account Executive at Despite being declared "killed Department in World War II, than \$5,000,000 in advertising years at WRCB-TV. We're

glad the War Department was wrong. These are just five of the interesting people who help make the difference in Rust Craft television. Rust Craft people are professionals who care about their jobs and about their communities.



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*

prime time, aiming to reach adults, 25-49.

G. Heileman □ Brewing company will feature its Old Style beer in 20-week spot-TV campaign beginning in mid-May. Campbell-Mithun, Minneapolis, will handle in about 20 markets during fringe and prime time, seeking men, 18-49.

Andrea Raab □ Nail cosmetic company will feature its Nail Wand in four-week spot-TV buy beginning in mid-May. A. Eicoff & Co., Chicago, will handle spots in approximately 15 markets in all day parts, seeking women, 18-49.

Champion Valley Farms □ Division of Campbell Soup has scheduled eight-week spot-TV promotion for its Recipe canned dog food starting in mid-May. Grey-North, Chicago, is seeking TV spots in 20-25 markets in fringe, daytime and prime time to reach women, 25-49.

RJR Foods □ Company will feature its Hawaiian Punch lemonade drink in six-week spot-TV push beginning in mid-May. BBDO, New York, will place spots in about 25 markets during daytime and fringe time, seeking women, 25-49.

Century Tool □ Super Rake will get three-week spot-TV campaign starting in mid-May. A. Eicoff & Co., Chicago, will place spots in about six markets during all dayparts to reach men.

Radio only

Dodge Dealers □ Association will launch four-week spot-radio promotion this month. BBDO, Troy, Mich., will buy in about 100 markets, zeroing in on men, 18-49.

Kinney Shoes □ Family shoe store

Rep appointments

- WCOP(AM)-WTTK(FM) Boston: McGavren-Guild, Boston.
- WITH(AM)-WJQJ(FM) Baltimore: H-R Stone, New York.
- XETRA(AM) Tijuana, Mex. (San Diego): Buckley Radio Sales, Los Angeles.
- WMYS(FM) New Bedford-Fall River, Mass.: Kadetsky, Boston.
- WDDT(AM) Greenville, Miss.: WKAQ(AM) Boynton Beach, Fla.: Jack Bolton Associates, Atlanta.

chain has one-week spot-radio campaign scheduled to start later this month. Bawdon & Bess, New York, will seek spots in 25 markets, searching for adults, 12-49.

Emerson □ Quiet Kool air conditioner will get five-week spot-radio campaign beginning in mid-May. Marsteller, New York, will seek spots in 30 markets, aiming to men, 25-49.

Mueller's □ Food company will feature its Summer Salad in four-week spot-radio promotion starting in early June. Needham, Harper & Steers, New York, will schedule spots in 16 markets to reach women, 18-49.

Coors □ Beer company has scheduled 16-week spot-radio flight for Coors beer beginning in late May. Cadco Inc., Golden, Colo., will schedule spots in at least 13 markets, to reach men, 18-49.

Dannon □ Yogurt will get six-week spot-radio drive to start in early June.

Marsteller, New York, will place spots in about 45 markets to reach adults, 18-49.

Curtiss Candy □ Manufacturer is planning 30-week spot-radio promotion for its Baby Ruth and Butterfinger candies starting in mid-May. Lee King & Partners, Chicago, will place spots in 50 markets. Teen-agers are target audience.

Lawry's □ Food products will get three-week spot-radio drive starting in late May. Dailey & Associates, Los Angeles, is handling, placing spots in about 36 markets including Cleveland, Miami and Houston, to reach women, 25-49.

Puss & Boots □ Cat food will get six-week spot-radio promotion beginning in late May. BBDO, New York, will arrange spots in three markets aiming to women, 25-49.

Kirin beer □ Brewery has four-week spot-radio drive scheduled for its beer starting in mid-May. Margeotes/Fertitta, New York, will gear spots to adults, 18-49.

Mother's Cookies □ Cake and cookie company has 14-week spot-radio flight set for its cookies starting in late May. Clinton E. Frank, San Francisco, is placing spots in eight markets, including Houston, Denver and San Antonio, Tex., to reach women, 18-49.

Glenmark □ Hamburger patties will be promoted in five-week spot-radio campaign starting in mid-May. Nader-Lief, Chicago, will use at least two markets to reach women, 25-49.

Seitz □ Food company is planning six-week spot-radio flight for Seitz meats starting in mid-May. Fremerman-Papin Advertising, Kansas City, Mo., will handle spots in 17 markets, zeroing in on women, 25-49.

Tiger Cheese □ Division of Atlanta Corp. has two-week spot-radio buy set for its Tiger Swiss cheese starting in late May. S.R. Leon Co., New York, will place spots in five or six markets to reach adults, 12 and over.

Rust-Oleum □ Coatings manufacturer has seven-week spot-radio flight set for this month. D'Arcy-MacManus & Masius, Chicago, is handling spots, scheduling them in at least 30 northern markets to reach men, 25-64.

Ferrero U.S.A. □ Tic Tac candy will be promoted for two months on spot radio starting in June. SFM Media, New York, will pick spots in 18 markets to reach young adults.

Mountain States Bank Card Association □ Association will feature Master Charge credit card in five-week spot-radio push slated to start in early May. Tracy-Locke, Denver, will schedule spots in about 30 markets, searching for adults, 25-64.

Bar reports television-network sales as of April 10

ABC \$332,039,600 (34.2%) □ CBS \$322,181,500 (33.1%) □ NBC \$318,142,700 (32.7%)

Day parts	Total minutes week ended April 10	Total dollars week ended April 10	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.	160	\$ 1,081,300	2,055	\$ 12,277,900	\$ 10,358,600	+18.5
Monday-Friday 10 a.m.-6 p.m.	1,009	15,549,600	13,883	208,668,000	174,154,600	+19.8
Saturday-Sunday Sign-on-6 p.m.	311	7,391,700	4,901	123,423,400	97,845,200	+26.1
Monday-Saturday 6 p.m.-7:30 p.m.	106	4,003,300	1,443	54,888,800	43,223,800	+27.0
Sunday 6 p.m.-7:30 p.m.	20	1,024,600	323	17,408,100	14,097,100	+23.5
Monday-Sunday 7:30 p.m.-11 p.m.	416	37,485,200	5,959	494,852,300	397,846,100	+24.4
Monday-Sunday 11 p.m.-Sign-off	206	5,284,700	2,871	60,845,300	54,068,500	+12.5
Total	2,228	\$71,820,400	31,435	\$972,363,800	\$791,593,900	+22.8

Source: Broadcast Advertisers Reports

LINEUP FOR LAUGHTER!

The Bob Newhart Show

The Mary Tyler Moore Show

My Three Sons

Family Affair

The Beverly Hillbillies

The Andy Griffith Show

Hogan's Heroes

Gomer Pyle

Petticoat Junction

I Love Lucy

The Dick Van Dyke Show

The Honeymooners

The Phil Silvers Show

...all from Viacom

Pick 3 or more of Viacom's great family sitcoms. And line them up one after the other in fringe time.

It's a proven way to build a bigger, better audience going into prime time.

Viacom



Monday Memo[®]

A broadcast advertising commentary from Charles D. Peebler Jr., chairman-president, Bozell & Jacobs, New York

Something to shout about in the agency business

Many of you must have seen Paddy Chayefsky's motion picture, "Network."

And some of you must have liked it. I liked it; I thought it was a caricature of the television business—that it exaggerated and even distorted. But still, it was a terrific picture and I enjoyed it immensely.

I was particularly moved by Peter Finch in his role as the insane news-show anchorman. Remember when Finch-as-Howard Beale told his audience over and over again: "Open your windows and shout, 'I'm mad as hell!'" Then Faye Dunaway, as the programing vice president for the network, discovers that all over America, millions of people are responding. They *are* opening their windows and shouting, "I'm mad as hell!"

I was among those people who felt that urge to scream for days after I had seen "Network." Except in my super-sanitized, super-modern Manhattan office building, it's impossible to open the windows.

Unable to shout out my window, I did the only reasonable thing a sane person could do under the circumstances. I closed myself in the executive washroom and shouted:

"I'm mad as hell! I'm mad as hell! I'm mad as hell!"

I'm mad as hell because of excessive, unfair federal regulation and unwise legislation regarding advertising. Perhaps a case can be made that the public needs to be protected from deceitful advertising and product claims.

Consumers are a lot wiser than their protectors realize, and a one-time sale based on a distortion is economically insane. But even granting the need for some regulation, the situation is becoming more and more absurd. The proposed Magnuson-Moss Warranty and Federal Trade Commission Improvements Acts will simply add to the confusion of rules and requirements that impair advertiser communications and eventually add to the costs consumers must bear.

The current effort by the FTC to restrict advertising language to the wording allowed on proprietary-medicine packaging represents the first time a government agency has attempted to dictate language in advertising. Our industry is in trouble if this comes to pass. What the Washington bureaucrats are doing not only makes me mad as hell, it also scares the hell out of me.

I must admit I have an uncontrolled desire to open my window and also shout, "I'm mad as hell at agencies and advertisers whose abuses, distortions and tricks in their advertising claims call for and



Charles D. Peebler Jr. joined Bozell & Jacobs, New York, in 1958. In 1960, he was elected vice president and appointed a member of the plans board of B & J in charge of the national new-business development department. He was elected president of the agency in 1965, when it had billings of \$20 million. In 1967, he was elected president and chief executive officer, and in 1974 he was named chairman. B&J expects to bill \$175 million this year.

legitimize the demands for increased regulation."

What makes me particularly mad are the ever-increasing number of class-action suits in which advertising agencies become ensnared. It's simple. You find yourself hit with a class-action lawsuit. Your client, your agency and 50 other people who may or may not touch on the issues of the case—all of you are sued as a class for, let's say, \$100 million in damages on behalf of three-and-a-half million people.

Now I want you to know that I'm not here to inveigh against all class-action lawsuits. The class action has an honorable history of over 250 years—first in British courts, then, during the last 60 years, in ours. There are many good class-action suits.

But why not simply make it a standard procedure in our courts that any plaintiff in a class-action lawsuit who loses must pay all costs of both the plaintiff and the defendant, as well as all court costs?

There's something else I'm mad as hell about, and that is the alarming trend in the advertising business of skyrocketing media costs.

Compare media costs from 1971 through 1976 and projections for 1977 with the all-commodity index for the same period. You will find that some media have continued to be less expensive than the

all-commodity index.

But some others—notably television—are already running ahead of the index, and other media will probably be more expensive in the next year. Inflation is a problem, but some restraint and judgment by media are required. Failure to be sensitive to this problem could result in a lot more people than myself, including advertisers and other agency executives, who will throw open their windows and shout, "I'm mad as hell at the cost of television, newspapers, magazines and other media!"

I'm particularly mad at television—mainly on the issue of violence. Our agency is fearful of pressure by advertisers and agencies on programing. Certainly, we are strongly opposed to censorship. The control of programing is in the hands of broadcasters, as it should be.

But I'm mad as hell that broadcasters have messed up so badly in understanding the potential for mischief that comes from excessive violence on the TV screens of America. The networks, more than anyone else, should recognize that a repeated diet of physical brutality can stimulate individuals to similar violence, encourage violent behavior, can desensitize the public to the antisocial, antihumanist character of violence.

We're trying to persuade our clients in timebuying decisions to evaluate carefully the possible harmful effects of TV violence. And we are also pointing out the potential damage to the client and its product reputation resulting from sponsorship of violent programs.

But to tell the truth, I'm really mad as hell that broadcasters took so long to deal with this problem.

By this time, you may regard me as a carbon copy of Peter Finch—an insane advertising man. I don't think I am.

Mr. Chayefsky's concern about perversion of the networks by the unscrupulous and irresponsible, concerned only with ratings and share points, ignoring taste, honesty, etc., is exaggerated and almost silly. Cronkite, Chancellor and Reasoner (I don't know about Barbara Walters) aren't doing badly and can take care of themselves pretty well.

We in the advertising business who are supposed to be powerful, manipulative, menacing, etc., are the ones who are in trouble. We sit with our mouths as sealed as our windows. We let consumerists, politicians, demagogues of all kinds take potshots at us. We're intimidated, defensive, and go to our industry meetings and whine and complain only to one another.

I say to you, my friends, my competitors, my associates: "Open your windows and shout to all who can hear: 'I'm mad as hell!'"



WKSS joins a Covenant tradition.

Welcome to the top.

Covenant Broadcasting Corporation has a history of growth – in AM, FM, news and sports from New Haven to New Orleans to Oklahoma City. Adding WKSS-Hartford to our family of broadcast properties can only put another first in our favor, and a lot of number “ones” in our ratings:

WKSS-HARTFORD

#1 FM station reaching the greatest number of adults 18+ over the total week.

WGSO-NEW ORLEANS

#1 station delivering adults 18-49 over the total week.

KTOK-OKLAHOMA CITY

#1 station delivering adults 18+ over the total week (48% more than #2 station).

WELI-NEW HAVEN

Dominant #1 station delivering adults 18+ equivalent to that of all other New Haven stations combined over the total week.

WQUE-NEW ORLEANS

#1 station delivering women 18-34 over the total week.

ONN-OKLAHOMA NEWS NETWORK

#1 reaching more people in the entire state of Oklahoma than any other single broadcast buy.

KZKZ Coming! – new FM format – new image – new 1,000-foot tower – new promotion.

It all adds up to one perfect harmony.



*A Subsidiary of Broad Street Communications Corporation
Radio Towers Park, Box 85, New Haven, Connecticut 06501*

To The Stockholders of Allied Chemical...

CAN WE DISCARD AN ENERGY SOURCE EQUAL TO 300 MILLION BARRELS OF OIL?

The following is excerpted from the remarks of Chairman John T. Connor at the Annual Meeting of Stockholders of Allied Chemical in Morris Township, New Jersey, on April 25, 1977.

I want to say that I agree basically (with President Carter) that we must make a major effort to conserve energy and to improve energy use efficiency.

But we can't save enough through conservation to make up for the expected shortfall in oil and gas production in the years ahead... I think we must increase our use of coal, we must drill offshore for gas and oil, we must encourage new methods of recovering a greater percentage of oil and gas from old reserves, we must develop solar power, we must expand our nuclear power industry.

Unfortunately, the President made a policy announcement, two weeks before he unveiled his energy recommendations, that reduces the potential energy output of our nuclear power industry. The decision, revealed as part of a program intended to discourage the proliferation of nuclear weapons throughout the world, postpones indefinitely the commercial reprocessing of nuclear fuel in the U.S. Subsequently, in his message to Congress last week, President Carter said the United States will defer indefinitely commercial reprocessing and recycling of spent fuels produced in U.S. civilian nuclear power plants.

That, of course, affects America's proposed energy policy in an important way. It also affects Allied Chemical very directly. For the last seven years we have been building, in partnership with the General Atomic Company, which is jointly owned by Royal Dutch Shell and Gulf Oil, a plant at Barnwell, South Carolina, to reprocess and recycle spent nuclear fuel.

Let me tell you how we got involved in the reprocessing business.

Our first participation in the nuclear fuel cycle dates back to 1955, at the time of the beginning of America's program which President Eisenhower called Atoms for Peace. The Atomic Energy Commission asked for bids to convert its supplies of uranium ore concentrate into uranium hexafluoride, a process which is a necessary step in the manufacture of nuclear fuel. Allied Chemical made the successful bid and subsequently built a plant at Metropolis, Illinois, to do the conversion work. We are operating that plant today, producing UF₆ that goes into the manufacture of fuel rods for the nation's nuclear generating stations. It's a profitable operation.

Because of the experience gained in uranium and fluorine technology at Metropolis, Allied Chemical responded when the government began to encourage private industry to enter the fuel reprocessing field. It was a logical move for Allied Chemical, since reprocessing of nuclear fuel is basically a chemical operation. In 1966 Allied Chemical, in partnership with Aerojet General Corporation, entered into a contract to manage and operate the A.E.C.'s nuclear test reactors and chemical reprocessing facilities at the National Reactor Testing Station near Idaho Falls, Idaho. Of course we gained valuable experience in nuclear technology from this operation. Incidentally, Allied Chemical is today the sole operator of the reprocessing and waste solidification sections of this facility, now called the Idaho National Engineering Laboratory, under contract to the Energy Research and Development Administration.

In the meantime, the A.E.C. continued to encourage private industry to enter this field with its own plants. It did so in various ways—through public statements, by making reprocessing technology available and by adoption of a formal policy statement. As early as 1962, during the Kennedy Administration, the A.E.C. testified before the Joint Committee on Atomic Energy that it considered privately owned

nuclear fuel reprocessing facilities an important factor for a self-sufficient nuclear power industry. In 1967, during the Johnson administration, the A.E.C. issued a policy statement which said, "the A.E.C. expects chemical reprocessing services to be contracted for between reactor operators and commercial fuel reprocessors without involvement of the A.E.C."

It was in this atmosphere, and in the belief that reprocessing offered a good business opportunity, that Allied Chemical applied for a permit, on November 7, 1968, to build a reprocessing facility. Two years later, on December 18, 1970, we were granted a construction permit by the A.E.C. to build a reprocessing plant, and work got under way at Barnwell the following month.

We and our partners worked closely with government nuclear safety experts, revising our plans many times to incorporate new and more elaborate safeguards required by the government at great cost. At all times we cooperated closely with the government, whose position continued to be clearly in favor of the development of a privately operated nuclear industry.

Despite the increasing anti-nuclear propaganda mounted by special-interest groups in the last couple of years, we have continued our financial support to permit completion of the Barnwell facilities as originally planned. In 1977, Allied Chemical's share of capital expenditures and current expenses will be about \$11 million, and our total investment in facilities to date is \$105 million.

Today, portions of the plant are complete and almost ready for use. But we do not have an operating license because of unduly protracted licensing hearings, continuing shifts in government policy and a court decision which has barred interim licensing until a generic environmental hearing, also greatly delayed, is completed. The matter of interim licensing is before the United States Supreme Court for review. But, with the President's recent statement on proliferation, the administration has taken a position that is the exact opposite of the government's long-standing position on reprocessing. Whereas the government once actively sought to induce companies to enter the reprocessing field, the administration is now publicly discouraging the idea of permitting the utilities to have their fuel recycled.

Allied Chemical and its stockholders are paying a heavy price for the government's failure to support a program it induced. We may have to pay an even heavier price, but we are working hard to try to make clear to the government's energy policy formulators the unique asset that Barnwell represents.

Reprocessing is important to our energy supply because it enables the utilities to get 50 percent more electricity out of every pound of uranium. In full operation, Barnwell would recover and recycle the energy equivalent of one million barrels of oil every operating day—some 300 million barrels a year. Even at the modest price of \$10 a barrel, that would be the

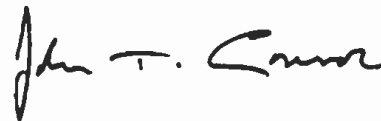
equivalent of \$3 billion a year in imported oil. In light of President Carter's call for a strong, mandatory energy conservation program and the elimination of wasteful practices in the use of all forms of energy it is inconceivable to me that the government will direct this country to throw away the productive use of the energy equivalent of 300 million barrels of oil a year. Is that a sound conservation policy?

This huge contribution to energy supply is the reason other countries, especially those which don't have our domestic energy resources, will resist a U.S. attempt to discourage reprocessing of spent nuclear fuel in the existing and future light water nuclear reactors. Fourteen other nations already have some reprocessing capability and most have indicated their determination to use it for light water nuclear reactor fuel. Some of them can and apparently will go on to use the extracted plutonium in breeder reactors when they are developed, but that is a separate issue for future determination.

We believe the best way to prevent weapons proliferation is to discourage the growth of numerous small national recycling plants by concentrating reprocessing in a few large, secure centers operated under international control, perhaps under the International Atomic Energy Agency. The fact is that the United States cannot wish plutonium out of existence. Plutonium is now being produced every day in the existing light water nuclear reactors in many countries all over the world. The real question is, what do the public utilities do with the plutonium and unburned uranium in their spent fuel rods?

Barnwell offers a sound opportunity to work out safe controls in the use of plutonium. We have proposed that the government put it to work as a demonstration or evaluation center.

If Barnwell goes unused, our government will lose the opportunity it now has to persuade other nations that the number of reprocessing plants in the world should be limited and controlled. In short, the United States may lose forever the chance to participate in establishing effective international safeguards. And the United States may also lose forever an opportunity to lead the world toward safe handling and disposal of radioactive wastes from commercial nuclear reactors.



John T. Connor
Chairman



P.O. Box 2245R,
Morristown, N. J. 07960

This Week

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

■ **May 9**—*Mutual Broadcasting System* luncheon sales presentation for advertisers and agencies. Original showing in February was canceled due to winter storms. Radisson hotel, Minneapolis.

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**—*Hollywood Radio and Television Society* newsmaker luncheon. ABC-TV's Barbara Walters will be speaker. Hollywood Palladium.

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

■ **May 11**—*Mutual Broadcasting System* luncheon sales presentation for advertisers and agencies. Original showing in February had been canceled due to winter storm. Crown Center hotel, Kansas City, Mo.

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

May 12—Fourth annual daytime Emmy awards of the *National Academy of Television, Arts and Sciences*. NBC-TV will telecast 3-4:30 p.m., NYT, from site to be designated in New York.

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

■ **May 13**—*Mutual Broadcasting System* luncheon

sales presentation for advertisers and agencies. Original showing in February was canceled due to winter storms. Stouffer's Riverfront Towers, St. Louis.

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

May 13-14—*National Translator Association* convention. Major speakers will include Judge Nat Allen, NTA president; FCC Commissioner James H. Quello; Dr. Vincent Sardella, Office of Telecommunications Policy; Lester W. Lindow, Association of Maximum Service Telecasters, and E.B. Craney, broadcast pioneer instrumental in the founding of the NTA, Hotel Utah Motor Lodge Convention Center, Salt Lake City.

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 Programmers*. 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.

Also in May

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—World Telecommunications Day of *International Telecommunications Union*. Geneva. Of participating countries, 17 will issue commemorative stamps on that day.

■ **May 17**—Spring convention of *Connecticut Broadcasters Association*. Yale University, New Haven.

■ **May 17**—*Illinois-Indiana Cable Television Association* board meeting. Holiday Inn, Decatur, Ill.

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**—Annual meeting of *International Radio and Television Society*. New officers and board members will be installed. David Brinkley, NBC-TV, will accept "Broadcaster of the Year" award. Americana hotel, New York.

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**—*National Broadcasters Club*, Washington, reception honoring FCC Commissioner Robert E. Lee, 6-8 p.m.

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

■ **May 20**—*Pacific Pioneer Broadcasters* luncheon and presentation of Carbon Mike Award to Don McNeill, who conducted *Breakfast Club* for 35 years on NBC Blue and later ABC radio network. Sportsmen's Lodge, Studio City, Calif.

■ **May 20**—Meeting on CATV test equipment with the *Southeastern chapter Society of Cable Television Engineers* as host. Scientific-Atlanta, Atlanta. Contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

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 Oskaron, 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

Major meetings

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. 1978 convention will be at Stouffer's Twin Towers, Cincinnati, June 1-3.

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.

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



Introducing two new ways to get the lighter side of the news.

Microwave Associates' MA-2CP and MA-2EP.

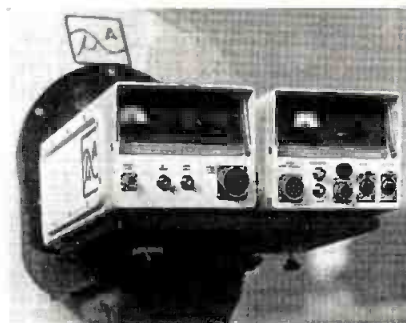
They're by far the lightest, easiest to carry, simplest to use and maintain portable microwave radios to move onto the market.

Because they're so light, the 2 watt MA-2CP and 8 watt MA-2EP open up a new era of flexibility in news gathering at 2GHz. You can go almost anywhere the news is.

Both models have a unique frequency offset capability that gives you a total of 21 microwave channels. Three times the frequency agility of older models.

If you want, we also offer the 2CP and 2EP in 1-channel and 7-channel versions.

In addition, the MA-2EP provides sophisticated diagnostics, switch-selectable tuning and the opportunity of mounting the



RF head up to 30 feet away.

Both the MA-2CP and MA-2EP are engineered with people in mind. And each system is compatible with all our Portable Line accessories.

So if you need two great little portables for ENG remotes, write or call for the complete details.

The MA-2CP. And the MA-2EP.

They're guaranteed to give your news gathering a nice, light touch. Microwave Associates, Communications Equipment Group, Burlington, MA 01803. 617-272-3100.

 **MICROWAVE
ASSOCIATES**

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—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Century Inn, Atlanta.

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

May 25—Radio Sales Day, sponsored by the *National Radio Broadcasters Association*. Sheraton Valley Tobacco Inn, Windsor, Conn.

May 25—Radio Sales Day, sponsored by the *National Radio Broadcasters Association*. Hyatt Regency O'Hare, Chicago.

■ **May 25**—Session on amplifier update and testing of existing equipment by the *Mid-Atlantic/Appalachia chapter of the Society of Cable Television Engineers*. Carlisle, Pa. Contact: Jim Grabenstein, Potomac TV Cable, (301) 722-6540.

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—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton at Airport, Denver.

June 1—FCC's new deadline for comments on inquiry into network programming 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—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hotel Pacifica, Los Angeles.

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. FCC Commission Margita White will be Friday luncheon speaker. 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—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hyatt House, Renton, Seattle.

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

■ **June 3-5**—*Annenberg School of Communications at the University of Southern California* conference on "Arts and Communications Media." University Park, Los Angeles.

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 4—Conference on station renewal, sponsored by state broadcaster associations of *Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont*. Participants will include Richard Wyckoff, National Association of Broadcasters legal department; Richard Shiben, chief, FCC Renewal & Transfer Division; Jason L. Shrinky, Stambler & Shrinky, and Larry Perry, Perry Communications. Boston Marriott hotel, Newton, Mass. Registration: NAB legal department, 1771 N Street, N.W., Washington 20036.

June 6-8—Hearings on cable television before *Senate Communications Subcommittee*. Washington.

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

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

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

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

June 8-9—*Advertising Research Foundation* midyear conference. Featured luncheon speaker June 9 will be Gerald Ratshoon, Ratshoon 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—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton National, Washington.

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

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

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

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

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

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

June 13-15—*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-July 1**—*University of Evansville's* second annual summer media institute. Guest lecturers will cover topics ranging from film to cable. Evansville, Ind.

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **June 16-18**—*South Dakota Broadcasters Association* annual convention. FCC General Counsel Warner K. Hartenberger will be luncheon speaker. Ramada Inn, Sioux Falls.

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

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

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

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

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

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

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

Clarification

EDITOR: We at Warner Cable TV read with admiration BROADCASTING magazine's thorough reporting of the 1977 National Cable Television Association convention in Chicago. We would like to refer to the story on pages 53 and 54 of the April 25 issue with regard to remarks by Gustave M. Hauser, chairman and chief executive officer of Warner Cable, during the panel discussion, "The Communications Act, Present and Future."

What Mr Hauser meant in his remarks on the Communications Act rewrite was to emphasize the urgency of relief for cable TV from excessive regulation—now—not later. He suggested that an *amendment* to the act might help in bringing such relief (rather than waiting for the rewrite of the entire act). He said: "We need this relief now, and it can be produced by a (legislative) amendment to the act such as has been obtained by many other industries in the past where it has been shown to be necessary."

One other inadequacy in the story we would like to touch upon is the reference that cable operators should be able to control the programing they carry.

Mr. Hauser does not favor granting cable operators power to arbitrarily decide who gets access to a system's leased channels. His position on this highly significant issue is as follows:

"We don't want any absolute right of control to freeze out anybody for any reason with no justification. We need some rules somewhere as to how this traffic is to be regulated and who has the responsibility. Probably, it should be the cable operator because he is the person responsible to his subscribers . . . but I haven't suggested that there be an absolute power on the part of a cable operator to just arbitrarily decide who he or she would like to come on and who should be denied a channel."—*Leo J. Murray, vice president, public affairs, Warner Cable Corp., New York.*

A winner's call letters

EDITOR: Re the April 25 coverage of the George Foster Peabody award recipients, *Flashback 1976* was produced by Music Director Ed Brouder at WGIR-AM-FM, not WGIB-AM-FM as listed in the article.—*Maurice Quirin, news director, WGIR-AM-FM Manchester, N.H.*

Duplications doubts

EDITOR: It isn't bad enough that many radio markets are surveyed only once a year. Now Arbitron will provide us with a

meaningless survey of radio listening to avoid "confusion and problems" (BROADCASTING, April 25).

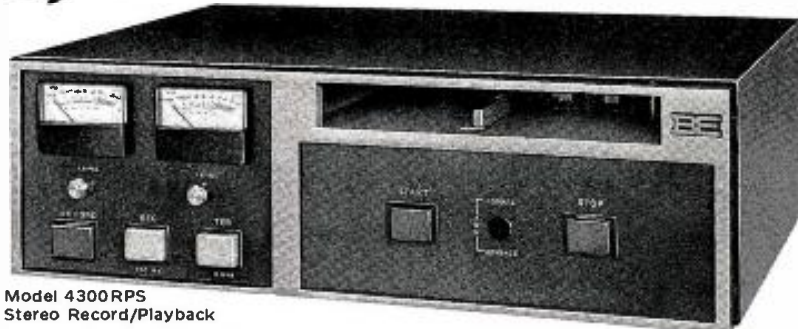
I'm intrigued to know whose "confusion and problems" will be solved by avoiding the AM/FM duplication rule until after the April-May survey.

It won't solve advertisers' problems; it

won't help agencies.

I wonder if it just won't help those stations that have the duplication to sell inflated numbers for another year. Another wonderful survey of the way it used to be.—*Thomas R. Tiedemann, director of media services, Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa.*

Spotmaster®



Model 4300RPS
Stereo Record/Playback

4000 Series newer, better . . . more than just a claim!

- Superior Head Assembly
- Wider Output Clipping Level
- Solid State Switching
- Wider Record Input Range
- Low Voltage Solenoid
- Fast Forward Option
- Superb Electronics
- Desk or Rack Mount

Superior electronics, superb Phase Lok III head bracket and totally up-to-date 1977 design in a wider size configuration. Handles all three NAB size cartridges. That's the Spotmaster 4000 Series. Inside you will find modern, innovative electronics like the positive control low voltage solenoid, a direct drive hysteresis synchronous motor, an air damped solenoid and a ½-inch thick machined deck.

For new 4 page brochure, call or write Broadcast Electronics, 8810 Brookville Road, Silver Spring, Maryland 20910. Telephone: 301/587-1800.

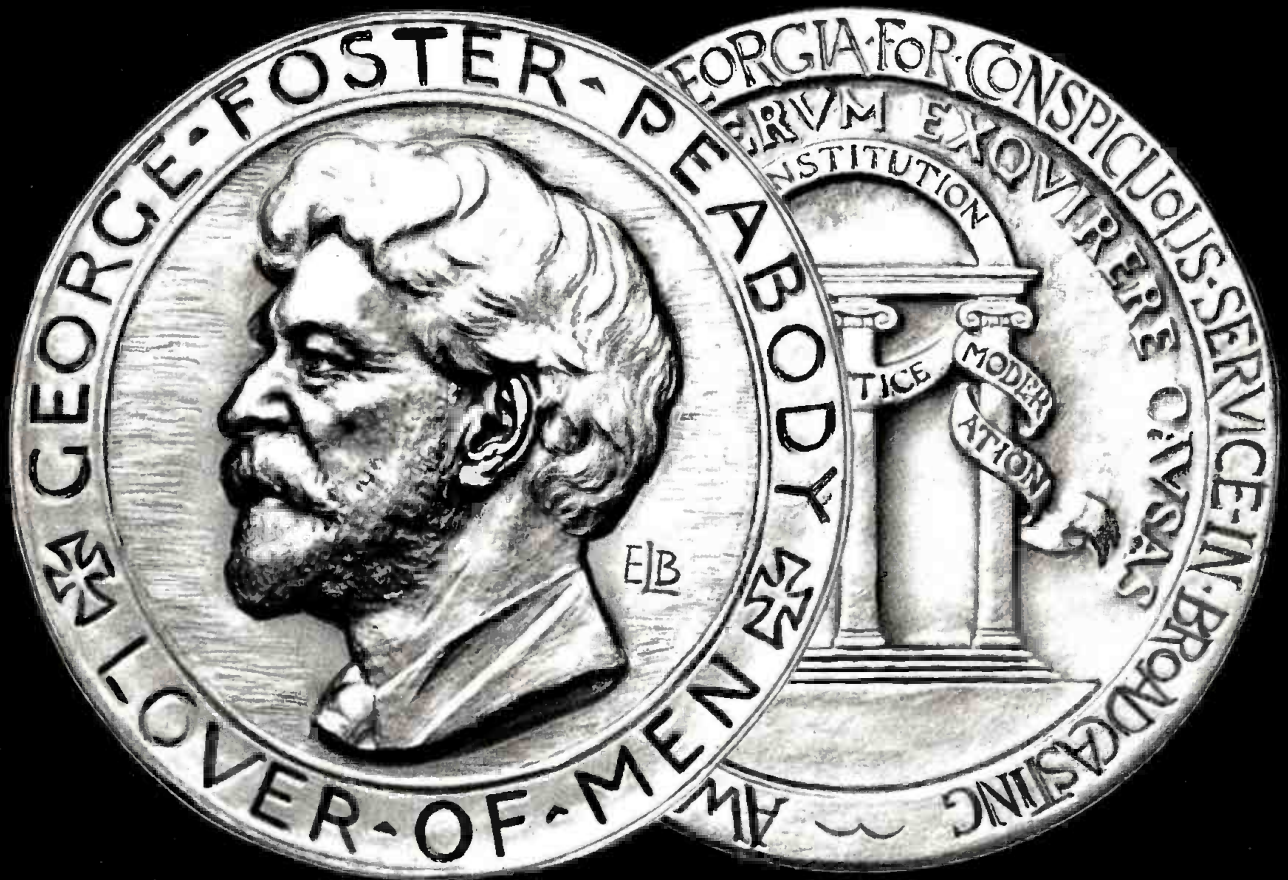
BROADCAST ELECTRONICS, INC.

PRODUCERS OF
Spotmaster®
TAPE CARTRIDGE EQUIPMENT

A FILMWAYS COMPANY



NOW THE PEABODY



This Peabody Award, won by Dennis Smith and his outstanding "Probe" team, says: "To WLBT-TV, Jackson, Mississippi, for "Power Politics in Mississippi," an example of greatly needed documentary reporting in an area seemingly untouched in the recent past."

For quite awhile WLBT has been known as Mississippi's Number One Television Station. Thus, it is with grateful pride and sincere humility that we accept this prestigious Award bestowed on us by the George Foster Peabody Committee. We have strived to be representative of our state, our people. WLBT's success, while acknowledging our personal gratification, belongs to those who have invited us into their homes; who have made us what we are. We thank the Peabody Committee for making us special. We thank those whose dedicated labors made this Award possible. But, most of all, we thank the people of Mississippi. We are proud of you!

3 WLBT-TV

Affiliated with NBC

Represented by H-R

Broadcasting 4 May 9

Vol. 92 No. 19

Top of the Week

Fall line-ups now complete; emphasis is on comedy and specials

CBS cancels 10 series, NBC 6; no new hard-action shows anywhere; three ABC cast-offs find homes

CBS-TV and NBC-TV leaned heavily on their pilot development last week to introduce a total of 16 1/2 hours of programming, encompassing 18 shows, as they announced their prime-time schedules for the 1977-78 season. ABC's schedule, released the previous week (BROADCASTING, May 2), included fewer changes, as befits the network that won the 1976-77 season in a Nielsen runaway.

NBC's schedule was unusual in that it not only laid out, title by title, a number of specials that will pre-empt the regular line-up next fall, but assigned specific nights to them. (One NBC source said Paul Klein, NBC's programming vice president, even wanted to assign actual dates to about 50 of the specials—everything from mini-series through Bob Hope variety hours to the major league baseball playoff games—but was deterred by the complications that would have resulted.) Irwin Segelstein, executive vice president, programs, NBC, calls the network's line-up of specials "an overlay" placed onto "a strong series schedule."

Highlights of the specials scheduled on NBC will be multipart adaptations of novels like James Michener's "Centennial," Arthur Hailey's "Wheels," Harold Robbins's "79 Park Avenue," William Goldman's "Boys and Girls Together" and Aldous Huxley's "Brave New World." Other NBC specials include a five-hour movie based on Martin Luther King's life, a nine-hour telecast encompassing both Part I and Part II of "The Godfather" plus scenes that were cut from the original for time, a cartoon adaptation of J.R.R. Tolkien's "The Hobbit," the Miss Teen-Age America pageant and at least four separate hours of a new version of the old hit, *Laugh-In*.

To accommodate the raft of new-series product, NBC canceled six series and CBS

bumped 10. The dead ducks at CBS include the two-year-old *Phyllis* (starring Cloris Leachman), *Sonny and Cher* and *Who's Who*, the CBS News department's spin-off of *60 Minutes*, which never really got an audience sampling against ABC's *Happy Days* and *Laverne and Shirley*, the two highest rated series on the air. The seven other CBS departures were all first-year shows: *Loves Me, Loves Me Not*, *Nashville 99*, *All's Fair*, *Delvecchio*, *The Andros Targets*, *Code R* and *Hunter*. (*The Mary Tyler Moore Show* falls into the category of voluntary retiree.)

The only long-running show to die at NBC was the six-year-old *Sunday Mystery Movie* (*McCloud*, *McMillan*, *Lanigan's Rabbi*), although one element of that series, *Colombo*, with Peter Falk, will probably turn up as four two-hour specials, according to NBC sources. The other five losers at NBC were all rookies: *Baa Baa Black Sheep*, *Best Sellers*, *Sirota's Court*, *Kingston: Confidential* and *Fantastic Journey*. (*Best Sellers*, however, was a catch-all for multipart novels for television, and NBC is committed to doing another batch of them for next fall, although they will be slotted in various movie and *Big Event* time periods.) *Emergency* and *Police Story* will not be on the weekly schedule next year, but NBC plans to slot them periodically as special shows.

As with ABC's schedule, neither CBS

next fall:

Dan'l Boone. This 20th Century-Fox Television hour will be modeled somewhat on NBC's second-season success, *Grizzly Adams*, focusing on Daniel Boone as a Kentucky wilderness explorer. He'll have a 12-year-old British immigrant boy as his companion, along with an escaped slave who has become a trapper.

Logan's Run. This MGM TV sci-fi series is based on the hit theatrical movie of the same name. Bud Grant, CBS's programming vice president, calls it a 23d century *Fugitive*, with the three lead characters on the run from their government, which has decreed that "death is mandatory at age 30." Futuristic sets will be much in evidence, CBS says.

The Ed Asner Show. MTM Enterprises will keep alive the Lou Grant character from *The Mary Tyler Moore Show*. He'll be geographically uprooted (from Minneapolis to Los Angeles), and CBS says the three most important subsidiary characters will be "a nervous managing editor; a young, abrasive, iconoclastic investigative reporter; and the tough, intelligent, intense woman who owns the paper." It will be a 60-minute drama but, as CBS puts it, "the overtones are comedic."

The Fitzpatricks. "It's a contemporary *Waltons*," says Bud Grant. It features a Flint, Mich., steelworker, an Irish Catholic; his wife, who works as a

On the road. President Carter is taking his media show to the West Coast next week, courtesy of CBS's KNXT-TV, Los Angeles. The President, who has already done a radio call-in program from the White House, broadcast by CBS, and a town meeting in Clinton, Mass., telecast by Public Broadcasting Service (and, delayed, by ABC), will participate in a program containing elements of both of those events that KNXT will broadcast, between 12:30 and 2 p.m. PT on May 17, and make available to CBS Pacific Coast Network radio and television affiliates. The President will take questions and hear the views of not only some 200 persons expected to be in the audience at KNXT but also from individuals in up to five remote locations throughout the Los Angeles area linked to the studio by two-way video hook-up. The program will be uninterrupted and unsponsored. KNXT reporters Connie Chung and Joseph Bentz will serve as President Carter's in-studio hosts. KNXT will rebroadcast the program beginning at 6:30 p.m. the same evening. The idea for the broadcast originated with the station, according to White House and KNXT officials.

nor NBC has put any new hard-action police show on its 1977-78 line-up. CBS has only two new shows that fit into the action-adventure category: *Dan'l Boone*, an 8 o'clock Western aimed at youngsters, and *Logan's Run*, a science-fiction thriller. NBC's one new police show, *CHiPs*, about highway patrolmen, will deal more with comic incidents than melodramatic ones, and *The Oregon Trail* will be a family-saga-type Western, like the old *Wagon Train*.

CBS has scheduled eight new shows for

waitress, and their five children. The production house is Warner Bros. Television, with Philip Mandelker listed as executive producer.

Rafferty. This will be the only regularly scheduled medical show on the three networks next fall. It's also from Warner Bros. (executive producer: Jerry Thorpe) and stars the British actor, Patrick McGeehan, as "a former Army doctor now practicing in a large general hospital... a dedicated maverick."

The Betty White Show. This MTM En-

Monday

	ABC	CBS	NBC
8:00			
8:30	The San Pedro Bums (Aaron Spelling Productions)	Dan'l Boone (20th Century-Fox Television)	Little House on the Prairie (NBC)
9:00		The Betty White Show (MTM Enterprises)	
9:30		Maude (Norman Lear)	Monday Night at the Movies (various)
10:00	NFL Monday Night Football	Rallyer! (Warner Bros. Television)	
10:30			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount)		The Man from Atlantis (Herb Solow Productions)
8:30	Laverne and Shirley (Paramount)	The Fitzpatricks (Warner Bros. Television)	
9:00	Three's Company (Nicholl/Russ/West)	M*A*S*H (20th Century Fox)	
9:30	Soap (Witt/Thomas/Harris)	One Day at a Time (Norman Lear)	Big Hawaii (Filmways TV)
10:00			
10:30	Family (Spelling-Goldberg)	The Ed Asner Show (MTM Enterprises)	Police Woman (Columbia Pictures Television)

Wednesday

	ABC	CBS	NBC
8:00		Good Times (Norman Lear)	
8:30	Eight is Enough (Lonnar)	Busting Loose (Paramount)	Grizzly Adams (Sunn Classics)
9:00			
9:30	Charlie's Angels (Spelling-Goldberg)		The Oregon Trail (Universal)
10:00		Wednesday Night Movies (various)	
10:30	Baretta (Universal)		Rosetti and Ryan (Universal)

Sunday

	ABC	CBS	NBC
7:00			
7:30	Hardy Boys/Nancy Drew Mysteries (Universal)	60 Minutes (CBS News)	Wonderful World of Disney (Walt Disney)
8:00			
8:30	The Six Million Dollar Man (Universal)	Rhoda (MTM Enterprises)	Oil the Wall (Universal)
9:00		On our Own (Talent Associates)	CPO Sharkey (Aaron Ruben)
9:30		All in the Family (Norman Lear)	
10:00	ABC Sunday Movie (various)	Alice (Warner Bros.)	The Big Event (various)
10:30		Kojak (Universal)	

terprises sitcom stars Miss White as "a veteran movie actress who finds a new career in television, starring in a series called *Undercover Woman*." Her ex-husband is the director of the series, and she has a scatterbrained best friend, played by Georgia Engel.

On Our Own. A New York ad agency is the setting for this Talent Associates/David Susskind sitcom. It follows the careers of two young women, played by Bess Armstrong and Lynnne Greene.

We've Got Each Other. Sexual role reversal is the theme of this MTM Enterprises sitcom. The husband "works at home as the copywriter for a mail-order catalogue" and the wife is the "manager of the studio of an eccentric but talented photographer."

In addition, CBS picked up two series

dropped by ABC: *The Tony Randall Show* (from MTM Enterprises) and *Wonder Woman* (from Warner Bros.).

Eight new series have made it to NBC's fall schedule:

CHiPs. Two young motorcycle policemen assigned to the California Highway Patrol are the focus of this 60-minute series from MGM Television.

The Oregon Trail. The wagon trains will travel 2,000 miles from Missouri to Oregon's Willamette Valley in this "dramatic Western adventure series about a family in search of free land and a better way of life." The star is Rod Taylor, and the producer is Universal Pictures Television.

The Man from Atlantis. The pilot of this Herbert F. Solow production landed a 27.3 rating and 46 share on March 4, guaranteeing a fall berth for a fantasy adventure whose protagonist is "the last survivor of the lost undersea city of Atlantis."

Big Hawaii. Filmways TV (with Perry Lafferty as executive producer) is responsible for this drama about "a close-knit family" and its "struggle to maintain its empire-like ranch against the encroachment of civilization."

Rosetti and Ryan. Tony Roberts and Squire Fridell star as "a pair of irreverent but highly successful criminal lawyers" in this courtroom series laced with humor. Leonard Stern is the executive producer for Universal Pictures Television.

The Richard Pryor Show. The black comedian will be host of a 60-minute variety series, and the emphasis will be on satire. Mr. Pryor and Burt Sugarman are the producers.

What Really Happened to the Class of '65? Based on the nonfiction best seller by Michael Medved and David Wallechinsky, this Universal Television hour "chronicles the lives of 30 classmates and the often surprising change in their life styles and occupations in the dozen years following their graduation."

Off the Wall. NBC describes this half hour as "a madcap comedy set in a co-ed

college dormitory." It'll be done at Universal Television, with Franklin Barton as executive producer.

In addition, NBC has picked up one series dropped by ABC, *The Bionic Woman* (produced by Universal).

FCC proposes easing of 315

It would exempt top two jobs and splinter-party candidates from equal-time law—but it votes 4 to 3 against total repeal

The security blanket provided by equal-time law may be losing some of its appeal for those in government, but there is no rush to get rid of it. Not, at least, at the FCC, where members and staff last Wednesday threshed out recommendations to be made to Congress. The result, after a series of close votes, was a recommendation for modifications of Section 315.

The main proposal, pushed by the general counsel's office but regarded as unrealistic in view of what is perceived to be the attitude in Congress, was to recommend outright repeal of Section 315. It failed by a 4-to-3 vote.

But a proposal to exempt presidential and vice presidential candidates from the reach of the law, which had been advanced by the Broadcast Bureau and Commissioner Margita White, was adopted by a 4-to-2 vote.

And another 4-to-3 vote produced a recommendation that Congress adopt an amendment the commission first suggested in 1969, to limit application of the equal-time law in general elections to so-called "major party" candidates. The proposed amendment, suggested last week by the Broadcast Bureau, refers to candidates of parties that polled 2% of the vote in the previous election or that collect signatures

Thursday

	ABC	CBS	NBC
8:00	Welcome Back Kotler (Kornack/Warner Bros.)	The Waltons (Lorimar)	CHiPs (MGM Television)
8:30	What's Happening (Yorkin/Turteltaub/Orenstein)		
9:00	Barney Miller (Danny Arnold)	Hawaii Five-O (CBS: Leonard Freeman)	The Richard Pryor Show (Burl Sugarman)
9:30	Carter Country (Yorkin/Turteltaub/Orenstein)		
10:00			
10:30	The Redd Foxx Show (Fox/Blye/Einstein)	Barnaby Jones (Quinn Martin)	What Really Happened to the Class of '65 (Universal)

Friday

	ABC	CBS	NBC
8:00			Sanford Arms (Bud Yorkin)
8:30	Donny and Marie (ABC)	Wonder Woman (Warner Bros. Television)	Chico and the Man (Kornack/Warner Bros.)
9:00			
9:30		Logan's Run (MGM TV)	The Rockford Files (Universal)
10:00	ABC Friday Night Movie (various)		
10:30		Switch (Universal)	Quincy (Universal)

Saturday

	ABC	CBS	NBC
8:00	Fish (Danny Arnold)	The Bob Newhart Show (MTM Enterprises)	The Bionic Woman (Universal)
8:30	Operation Petticoat (Universal)	We've Got Each Other (MTM Enterprises)	
9:00		The Jeffersons (Norman Lear)	Saturday Night at the Movies (various)
9:30	Starsky and Hutch (Spelling-Goldberg)	The Tony Randall Show (MTM Enterprises)	
10:00			
10:30	Love Boat (Aardn Spelling Productions)	The Carol Burnett Show (CBS/Joe Hamilton)	

equal to 1% of the vote in the last election. On those issues, Commissioner Abbott Washburn proved to be the swing vote. He voted with Commissioners Robert E. Lee, Benjamin L. Hooks and Joseph Fogarty to kill the proposal to recommend outright repeal. And he joined with Chairman Richard E. Wiley and Commissioners James Quello and Margita White on the proposals that were adopted. Commissioner Lee abstained on the question of exempting presidential and vice presidential candidates from Section 315.

Throughout the more than one hour of discussion surrounding the votes on those and other proposals many of the arguments that have been aired over Section 315 were heard again. Deputy General Counsel Lawrence Secret, who made the major presentation for repeal, said the equal-time requirement has a "chilling effect" on broadcasters' journalistic judgment; it induces broadcasters to engage in "self-censorship" lest they be faced with giving time to a multitude of candidates.

To Commissioner Hooks, however, repeal would give television the power "to decide who will be elected. Television's power is beyond belief," he said. Later, he and Commissioner Fogarty said in a joint statement that there "is no compelling reason to tinker with a venerable canon of broadcast law which has served this country's egalitarian ideals so well, for 40 years."

One of the heaviest arguments Commissioner Hooks used was drawn from the March issue of the Radio Television News Directors Association newsletter, *RTNDA Communicator*. The results of a survey of "problems" faced by news directors, as reported in the newsletter, said that 67% of television news directors found equal time to be "no problem" while only 4% said it was a major one. The comparable figures for radio news directors were 80% and 2%. The breakdown regarding the fairness doctrine was almost the same.

(However, the attitude those figures reflect was not demonstrated by RTNDA

directors who attended a White House briefing on April 29 [see page 85]. White House aides heard numerous complaints about the effect of equal-time and fairness on the stations' news operations complete, as one said, with "horror stories.")

Despite their reluctance to "tinker" with Section 315, Commissioners Hooks and Fogarty suggested a modification: Exempt from the equal-time constraints in general elections the coverage of presidential and vice presidential candidates, provided third-party candidates are assured of the reasonable access and lowest unit charge now required by law.

Before the meeting ended the commis-

sion considered and rejected several other proposals.

One, which had been advanced by Commissioner White as part of a package that included the proposed exemption for presidential and vice presidential candidates (BROADCASTING, May 2), would expand the exemption now applicable to news programs to all broadcasts over which the licensee retains editorial control. Only Chairman Wiley and Commissioner Quello joined Commissioner White on the issue.

Two other parts of the package were also rejected—one to eliminate the requirement that broadcasters charge candidates



On his mind. The week before his subcommittee is scheduled to hold lengthy hearings on the broadcasting industry, Senate Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.) repeated his advocacy of the fairness doctrine, which in his opinion has "built credibility into the medium." He said he still feels strongly about maintaining the equal-time law, but would support legislation to exempt candidates for President and Vice President from it. In a meeting with reporters in his office, the senator also said: □ He thinks Charles Ferris, counsel for House Speaker Thomas P. (Tip) O'Neill (D-Mass.), and reported choice of President Carter for nomination to FCC chairman, "would make a good chairman," despite little experience in communications. "He's an awfully smart fellow," Senator Hollings said. □ He thinks the National Association of Broadcasters TV code "is working real good," and thinks Congress can do little about violence on TV beyond holding oversight hearings. □ He supports increased federal funding for public broadcasting (maintaining the matching grant system), but is against making commitments as long as five years in advance, which is what public broadcasting wants. □ He has not decided whether to take up cable forfeiture legislation, which broadcasters seek.

at the lowest unit rate and one to extend the reasonable access rights, now guaranteed to federal candidates, to nonfederal candidates as well. (The latter was supported only by Commissioner Washburn, who proposed it. Commissioner White abandoned it, saying she had included it in the package as part of a trade-off, and couldn't support it as an individual item.)

The Cable Television Bureau also submitted a proposal to issue a notice of rulemaking aimed at modifying the obligations now imposed on cable television systems by the equal-time law. The bureau's suggestion looks to a rule under which the commission would regard the existence of a public access channel that provides "equal opportunities" as satisfying the cable operator's obligations.

The commission last fall rejected a similar suggestion. But since then, Cable Television Bureau Chief James Hobson noted, the U.S. Court of Appeals, in the

pay cable decision (BROADCASTING, March 28), suggested that scarcity that is the result of economic conditions and not spectrum shortage could not justify government intrusion "into the First Amendment rights" of cable television.

Nevertheless, five commissioners voted against discussing the rulemaking. Chairman Wiley, the only commissioner to favor the proposal last fall, voted for it last week, as did Commissioner White.

Public broadcasting's problems with politics also figured in the discussion. Commissioners expressed concern about laws prohibiting public broadcasters from editorializing or from speaking out for or against candidates, as well as the requirement, imposed by the reasonable-access provision, to run political commercials if requested by candidates. However, the commission decided on no proposals. But it will draft a letter calling those matters to Congress's attention.

First Nixon-Frost ratings may rank as highest ever for syndication

Dramatic Watergate program was helped by publicity blitz, leaks

David Frost and his backers had been insisting for weeks that the Nixon-Frost interviews would be "historic." It seemed after the first segment's airing last Wednesday that, on the subject of Watergate at least, those claims have been vindicated.

Benjamin Bradlee, executive editor of the *Washington Post*, and Richard Salant,

Going in: a sampler of Arledgisms on TV news

Last week, on the eve of its annual meeting with affiliates in Los Angeles, ABC announced that **Roone Arledge**, its eminently successful sports chief, would assume responsibility for ABC News as well (see page 44). A BROADCASTING interview with Mr. Arledge in New York, before his departure for Los Angeles, yielded these indicators of how he approaches that new assignment:

Sports will still have half my attention, but it will be spread in different increments—sometimes 90% and sometimes 10%, depending on what's happening and what's important.

I think it perfectly valid to cover a war in Zaire if we're not just covering it because there's pictures of tanks running around. But I think we have to tell our viewers what this is liable to mean to them. Is the United States going to get involved? Who are the different sides? What is Russia's role, what is our interest and why do we care if there's a war in Zaire? What the hell does it mean?

You have to find a way to get more hard stories in [the evening news] because you can't sacrifice the hard news. I think we can have a brisker approach and less "Back to you, Charlie" . . . I don't see any reason why you can't just go from one correspondent to another. I don't think you need to take all that time, particularly with the attempt to make Harry [Reasoner] and Barbara [Walters] relate to one another and all that.

I would like eventually to change the concept of anchor people. I would like to see more of them. I'd like to see us with a permanent anchor position in Europe, for example, and maybe in some other places. The amount of real reporting, as opposed



Arledge

to either editing or just reading off the Teleprompter, that is done from an anchor position in New York is minimal. You take good reporters and promote them to anchor people, and it's prestigious, but it really takes them out of the reporting realm. People have to be out doing stories.

I would like eventually to see a satellite feed perhaps every day, and a combination of flexible units with people who can move on a moment's notice. . . . I would like to see the over-all presence of ABC News increase. In the documentary field, I don't know what the number is, but there will be a lot of them.

I'd like to do a documentary on the state of journalism in the country. I think there is a legacy that came from Watergate that elevated journalism to an exalted position, and I think a lot of that legacy is being squandered by the kind of things that I guess people are afraid I'm going to do. It's happening in the newspapers . . . they figure the way to sell papers is to spend time on gossip and sensationalism and speculation and irresponsible

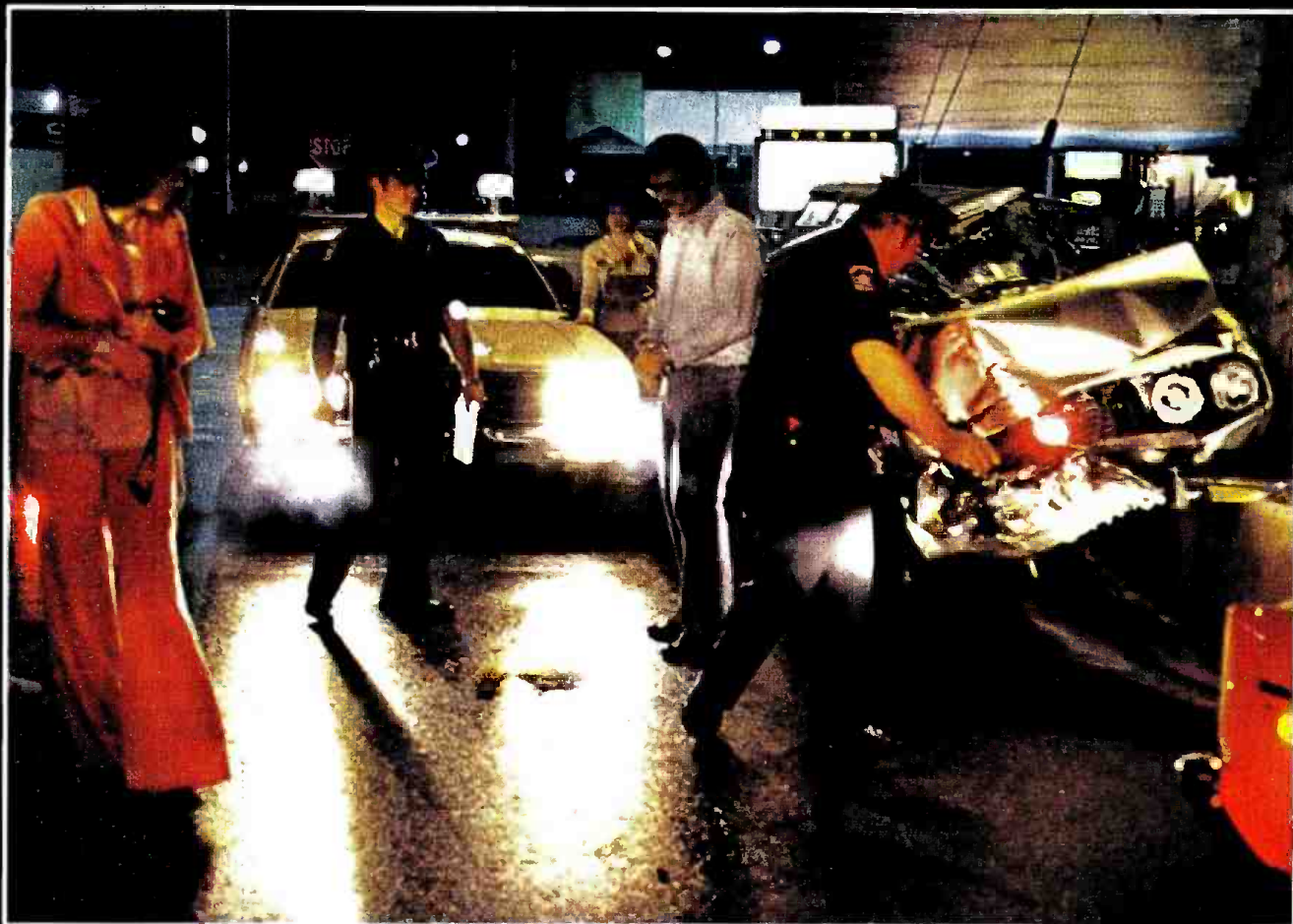
characterizations of people and things like that.

I totally agreed with Dick Salant [president of CBS News] on the position he took when the League of Women Voters wanted the networks to agree not to shoot the audience during the presidential debates. Even though I felt the audience was shot way too much in the conventions, I would have gone further than he did. I don't think we would have covered it, because I don't think any news organization should give anybody else the right to control its programs.

I think the main value that I have is in a sense of what's important and what we should be covering and how we should do it—a feeling of being in the control room or in a mobile unit or on the scene rather than in an office or in a booth with some dignitaries.

I think any time anybody new does anything there is a natural concern on the part of people as to "What the hell does this all mean"—and particularly the inbred people who have been there a long time and have done very well because the system has never changed. I guess there are some things we've done—like the Superstars and the Challenge of the Network Stars, which we've never claimed were anything other than fun—where they can say it's a kind of show-biz approach, but other than that it's hard for me to put my finger on what people are talking about [in saying he would turn the news into a vaudeville show].

Now making news interesting I don't equate with show biz or entertainment. I think there is a line that should not be crossed—there are production gimmicks which involve the basic integrity of what you're doing, and I think that's deplorable when that happens. But I think I'm aware of where the line is.



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

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

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

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

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

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

FILM IS GOOD NEWS.



president of CBS News, called it some of the best television they had ever seen. Richard Wald, president of NBC News, called it brilliant, and it is unlikely that a major newspaper in the country failed to feature it on the front page. News descriptions of Mr. Frost in many papers changed overnight from "David Frost, British talk show personality," to "David Frost, interviewer." And, they might have added, a significantly richer interviewer at that.

On the face of the ratings alone, it seems that the show's sponsors got their money's worth. On the eve of the airing, Syndicast President Mickey Johnson predicted that the interview would become "the *Roots* of syndication"—the highest-rated syndicated program in history. Early readings from Arbitron's and A.C. Nielsen's overnights seemed to suggest that claim as well. Nielsen's overnights showed the interview pulling a 32.9 rating with a 50 share in Los Angeles, a 33.5 with a 47 share in New York and a 20.7 with a 35 share in Chicago. Arbitron's overnights put the Los Angeles rating at 27 with a 42 share and New York's at 30 and 42. In addition, an Arbitron telephone survey taken during the interview in 15 other markets showed shares of between 42 and 61 (Washington-Baltimore, for example, was a 56).

Syndicast Services reported that all five national advertising minutes in the first program were sold out by air time. Last-minute buyers were Gallo wines and the producers of the movie, "Black Sunday"; the previously unidentified "major" advertiser turned out to be Bristol-Myers.

Syndicast reported late last week that it still had a minute of national advertising for sale on each of the remaining three programs.

If the rest of the interviews don't sell out, it won't be because Mr. Frost failed to promote them. As one of his happy financial backers, Dr. Kenneth Mejer, said last week, "I think the hype that he pulled off, using the national news media, was tremendous." Indeed, there were cover stories in *Time*, *Newsweek* and *TV Guide*, all hinting either broadly or stating quite directly that some pretty interesting revelations were sure to be made.

And front-page reports appeared in newspapers across the country about a series of previously unrevealed transcripts—allegedly incriminating Mr. Nixon even further in the scandals—that were mysteriously leaked to the press three days before Wednesday's broadcast.

But can the feverish interest that greeted the Watergate segment be maintained through the series' three remaining programs (the next, dealing with Mr. Nixon's life since his resignation is scheduled for Thursday, May 12). Marvin Minoff, Mr. Frost's partner in Paradine Productions, was asked on the day of the first broadcast why the Watergate interview was shifted to first in the series from last, and if the rest of the interviews might seem anticlimactic as a result.

"The other shows are very good," he said. "There were several reasons why we rescheduled the Watergate show. One was

that it was so powerful, we felt the longer we held on to it the better chance there would be of leaks. Another consideration was that we feel that the spectre of Watergate could have hung over the other interviews, and getting it on first and establishing the credibility of the series was a good move."

Mr. Minoff added that a fifth program, the 18½-minute gap and other questions relating to the White House tapes, may be assembled in a one-hour format. In the meantime, Mr. Frost is making himself available for numerous interviews to talk about the series, and, understandably, he is reveling in the praise for his performance on the Watergate program.

The feeding of the show from KTTV(TV) Los Angeles by the Robert Wold Co. was only slightly less smooth than Mr. Frost's feeding of questions to Mr. Nixon. The transmission via Western Union satellite was relayed to stations in Chicago, Dallas, St. Louis, Seattle-Tacoma, Wash., and Portland, Ore. Other stations carrying the program were connected by AT&T long lines with three regional carriers providing

further terrestrial link-ups.

There was an audio gap of about a minute and a half during Mr. Frost's introduction for stations in the East and Midwest which a Wold spokesman attributed to a technician's mistake in Los Angeles ("The broadcast equivalent of a typographical error," he called it). The only other problem, the spokesman said, was the downing by storms of a microwave transmission tower near Omaha, which briefly interrupted the feed to stations in Salt Lake City and Montana.

Radio distribution of the interview was handled by Mutual Broadcasting, which reported that 500 stations in the U.S. carried the first show. It also was aired by stations in Canada, Mexico, Columbia and South Africa.

A Mutual spokesman said the network had a "full schedule" of commercials for the first show with 10 commercials sold by Mutual and four by local stations. Major network sponsors were: Lazy-Boy Chair, American Motors, Econocar International, Saturday Review, National Tax Institute and Writers Institute.

Picking up their Peabodys. Winners of the 1976 George Foster Peabody Awards for "distinguished public service" in radio and television programs gathered at New York's Hotel Pierre May 4 to accept their honors. The University of Georgia's Henry Grady School of Journalism presented a total 24 Peabodys this year (BROADCASTING, April 25), necessitating a 30-second limit on acceptance speeches which most, but not all, of the winners observed. Perhaps the most-laughed-at lines were delivered by *CBS Morning News*-man Hughes Rudd, who thanked his wife for keeping him sane "despite the best efforts of my employers" and his kidneys for getting him up in the middle of the night and helping him to decide that he "might as well go on down to the office anyway." Some of the winners are pictured below:



ABC—Accepting Peabodys for ABC were (l to r): Frank Gifford, commentator, for ABC Sports' coverage of the 1976 Olympics; Edwin T. Vane, vice president/national program director, ABC Entertainment, for *Eleanor and Franklin*; William Peters, director/producer/co-writer, for *Suddenly an Eagle*, and Lester Cooper and Peter Weinberg, executive producer and producer, respectively, for *Animals, Animals, Animals*.



CBS—Recipients of Peabody television awards presented to CBS last week in New York were (l-r): Hughes Rudd and Bruce Morton for reporting and writing on the *CBS Morning News*; Don Hewitt, executive producer, for *60 Minutes*; Joel Heller, executive producer, for *In the News*, and Ernest Leiser, producer, for *In Celebration of U.S.*, the network's day-long July 4, 1976, presentation that marked the nation's Bicentennial.



NBC—Awards honoring four NBC television programs were accepted by (l to r): Aaron Cohen, vice president programs, East Coast, for *Sybil*; William Dannhauser, director, special programs, for *Perry Como's Christmas in Austria*; Robert Howard, president, NBC-TV; Sy Pearlman, news producer, for the Sawyer brothers segment on *Weekend*, and Thomas Moore, president, Tomorrow Entertainment, for *Judge Horton and the Scottsboro Boys*.



AP—One of three Peabody awards for radio was given to Associated Press Radio for its show, *The Garden Plot: Food as a Weapon*. Accepting the award from Dr. Fred C. Davison (r) University of Georgia president, is Roy Steinfort, Associated Press vice president. Also present were Dr. Scott Cutlip, dean of the University of Georgia's Henry W. Grady School of Journalism and Dr. Harold Niven, National Association of Broadcasters.



HOW DO YOU FOLLOW "ROCKY"?
Well, Mike follows him to Dubuque, Iowa. Sylvester Stallone's on location for his new film, "F.I.S.T." And Mike Douglas drops by to get Sly's reactions to all that's happened and all that's ahead.




**TOP
COPS—IN
HOLLYWOOD**

Mike's off to Hollywood for fun and talk with top stars—and top cops including Angie ("Police Woman") Dickinson and Robert ("Baretta") Blake.

MIKE'S GOT A DATE WITH AN "ANGEL"—On a 10-1 scale, "Charlie's Angels" star Kate Jackson rates the truth level of what's printed about her at about a 2. As Mike's cohost for a week, she sorts out the facts from the fiction and lets viewers know what the real Sabrina is like: charming.



ONE DAY AT A TIME—The title of Bonnie Franklin's hit TV series is also how she approached a week as Mike's cohost. Result: "Applause" (her Broadway smash) for Bonnie's singing, dancing, conversation and a reunion with her talented TV daughters.

Mike

BURT REYNOLDS GETS AROUND



And so does Mike Douglas. He's featured Burt in Hollywood, Philadelphia, Savannah, Miami Beach and Mexico—doing everything from performing on a trapeze to directing a movie. Now Mike visits Burt in Atlanta to find out what he's up to there.

FIVE COVER GIRLS TELL ALL—Million dollar models-actresses share their secrets about beauty, their passions in food and men, and their talent on a week of "The Mike Douglas Show." Mike's cohosts: Maud Adams, Deborah Raffin, Tamara Dobson, Margaux Hemingway and Cristina Ferrare. Be sure to catch their lists of America's sexiest men. Among them: Paul, Sly, Kris, Robert, Gregory and ----



TOTIE'S BACK—It's behind the scenes in Las Vegas on Mike's latest visit. Special guests include Totie Fields with her own account of her return to show business and Donny and Marie Osmond.



**HELLO,
DOLLY**

"The reigning queen of country music." "Country music's Marilyn Monroe." Dolly Parton's all that and more. She's expanding her repertoire into rock. And she's cohosting a week of "The Mike Douglas Show" where millions will be enjoying what Nashville discovered.

**Special
People,
Special
Places**

That's what "The Mike Douglas Show" is all about. Here are some of the fascinating persons and locations that Mike is currently featuring on America's No. 1 variety-talk show.

**GROUP W
PRODUCTIONS**
INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE NEW YORK 10016



MIKE FLIPS OVER GUEST

In a guest appearance with Mike Douglas, Yehudi Menuhin (left) not only plays the violin but also—although not simultaneously—demonstrates yoga.

In Brief

Independent KCOP-TV Los Angeles scored its highest Nielsen ever with first two hours of **Operation Prime-Time's** six-hour made-for-TV-movie, *Testimony of Two Men* (Monday, May 2, 8-10 p.m.), averaging 16 rating and 23 share and beating all of its network and local competition except for one half-hour of KNBC-TV's movie "In Search of Noah's Ark," according to OPT sources. Only other *Testimony* rating available last week was for NBC affiliate WIC-TV Pittsburgh (also Monday, May 2, 8-10 p.m.), whose Arbitron coincidentals were said to show 24 rating and 42 share, making it easy time-period winner for full two hours.

FCC has reversed year-old ruling that **lowest-unit-charge** provision of Section 315 entitles political candidate to any length commercial that any advertiser may purchase from station. Action came as FCC affirmed staff action rejecting complaint filed against WMAO-TV and WBBM-TV, both Chicago, by **Anthony Martin-Trigona** for refusing to sell him prime-time, program-length commercials during Democratic mayoralty primary. General counsel's office said that 1976 rulings in WGN-AM-TV case were wrong, that legislative history of law adopted in 1971 supported parity only in price. Commissioners Benjamin Hooks, Robert E. Lee and Abbot Washburn dissented to reversal of WGN ruling; Commissioner Joseph Fogarty said Congress would have to say whether reasonable access should apply to non-federal candidates such as Mr. Martin-Trigona.

All-Industry Radio Music License Committee, representing over 2,100 stations, asked U.S. Southern District Court in New York to set stations' commercial license fee for music of American Society of Composers, Authors and Publishers at **1.3% of specified station revenues**, about one-quarter less than present 1.725%. That would save at least \$5.3 to \$6 million annually. Committee also asked elimination of ASCAP sustaining rate and introduction of incremental formula that would cut 1.3% rate in half on revenues above industry level of \$1.385 billion.

Southern Broadcasting Co., Winston-Salem, N.C., has bought city-owned **WRR(AM) Dallas for \$1.9 million**, subject to FCC approval. Dallas council last month selected Cincinnati broker, R.C. Crisler & Co., to handle sale. Crisler's proposal was one of 12 submitted by brokers nationally (BROADCASTING, April 11). Southern, group owner, has five AM's, seven FM's and one TV in South and Southwest. WRR operates on 1310 khz with 5 kw full time. City is not selling co-owned WRR-FM.

National Association of Broadcasters last week notified chairmen of House and Senate Communications Subcommittees that it is preparing **suggested legislation to authorize FCC to restrict "siphoning"** of movies and sports by pay cable TV. NAB is also working on appeal to Supreme Court of U.S. Appeals Court decision overturning FCC pay cable rules, decision which also prompted NAB's petition to Congress. No one seriously believes Congress will pick up bill and run with it immediately, but by getting bill introduced, NAB hopes to get Congress to keep close watch on pay cable/siphoning situation in normal oversight.

Transfer of power. Saidie Adwon (l) (KTUL-TV Tulsa, Okla.), retiring president of American Women in Radio and Television, hands gavel to successor, Audrey G. Hunt (State Telecasting, Columbia, S.C.), at conclusion of AWRT's convention in Minneapolis (BROADCASTING, May 2). ■ **William L. Vlands Jr.**, station manager of Cox Broadcasting's WSB-AM-FM Atlanta, appointed general manager of co-owned WIOD(AM)-WAlA(FM) Miami, succeeding **Joseph F. Abernathy**, resigned. ■ **Peter A. Kizer**, vice president-general manager of Evening News Association stations (headquartered at WWJ-AM-FM-TV Detroit) is recuperating following open heart surgery in mid-April. He underwent triple-bypass operation and expects to return to work next month. Mr. Kizer, 47, became head of News's stations division on Sept. 1, 1976.



FCC, in actions some members said were designed to **send message to broadcasters** regarding seriousness with which commission views **EEO matters**, granted short-term renewal—to June 1, 1978—to WABX(FM) Detroit and deferred action for one year on WKBZ(AM)-Muskegon, Mich. Staff had proposed regular renewal in both cases but, because of what were considered poor EEO records, with conditions: requiring stations to report on hiring practices and results. Commissioner Benjamin L. Hooks balked, said courts have made it clear that tougher action from FCC was required in such cases. "We have to let licensees know we mean business," said Commissioner Joseph Fogarty. Four other stations with less serious EEO troubles—WOHO(AM)-WXEZ(FM) Toledo, Ohio, and WPAG-AM-FM Ann Arbor, Mich.—were renewed subject to EEO reporting requirements.

Hearings on **broadcasting chapter** on House Communications Subcommittee options paper of Communications Act rewrite **have been moved back** several weeks—to weeks of July 11 and 18—to accommodate National Association of Broadcasters. Subcommittee will instead consider privacy and rural telecommunications issues weeks of June 20 and 27.

U.S. Court of Appeals in Washington has **stayed its decision** reversing FCC's **pay cable rules**, except that one dealing with feature films. Court also remanded to commission subscription television portion of case to permit commission to delete rule dealing with feature films. This is in accord with request of FCC, which will seek Supreme Court review. Court stayed for only 30 days portion of order calling on commission to hold hearing on ex parte contacts, and directed commission to obtain from parties involved in those ex parte contacts **written statements of their recollections**. Requests of ABC and National Association of Broadcasters for complete stay of mandate were denied.

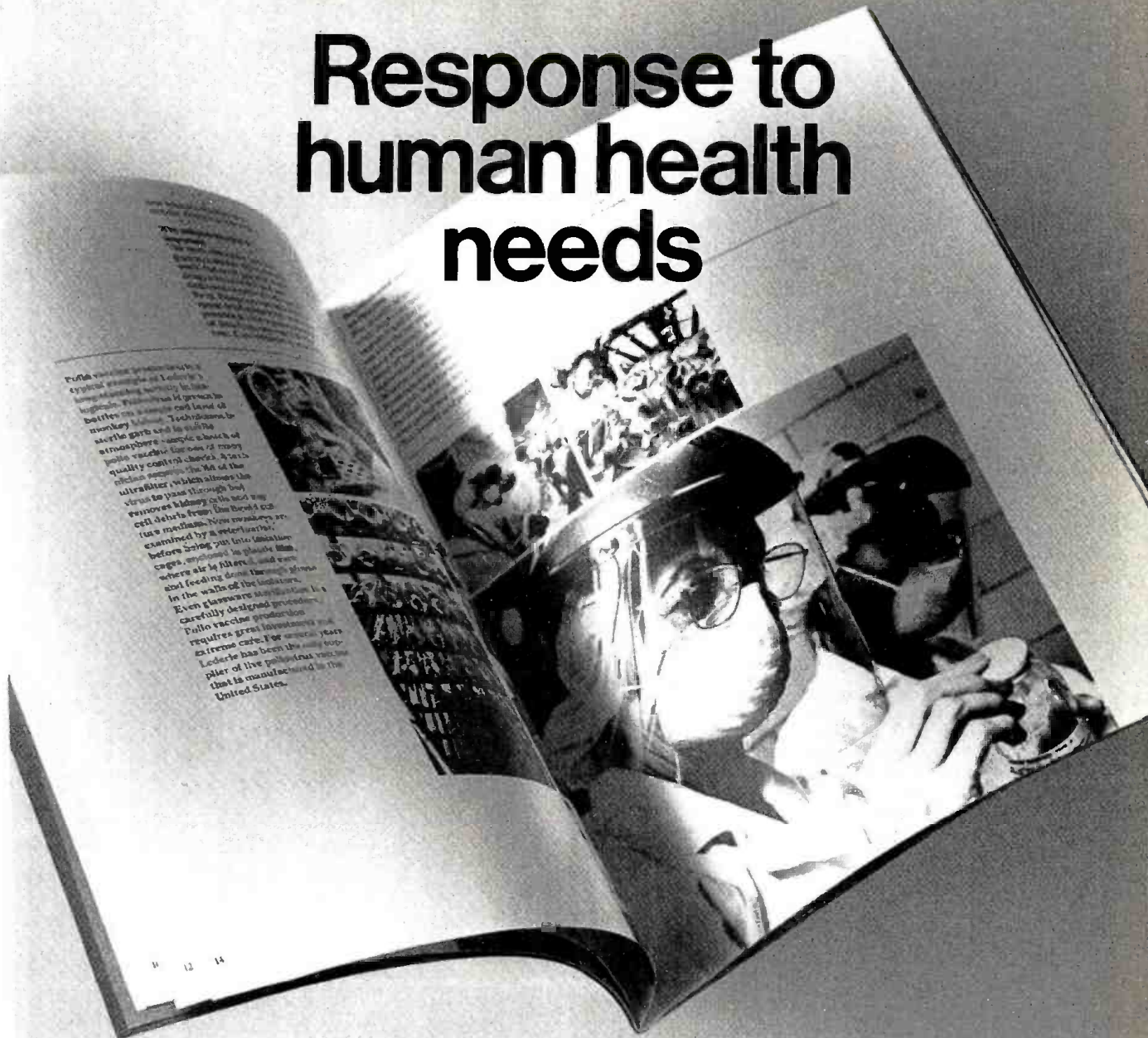
Nolan Bowie is new executive director of Citizens Communications Center. Mr. Bowie, attorney with Citizens since October 1974, except for five months off as assistant special prosecutor on Watergate case, was elected by Citizens' board on Thursday. He replaces Frank Lloyd, now consultant to Office of Telecommunications Policy.



United they stand. The months of negotiation, public relations and jawboning by leaders of National Public Radio and the Association of Public Radio Stations paid off with landslide votes to merge the programming and representation organizations last week during the seventh

annual Public Radio Conference at the Hyatt Regency hotel in New Orleans. Awaiting the verdict of the memberships were (l-r) Lee Frischknecht, NPR president; Sam Holt, merger consultant; Peter Garvey, NPR vice chairman; Susan Harmon, NPR chairman; Ronald Bornstein, APRS chairman; Dale Ouzts, APRS vice chairman; Barbara Rozotti, merger legal counsel, and Matthew Coffey, APRS president. A major obstacle overcome was convincing station representatives that the substantial increase in fees due to the new NPR by October were worth it. NPR—which has the same 201 station members since virtually all APRS licensees already belonged to the programming service—estimates a \$750,000 reorganization cost, with the Corporation for Public Broadcasting footing half the bill. Messrs. Frischknecht and Coffey are retaining control over their respective services as executive vice presidents reporting to Acting Chief Executive Officer Patrick Callihan, president of an East Lansing, Mich., health-care firm and a former staffer with the now-defunct National Educational Television.

Response to human health needs



Spend 20 minutes reading Lederle's booklet and discover:

- How new drug ideas are born
- The astronomical cost of creative drug research
- What research facilities and methods are used to turn a biochemical theory into a reality
- How one of the Virgin Islands was defended against a dangerous tropical disease
- How the polio vaccine is made
- The role of the computer in drug research
- How drugs are marketed
- The nonprofit services available to physicians and other healthcare professionals

For your copy of **Response to Human Health Needs**, fill out and mail the coupon:

Lederle Laboratories
Dept. PR
Pearl River, New York 10965

I'm interested. Please send me your new 28-page booklet, **Response to Human Health Needs**.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

NEWSPAPER OR MAGAZINE AFFILIATION _____



LEDERLE LABORATORIES,
A Division of American Cyanamid Company
Pearl River, New York 10965

Quality shows.

Roots. Rich Man, Poor Man. ABC Closeup.
Eleanor and Franklin. The Olympics.
The finest entertainment in the industry.
The ABC Television Network is number one.
Why? Because quality shows.

WCVB-TV is proud to be affiliated with
the American Broadcasting Company.



WCVB-TV
BOSTON



View from the top

Fred Pierce: still running for daylight

Tracing his network's turnabout, ABC-TV's president credits not one, but many, factors by an able team that doesn't sit on its haunches; rates to sponsors will go up, he says, but they will not be out of line

In the judgment of ABC Television President Frederick S. Pierce, the man in charge, ABC-TV's rapid climb to the top of the prime-time ratings may be traced to a combination of factors: aggressive program development, selection and scheduling, a willingness to take chances, an effective advertising and promotion campaign and, not least, "a lot of hard work."

"A very heavy development effort," he said in a BROADCASTING interview, started in 1974 and involved "a lot of investment spending right through 1976."

There was "no formula" as such. "We tried to develop good concepts and good shows that didn't fall into any particular category," he said, and then combined them with a strong schedule of specials and special-event programs.

The aim, as in much of ABC's history, was to appeal primarily to the "adult whose attitude—not necessarily age—was under 50 in approach." But this time, he said, there was no attempt to exclude program elements that would appeal to viewers above that target; in addition, elements were built in that would appeal to teen-agers and children.

"We took some significant chances," Mr. Pierce continued. "We had no idea, for example, how the original *Rich Man, Poor Man* would do. We had no idea how the winter Olympics in prime time would

do. We had no idea how *Roots* would do, or how *How the West Was Won* would do."

As it turned out, they all did beautifully, of course. Mr. Pierce calls them, and programs like them, "the salt and pepper" that were added to the basic schedule.

Then, he said, "rather than sit back on our haunches, we took a very aggressive approach to the programs we followed up with." Instead of ordering pilots, ABC ordered five or six episodes and put them on the air to let viewers participate in selection. Between January and the end of

March, he noted, ABC put on 12 new series—"many of them in place of repeats of successful series."

Out of these ABC hoped to get "potential assets for the future," and did in fact get six series that are being returned in the 1977-78 schedule: *Eight Is Enough*, *Fish*, *Three's Company*, *Hardy Boys/Nancy Drew* and *How the West Was Won*.

The others, he said, were successful by audience standards "but we didn't think they were strong enough for our fall schedule."

On top of everything else, he said, "we had a tremendously well coordinated advertising and promotion campaign that got maximum mileage for the product we put



Pierce

Victory party. ABC-TV affiliates meet with their network leaders in Los Angeles this week to celebrate the winningest season they have ever had. It's their annual convention, and the celebration starts tonight (May 9) with a reception given by James E. Duffy, ABC-TV network president, at the Century Plaza hotel convention site. Close to 700 persons are expected to be on hand.

Business sessions open Tuesday morning and continue through Thursday, centering on presentations of ABC's new fall prime-time schedule and reports on sales, advertising and promotion plans and plans for daytime, children's, early-morning, late-night and sports programming and specials. Business sessions will be garnished liberally with evenings on the town.

ABC Inc. President Elton H. Rule will address the Tuesday luncheon. Frederick S. Pierce, president of ABC Television, will speak at the Wednesday afternoon session, Mr. Duffy will speak at the kickoff session Tuesday morning.

The convention has been lengthened by one day this year to give more time for closed meetings at which network officials answer questions from affiliates. These meetings will be held Tuesday morning and afternoon and will be followed by a news conference.

Social events in addition to tonight's reception include a dinner followed by a performance of "Chorus Line" on Tuesday evening, an "Old California Fiesta" at the Beverly Wilshire hotel on Wednesday evening and the wind-up banquet at the Century Plaza on Thursday evening.

on the air."

Over-all, Mr. Pierce is obviously pleased about both ABC's past performance and its upcoming schedule. "I feel there is a very diverse program menu to choose from," he said. "I feel very prideful about what we offer."

In the coming season, prime-time pricing will be up, too—to no one's surprise. Under questioning, Mr. Pierce estimated that ABC's cost-per-thousand households on prime-time 30's would be in the \$3.80 to \$4.20 range on annual buys. Agency sources say that compares with about \$3.50 to \$3.75 a year ago. And for short-term buys the C-P-M's stand to go higher, since lower pricing is used to entice big 52-week commitments.

Mr. Pierce insists ABC's prices won't be out of line, and he said he's confident they won't scare any advertisers away.

"We're taking a long-range approach," he said. "We feel we'd like a fair return for our audience delivery. We've had two years of substantial audience growth and we're playing catch-up [on pricing]." All this, he said, means that ABC will have—and is entitled to—bigger price increases than the other networks.

Mr. Pierce appeared well pleased with ABC's progress and prospects in other dayparts as well as its supremacy in prime time.

In response to questions, he also offered views on a variety of other subjects. Among them:

■ He didn't think it significant that ABC's announced schedule mentions only two miniseries, *How the West Was Won* and *Washington, D.C.*, based on John Ehrlichman's novel, "The Company." "When we're satisfied with a script, we go to miniseries—instead of announcing *Best Sellers* [NBC entry] and then having to go out and find books to fill it." In any case ABC will probably have other long-form programming, more in line with the past season's *Eleanor and Franklin: The White House Years*.

■ On criticism of TV violence: "There's a lot of drum-beating that's well-intended but late, because we've been tak-

ing action on our own." A year and a half ago ABC started to emphasize "greater program diversity" and deliberately developed new approaches to comedy, "gradually reducing the hard-action shows in our schedule" to the point where next season there will be only two, *Baretta* and *Starsky and Hutch*. But, he added: "I do believe action programs should have and will have a proportionate representation in a balanced ABC schedule. Prime time is not

Fred Silverman: not content with just the prime-time slice of the pie

ABC's programming chief says it's out after the entire day, hopes to take daytime soon, morning and late night next

Now that ABC-TV is established in first place in the prime-time ratings, the network's program chief, President Fred Silverman of ABC Entertainment, is taking aim at other dayparts.

Come fall, he said in a BROADCASTING interview, "there's a good chance we'll be in daytime, an excellent chance we'll be first on Saturday morning and a good chance we'll be a close second in early morning and late night."

In his view, "prime-time, daytime and children's programming are what the entertainment schedule is all about," meaning that if a network establishes leadership in those areas the audience will tend to turn to it for the rest.

Monday-Friday daytime, Mr. Silverman predicted, will be the next daypart in which ABC becomes number one—"and I think sooner than anyone expects." At another point he suggested it might happen, or that he had hopes of its happening, "in the next few weeks."

"We've been two-tenths of a [rating] point back of CBS for the past few weeks," he added.

just for children."

■ He also thinks criticism of so-called permissiveness on TV is similarly well-intended but "overblown" and unjustified. As he's said before, he thinks some of the campaigns currently mounted against so-called sex and violence on TV "can lead to very serious consequences in terms of program censorship."

■ ABC will have about 80 hours of specials in the coming season, including personality specials, holiday specials, dramatic specials, event specials. Among the personalities scheduled: Barry Manilow, John Denver, Jackie Gleason, Frank Sinatra, Gabe Kaplan, Alan King, Perry Como. Dramatic specials will include a two-hour presentation of "Captains Courageous" and a Christmas show, *The Gathering*, starring Ed Asner. Event specials on tap include American Music Awards, Academy Awards, 75th Anniversary of Las Vegas, Barbara Walters interview, Tony Awards—and a special marking ABC's 25th anniversary.

Though its prime-time hold seems strong, Mr. Pierce said ABC is taking no chances. "You always have to take the approach that you're running for daylight," he said. "You can never slack off... I think we're approaching our task as aggressively now as when we were coming off the floor. We have good executives in every area, and we're staying in shape."

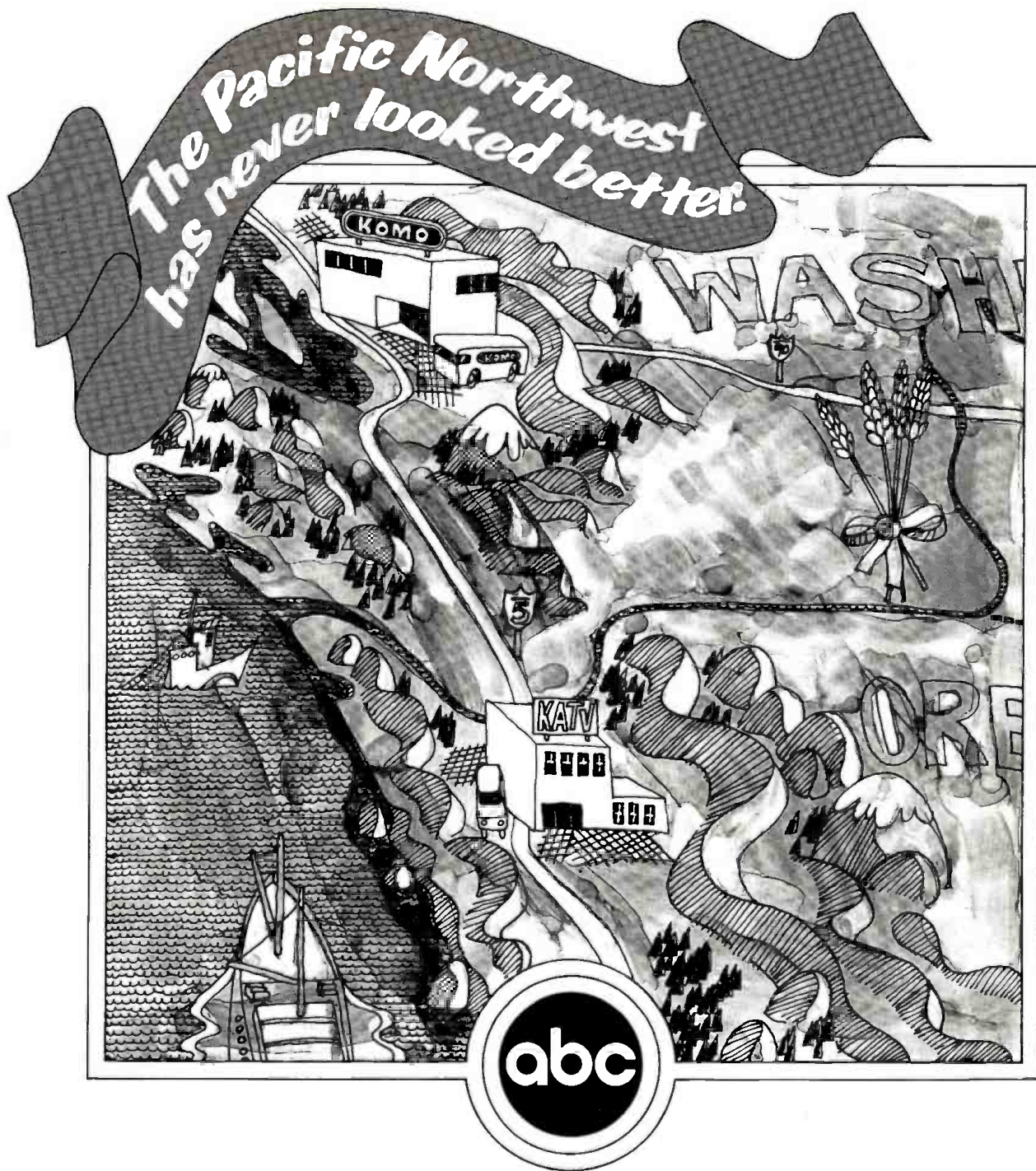
The daytime schedule, he said, has in fact received as much care and attention as prime time. The strategy is to set up an all-serials structure from early afternoon to the end of the network's daytime programming at 4:30 p.m. NYT, with games, personality shows and other formats in the morning.

Changes already made along those lines include expansion of *All My Children* to an hour, the opening up of the 11-11:30 a.m. NYT block by starting *Happy Days* in that period and inserting *Family Feud* at 11:30. By the end of this year he expects to expand *General Hospital* and *One Life To Live* from their present 45-minute lengths to an hour each, eliminating a game-show period that now starts at 2 o'clock and leaving a solid line-up of serials from 12:30 to 4:30.

Some time in calendar 1978, Mr. Silverman said, a new half-hour serial will be introduced to expand the serials block from noon to 4:30.

He likes serials because "they deliver the largest audience and the best demographics, and once established, given the right care and attention, they're long term."

What he envisions for ABC-TV daytime, he said, "is very much like the old CBS Radio" when in the its heyday it had Arthur Godfrey and others in the



It's more than evergreens, beautiful coastline, spectacular mountains and clean, dynamic cities and towns. It's good looking audiences that make our television stations consistent leaders in network and local time periods—in entertainment, news and public affairs programming. We think Oregon and Washington have never looked better. Why? It's as simple as **abc** on KOMO-TV and KATU.

KOMO-TV

Seattle and
Western Washington

KATU

Portland and
Southwestern Washington

Fisher's Blend Station, Inc.



Silverman

old CBS Radio" when in its heyday it had Arthur Godfrey and others in the morning, serials all afternoon.

ABC's early-morning *Good Morning, America*, Mr. Silverman contended, not only has been gaining on NBC's front-running *Today* but would have pulled even with it by now if the two shows had equal clearances.

"It may take six months or a year," he said, "but *Good Morning, America* will pass *Today*. The best thing that could happen is total clearance."

Mr. Silverman said ABC's "assault on late night" is really timed for this fall, though some changes have already been made. Repeats of *Baretta* have already been introduced on a once-a-week basis, with encouraging initial ratings results. They'll be continued and in the fall two other proved ratings pullers, NBC's *Police Woman* and ABC's *Starsky and Hutch*, will also be worked into the weekly rotations. There'll also be a night of specials and a night of movies.

But Mr. Silverman sees something different in the future.

"Down the road," he continued, "we hope to get more into the live area in late night. Our long-term goal over the next four or five years is to go to a live structure, but to do it very slowly—not overnight."

ABC, he noted, has a good film inventory that can be used to let the programmers work their way "very carefully" into a

transition to live.

Two or three years from now, Mr. Silverman figures, Johnny Carson will have left NBC's *Tonight* show and ABC "can fill the void in the live area," though not necessarily with talk shows. "It could be serials," he suggested.

As for prime time, Mr. Silverman said ABC's strategy there—as the make-up of its 1977-78 schedule suggests (BROADCASTING, May 2)—is to "go all-out to establish total dominance" as the comedy network.

The public already considers ABC the leading network for comedy, he said, and he figures the time is ripe to unhinge CBS's claim to the title because the *Mary Tyler Moore Show* won't be back this fall, the *Bob Newhart Show* is leaving after the coming season and *M*A*S*H* is also on the way out.

So with *Mary Tyler Moore* no longer around to contend with, Mr. Silverman moved *Fish* opposite her old spot at 8 o'clock on Saturday and scheduled a new comedy, *Operation Petticoat*, at 8:30, followed by *Starsky and Hutch* and then another new comedy, *Love Boat*.

"If we get a top-10 comedy on Saturday night," he said, "then we've broken through Saturday night."

ABC is adding to its established Tuesday comedy line-up and expanding comedy on Thursday in addition to its Saturday-night maneuvers. If it all works, Mr. Silverman speculated, "we'll be on high ground for

the 1978-79 season."

He said he's sure that ABC would have ended up with the schedule it developed for 1977-78 even if there hadn't been all the hue and cry against TV violence. For one thing, he said, audiences for police-action shows have been declining. For another, ABC "systematically" sought comedy, devoting 65%-70% of its development to it.

Going all the way back to radio, he explained, the number-one network always has been the one with the most successful comedies.

ABC was fortunate, he acknowledged in having so few shows to replace for 1977-78. Consequently it dropped some series that in other years—and on other networks this year—might have been renewed.

"But when you only have to replace 20% [of the schedule]," he asked, "why reach to keep a marginal show?"

ABC actually dropped some series that were doing as well in the ratings as some that it kept. *Hardy Boys/Nancy Drew*, for example, which was renewed, was in approximately the same ratings range as *Bionic Woman*, which was canceled.

But special measurements and various qualitative studies, Mr. Silverman said, showed that *Hardy/Nancy* is building and seems to have "a very long future," whereas *Bionic Woman* has declined.

"We probably could have gotten another possible year from *Bionic Woman*," Mr. Silverman, conceded, "but we went for the long term."

Similarly, *Dog and Cat* had been getting "fairly decent shares," but the NBC movies opposite it in March were "quite weak," in Mr. Silverman's term, and CBS's *Carol Burnett Show* was in reruns, and qualitative data indicated its prospects were "marginal."

Similar reasoning, he indicated, was behind the dropping of such other shows as *Blansky's Beauties*, *Tony Randall Show* and *Streets of San Francisco*.

Mr. Silverman figures ABC is in pretty good shape on the resultant schedule. Of 22 hours of weekly prime-time programs, 14 hours are in series less than two years old—a young age for a TV hit.

Mr. Silverman said he has no intention of copying CBS-TV's decision to move its program department to the West Coast.

"The program department should be where the management of the company is, and where the advertisers and agencies are," he said. You must not get too close to the creative process. If you do, you lose your objectivity, what they call your third eye—the ability to stand back and see objectively."

This does not mean ABC will curtail its current presence in Hollywood. It does mean that Mr. Silverman, who spends about a quarter of his time in Hollywood anyway, will continue to keep program headquarters in New York and from there will continue to orchestrate ABC's program strategy—which in his words is to "build on the momentum we developed during the past year."



**HAS ALWAYS
BEEN #1 WITH US.**

AND NOW,

**WTAE-TV IS
PROUD TO BE
ABC'S #1 AFFILIATE.***

4 wtae-tv
PITTSBURGH



PITTSBURGH, PA. MILWAUKEE, WISC. BALTIMORE, MD. SAN JUAN, PUERTO RICO
WTAE-TV, WTAE-AM, WXKX-FM WISN-AM/FM/TV WBAL-TV, WBAL-AM, WIYY-FM WAPA-AM

*Source: ARB MARCH 1977 (Largest Share of Prime Time Total Households in Top 50 Markets)

Somehow
being #1
doesn't quite
say it!

PRIME TIME: (Su.-Sa. 7:30-11pm)

- 1st in Rating
- 1st in Share
- 1st in Total Homes
- 1st in Adults
- 1st in Adults 18-49
- 1st in Teens
- 1st in Children
- 1st in All Other Demographics

EARLY FRINGE: (M-F 4-6pm)

- 1st in Rating
- 1st in Share
- 1st in Total Homes
- 1st in Women 18-49
- 1st in Teens/Children

NEWS:

- 1st in ADI-DMA Adults 18-49
- 1st in ADI-DMA Growth

ACCESS: (M-F 7-8pm)

- 1st in Rating/Share
- 1st in Adults 18-49
- 1st in Teens

TOTAL DAY: (Su.-Sa. s/o-s/o)

- 1st in Rating/Share
- 1st in All Major Demographics

In short,
we're really
the only station
in town.

* Based on Arbitron & Nielsen audience estimates reports, Feb. 1977. Rating/share based on ADI & DMA figures. Subject to qualifications described in said report.

wytv33
youngstown, ohio
abc tv33 Adam Young, Inc.

Duffy totes up winning scorecard for affiliates to cheer in L. A.

Along with reports on successes in news, prime time and other areas, the network president forecasts billion-dollar sales next season; he explains rationale for price hikes, says accomplishments are attracting would-be affiliates

ABC-TV has not only changed Americans' prime-time viewing habits. It has also turned around their idea of where network leadership lies.

So said James E. Duffy, president of the ABC-TV network, in a BROADCASTING interview. For authority he cited a special study by the consulting firm of Frank N. Magid Associates. ABC-TV affiliates will assuredly be hearing more about that study at their convention in Los Angeles this week.

"It clearly shows that ABC-TV is regarded as the network the others copied," he said. "It's the network with the most popular shows.

"In the people's mind, the roles of ABC and CBS have been reversed. People used to think of CBS as the leader. Now they think of ABC. The bottom line unmistakably is that ABC is regarded as the leading network."

Mr. Duffy expects to parlay that public perception and ABC's dominance of the prime-time ratings into even greater supremacy—including, not so incidentally, a bottom line for ABC based on sales greater than any network has ever achieved.

"I figure," he said casually, "that we'll go over a billion dollars in network sales in the 1977-78 season."

Just what the record for a season is, is unclear. But the record for a calendar year is CBS-TV's \$826.9 million in 1976. To top \$1 billion in the coming season, ABC-TV salesmen will have to do 21% better than that. According to some outside sources they may have to do as much as 30% better than they themselves did in 1976, although their 1976 results have not been made public.

The salesmen will, of course, be working with higher prices than those of a year ago, commensurate with their prime-time audience gains.

Mr. Duffy estimated—contingently, because pricing had not been completed—that ABC's prime-time pricing will be up, on average, by 20% to 25%-26%, depending on the package.

"There'll be no attempt to gouge," he said. "We've had tremendous audience growth—in demographics as well as households—to justify increases."

Actually, he said, ABC's pricing only began to catch up with audience gains in the first and second quarters of the current year. In 1976, he explained, ABC "wrote an awful lot of up-front business" at rates that reflected audience gains made in the

fourth quarter of 1975 and the first quarter of 1976 but could not reflect further increases made as the year went along.

Mr. Duffy pointed out that the network is not the only gainer from ABC's prime-time audience growth. In market after market, ABC affiliates have also moved into prime-time dominance or stronger contention (see tables, page 50).

"The network's success," he said, "is a major factor in the stations' dollar gains." He couldn't put a percentage or dollar figure on it, but said "there's just no question that it's a major factor."

Which is why, in Mr. Duffy's words, "there are a lot of people talking to us" about becoming ABC-TV affiliates. No doubt ABC-TV, whose network line-up has historically been the weakest of the three, has initiated some talks on its own. But upgrading the line-up, Mr. Duffy emphasized, "is a very selective and judicious process."

The network has already engineered three major affiliation switches—in San Diego, Baton Rouge, and Providence, R.I.—and has "about half a dozen hard negotiations going on right now," as Mr. Duffy put it.

ABC currently has 192 affiliates, as compared with about 216 for NBC and 210 for CBS, and Mr. Duffy says he expects ABC's total will reach "about 200 stations, or in the high 190's" by a year from now.

The first criterion in adding or replacing affiliates, he said, is not to lengthen the line-up but to strengthen its quality. "After you strengthen the quality," he said, "then you lengthen the line-up when it's to your advantage."

Mr. Duffy denied charges by some competitors that ABC is "buying" affiliations away from the other networks by offering more compensation than is justified.

"That's just not true," he said. "Network compensation, on the average, represents about 15% of a station's gross income. The rest comes from local and national spot sales. The latter is the real key. That's why stations are interested in ABC—to get our programs to sell around. And it's not just the circulation they want. It's the demography—the 18-to-49-year-olds specifically.

"Any station, before it switches, makes that kind of analysis of what it means to the station in dollars."

In evaluating potential new affiliations, Mr. Duffy said, ABC "looks very heavily" at the stations' local news operations. A station that skimps on that department doesn't stand much chance.

ABC has consistently taken the position that strong local news helps build audience for the network news. Early this year it set up a news advisory service to work with individual affiliates—upon invitation from them—to build stronger local news operations. Thus far, Mr. Duffy said, the net-

**It's a pleasure to be
affiliated with
Leonard Goldenson,
Elton Rule
and
all the talented people at
ABC**

Capital Cities Communications, Inc.

**WPVI-TV Philadelphia 1948
KTRK-TV Houston 1954
WTNH-TV New Haven 1955
WKBW-TV Buffalo 1958**



Duffy

work has received inquiries about the service from 66 markets and has done field work in three.

Although most of the ratings headlines have centered on prime time, Mr. Duffy said substantial gains are in progress in other dayparts.

Good Morning, America, which in its present format was launched in late 1975,

is number two in the early-morning race, he said, "and has taken a chunk away from *Today*," the front-runner on NBC. He regards *Good Morning, America* as probably ABC's "hottest potential for continued growth," as far as dayparts are concerned. Helping it along, he said, has been an increase in number of stations carrying it, from about 175 at the outset, representing

87%-88% coverage of the U.S., to a current 185 stations, representing 95% coverage.

In Monday-Friday daytime, Mr. Duffy continued, ABC has made "good progress" and now, with a nearly solid line-up of serials in the afternoon, should make more. For the four weeks ended April 15, ABC's daytime line-up placed second in the ratings, behind CBS's, and was the only one of the three to show gains over a year ago in ratings (up 10%) and share (up 13%).

"Daytime is doing exceptionally well in sales, too," he added.

ABC, Mr. Duffy continued, is the only network whose late-night programing has shown "substantial" increases, though it still ranks third, and its Saturday-morning children's block is "second to CBS in households but number one in children 2 to 12." As for sports, he said, ABC's performance has been "sensational."

So what, if anything, are ABC's affiliates apt to show unhappiness about when they convene in Los Angeles this week? Last year it was the thought of ABC's expanding *ABC Evening News* into station time, an issue that ABC—and the other networks—finally solved by shelving the idea of longer newscasts for the foreseeable future.

Mr. Duffy said the shelving is still on.

"I don't think affiliates are unhappy with this network about anything," he said. "There is always some concern about runovers [into stations' 11 p.m. local news periods] if the runovers don't make sense. But I don't think there are any barn-burner issues going into this convention."

Considering how far ABC has come in the last few years, however, it could be a barn-burner of a celebration.

ABC hopes for news rest now with sports wizard Arledge

Sheehan steps down to senior VP to make room for a man well known for innovations in covering thrills of victory, agonies of defeat

ABC confirmed months of rumor last week in announcing that Rooney Arledge, president of the network's sports division since 1968, will take over the presidency of the news department on June 1. He will remain as head of sports as well.

William Sheehan, ABC News president since 1974, has been named to the newly created position of senior vice president of news, reporting to Mr. Arledge.

Frederick Pierce, president of ABC Television, made it clear that he expects Mr. Arledge to reverse the performance of the *ABC Evening News*, which has run third in the ratings for many years and has sagged even further in recent months.

Mr. Pierce also is counting on Mr. Arledge to revitalize other areas of the ABC News operation. "We want to change the perception of viewers so that when

anything happens they will turn to ABC first," Mr. Pierce said. "Mr. Arledge will be able to accomplish this because he will bring a different perspective to the network's news," Mr. Pierce believes, "through the eye of a production expert with journalistic learnings."

Indeed, early indications are that Mr. Arledge's tenure as head of news (he has a four-year contract) is likely to be marked by the same willingness to experiment with new production techniques as was his work for ABC's *Wide World of Sports* and for the network's coverage of six of the last eight winter and summer Olympic games.

"These two major broadcast divisions, ABC News and ABC Sports, present similar challenges," Mr. Pierce said, "in that both require instant transmission of current events with uncompromising integrity." To help in transmitting those events, the network's substantial news department budget will be increased, according to ABC sources, to hire new corre-

spondents and to buy "the best physical equipment to take advantage of all the techniques we have today."

Mr. Arledge has said that one change he intends to make is to pry the nightly news out of the New York and Washington studios and away from the Teleprompts as often as he can. He wants more on-location footage featuring anchors—whoever they may be—as well as reporters.

As for the fates of anchors Harry Reasoner and Barbara Walters, their new boss has been complimentary of their talents, but ambiguous as to their future roles in his department. Other ABC sources said, however, that they would remain key figures on the evening news "for the foreseeable future."

It also is unclear what Mr. Sheehan's duties as senior vice president will be. But when asked if he would be leaving the network, Mr. Sheehan replied, "Absolutely not."

Mr. Pierce told BROADCASTING that he had the "greatest respect" for Mr. Sheehan, both as a professional newsman and as a person, and for the spirit in which he cooperated in the change.

Mr. Arledge, who has been all but



BUY NOW. PLAY LATER.

HAPPY DAYS*
AVAILABLE
FROM PARAMOUNT TELEVISION

*Or another appropriate title

unreachable since the announcement of his appointment, is now in the midst of designing what he and his network undoubtedly hope will in time become a news empire equal to the network's pre-eminence in entertainment and sports. In fact, much of the press reaction since Mr. Arledge's appointment has conjectured that the Arledge style of sports coverage—with its flamboyant announcers and technical gimmickry—might turn the news into a vaudeville act along the lines of the operation depicted in the movie "Network."

Mr. Arledge and many of his colleagues at ABC have spent much time since the announcement insisting that that would not occur. Mr. Pierce, for example, said that in his 15 years of working with Mr. Arledge, he had developed a "deep respect for his creativity and his journalistic ability." Mr. Arledge himself told one reporter that of all his accomplishments at ABC Sports, he was proudest of the degree of journalism the department had done, "however limited it might be." And the network's news release on Mr. Arledge's promotion noted that the citation on his most recent Peabody award, for ABC's coverage of last year's Olympics, read, "for reaching new heights in television sports journalism" (see "Top of the Week").

Mr. Arledge had been criticized recently for ABC's participation in the much-questioned U.S. Boxing Championships. Press speculation on that account held that Mr.



Arledge

Arledge's rumored promotion to head of news would be rescinded or at least delayed until the boxing problem quieted down. Mr. Pierce came to his sports chief's defense, issuing a statement on April 21 that read, in part, "There has been recent irresponsible speculation by the press that the investigation initiated by ABC and Roone Arledge . . . into the U.S. Boxing Championships and the suspension by ABC Sports of the boxing tournament has

a bearing on future plans for increased responsibility for Roone Arledge. This speculation is totally without foundation."

Mr. Pierce later said that he had begun discussing the possibility of Mr. Arledge's promotion with him shortly after Mr. Pierce was given responsibility for the news department on Jan. 1, and that whatever delay there had been in the appointment was attributable to the complexity of working out a four-year contract.

LET'S BRAG TOGETHER

tabc

We are number one sign-on to sign-off*

KMSP-TV
Minneapolis-St. Paul

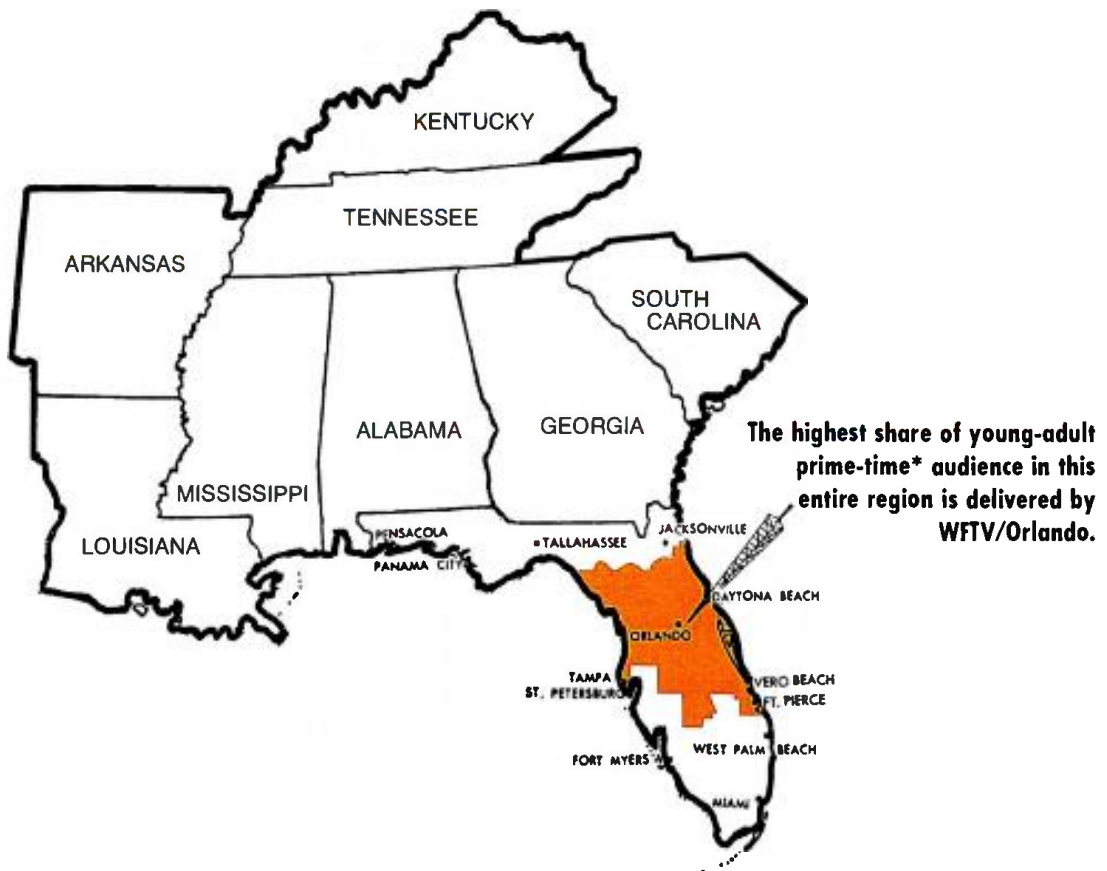
KTVX
Salt Lake City

Represented by John Blair and Company

UNITED GROUP STATIONS
6975 York Ave. South,
Minneapolis, Minnesota

*Source: Nielsen Feb. March 1976
Audience estimates subject to
qualifications available on request.

**All ABC Affiliates are doing great...
We're just doing greater!**



WFTV's 46% of the 18-49 audience in prime time is not only tops for ABC but the highest of *any* station in an equal-facility market** within the big chunk of the South shown above. That gives us the second biggest share among top-40 markets in the entire nation.

Dominance in Florida

WFTV also stands ahead of all other major-market ABC outlets in Florida. In terms of shares delivered, WFTV outranks Miami, Tampa and Jacksonville in every single Arbitron demographic, not just in prime time but sign-on to sign-off as well. In terms of total households and viewers, WFTV is second only to Miami among ABC affiliates in the Sunshine State.

More than ever, towering over Florida!

*Sunday-Saturday, 7:30 p.m.-11:00 p.m. / **Total Survey Areas

The data herein are based on Arbitron, February 1977, Day Part Summary Sections, Total Survey Area for all markets indicated, and are subject to qualifications contained within the reports.



Local affiliates gleefully ride ABC's coattails during its two-year rise to prime-time supremacy

Market-by-market comparison of Arbitron sweeps reflects additional gains made in weekday daytime and network evening news; dramatic advances also made in competition for early-morning and late-night audiences

No network has ever moved as far and as quickly as ABC-TV has in scaling the prime-time ratings. From unquestioned third place in 1975 it has risen to unchallenged first in 1977. Its success is reflected in its ratings, its image, its billings—and in many cases in the standings of its affiliates in their communities.

A measure of the changes that affiliates have felt is provided in the accompanying table. Market by market, it shows for primary affiliates of each network the number of households reached as shown by the Arbitron sweeps for February this year as compared with February a year ago—not only in prime time but also in Monday-Friday daytime and in network evening news.

The figures, compiled by ABC researchers, show ABC affiliates leading in total in prime time, of course, but in a close third-place position in daytime and a clear third in network news. Even where they are cumulatively in third place, however, the ABC affiliates have made substantially bigger gains in homes delivered than those of the other networks. In two day parts not shown in the table—early morning and late night—the ABC affiliates rank second in homes delivered and their gains over a year ago are even more spectacular.

In prime time, ABC affiliates delivered 8% more households than they did a year ago, reaching a total of 16,850,000, while CBS affiliates declined 9% to 13,519,000 and NBC affiliates dropped 6% to 12,181,000. In terms of three-network share, that

figures out to 40% for ABC, up from 36% a year ago; 32% for CBS, down from 34%, and 28% for ABC, down from 30%.

Among affiliates, February 1977 found gains for 116 ABC stations, 33 CBS stations and 36 NBC stations, all compared with February 1976. Losses were recorded for 36 ABC, 125 CBS and 120 NBC affiliates.

In Monday-Friday daytime, ABC affiliates increased by 20% in household delivery to reach a total of 5,182,000. CBS and NBC affiliates declined, the former by 3% to 6,365,000, the latter by 4% to 5,320,000. It works out to a 31 share for ABC, a 38 for CBS and a 31 for NBC. Gains in daytime were reported for 113 ABC affiliates, 65 CBS affiliates and 45 NBC affiliates, while losses were turned in by 25 ABC, 81 CBS and 103 NBC stations.

In network news, ABC affiliates added 17% to their households total, which reached 7,745,000. Affiliates of the other networks showed lesser gains but their totals were considerably higher than ABC's. CBS affiliates were up 3% to 12,023,000 households, NBC affiliates up 9% to 11,030,000. ABC's share rose two points to 25%, while CBS's dropped two to 39% and NBC's held even at 36%. Gains in network news were reported by 109 ABC, 99 CBS and 92 NBC affiliates; declines were noted for 30 ABC, 57 CBS and 61 NBC outlets.

In two dayparts not shown in the table—early-morning and late night—ABC affiliates' percentage gains were even more dramatic. They delivered 2,516,000 households for ABC's *Good Morning, America*, 73% more than in February 1976, while *CBS Morning News* was dropping 4% to 1,595,000 and first-place *Today* on NBC was adding 4% to reach 4,031,000. The early-morning shares were 50% for NBC, 31% for ABC, 20% for CBS. Gains in homes delivered were reported for 115 ABC, 63 CBS and 88 NBC

EVENING

Johnny Walker hosts Ohio's first electronic people program!

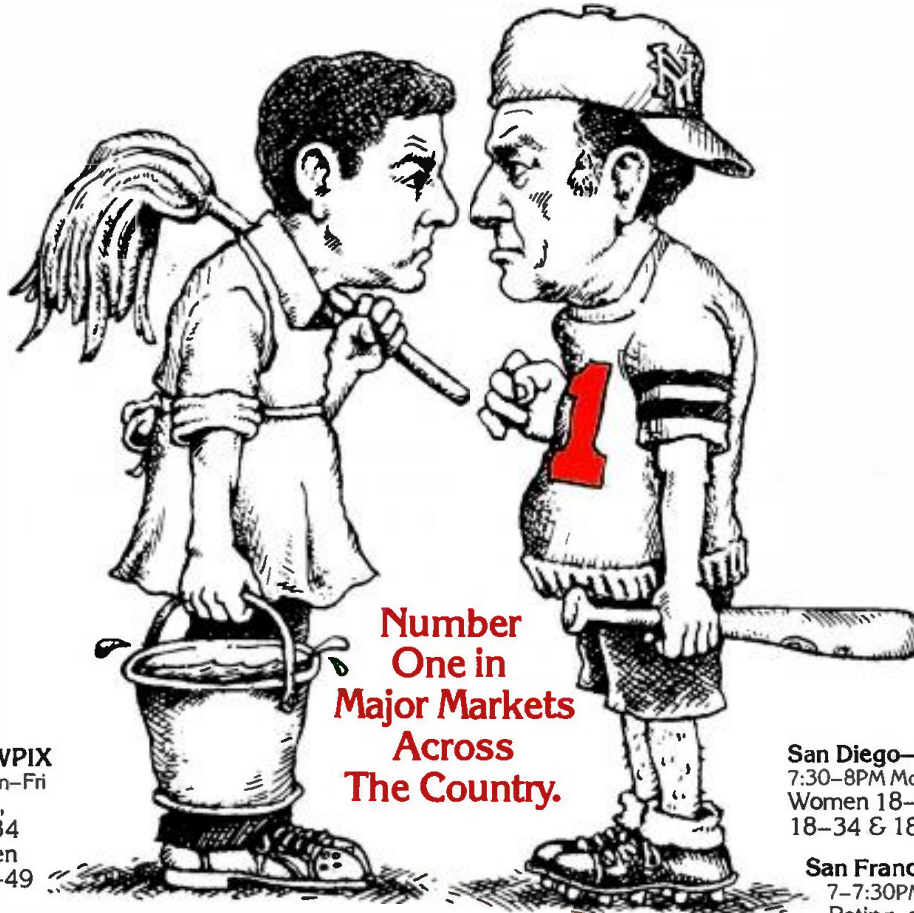
An entertaining and electric lead-into ABC's top-rated prime time!

WKEF DAYTON

WEEKNIGHTS 7:30 PM

22

SWEEPING THE COUNTRY.



**Number
One in
Major Markets
Across
The Country.**

New York—WPIX
7-7:30PM Mon-Fri
Rating, share,
women 18-34
& 18-49, men
18-34 & 18-49

Chicago—WGN-TV
6:30-7PM Mon-Fri
Rating, share, women 18-34
& 18-49
men 18-34 & 18-49, teens

Boston—WSBK-TV
7-7:30PM Mon-Fri
Women 18-34, men 18-34 & teens

Cincinnati—WXIX-TV
6:30-7PM Mon-Fri
Women 18-34, men 18-34, teens
and children

Providence—WJAR-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men
18-34 & 18-49, teens and
children

Kansas City—KMBC-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men 18-34
& 18-49 and teens

Portland, Oregon—KOIN-TV
6:30-7PM Mon-Fri
Women 18-34 & 18-49

Hartford/New Haven—WTNH-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men
18-34 & 18-49, teens and
children

Eugene—KVAL-TV
7:30-8PM Mon-Fri
Rating, share, women 18-34
& 18-49, men 18-34 & 18-49,
teens and children

Tucson—KVOA-TV
4:30-5PM Mon-Fri
Women 18-34 & 18-49 and teens

Youngstown—WYTV
7-7:30PM Mon-Fri
Rating, share, women 18-34
& 18-49, men 18-34 & 18-49
and teens

San Diego—XETV
7:30-8PM Mon-Fri
Women 18-34 & 18-49, men
18-34 & 18-49 and teens

San Francisco—KTVU
7-7:30PM Mon-Fri
Rating, share, women
18-34 & 18-49, men 18-34 &
18-49, teens and children

Minneapolis/St. Paul—WTCN-TV
6-6:30PM Mon-Fri
Women 18-34 & 18-49, men
18-34 & 18-49 and teens

**THE
ODD COUPLE**

Starring Emmy Award Winners
Jack Klugman & Tony Randall

114 Half-Hours in Color

**FROM
PARAMOUNT
TELEVISION**

Source: February 1977 ARB and Nielsen Reports

stations, while declines were noted for 11 ABC, 60 CBS and 53 NBC affiliates.

In late night ABC affiliates also placed second behind the NBC line-up in homes delivered. ABC's were up 42% to 3,064,000, CBS's were off 5% to 2,658,000 and NBC's were down 2% to 5,393,000. The shares were 48% for NBC, 28% for ABC, 24% for CBS. Gains were shown for 89 ABC, 21 CBS and 76 NBC affiliates; losses were recorded for 29 ABC, 91 CBS and 67 NBC stations.

Market by market, this table shows how primary affiliates of

the three major TV networks stacked up in homes delivered in three major dayparts—prime time, Monday-Friday daytime and network news—in Arbitron's February sweep measurements. The numbers in the Households (H) column represent thousands of homes delivered per average half-hour (add 000). The percentages (%) represent change since the February 1976 sweep.

The chart is based on information that was compiled by ABC researchers.

ABC vs. CBS vs. NBC: The network competition in 208 markets

MARKET	PRIME TIME						DAYTIME						EVENING NEWS					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
1. New York	1548	+19	1026	-23	966	-7	501	+60	379	-20	457	+6	491	-2	617	-24	631	-
2. Los Angeles	918	+11	512	-11	612	+9	246	+24	186	-5	242	+32	292	+24	229	-27	381	+43
3. Chicago	713	+4	449	-21	408	-12	239	+23	173	-13	124	-13	251	-7	242	-	233	-4
4. Philadelphia	658	+2	406	-12	325	-8	240	+37	192	+3	115	-10	348	+4	268	+3	297	-
5. San Francisco	351	-3	254	-9	246	+1	101	+25	94	-	65	-6	208	+42	239	+10	125	+16
6. Boston	420	-5	302	-7	261	-4	124	+15	100	-19	105	+19	163	+16	217	-8	285	+11
7. Detroit	437	+11	305	-12	283	-5	138	+12	125	-22	114	-12	165	-3	229	+2	244	+2
8. Washington	285	-7	230	-9	197	+1	91	+3	105	-	65	-8	114	+3	195	+5	131	+22
9. Cleveland	343	-6	247	+1	225	-4	119	+14	80	-19	94	+2	180	-2	199	+6	163	-10
10. Dallas-Ft. Worth	280	+8	194	-6	177	-6	95	+14	86	-	56	-2	84	+42	114	+1	99	+29
11. Pittsburgh	341	+5	259	-11	162	+7	87	+28	127	+17	76	+9	188	+13	228	-16	69	-7
12. Houston	239	+17	169	-	177	+7	78	+39	78	-10	57	+4	85	+12	106	+66	165	+21
13. Minneapolis-St. Paul	198	-1	168	-3	152	-3	56	-	58	-16	38	-34	42	-2	99	-3	127	+14
14. Miami	186	+4	208	-7	148	+3	48	+7	95	+1	51	-6	98	+13	238	+16	164	+8
15. St. Louis	219	+16	205	-7	157	-10	46	-19	78	+3	69	+8	43	+54	138	-3	138	-2
16. Atlanta	192	+15	174	-2	167	-4	52	+30	71	-	93	-1	94	+84	137	+13	170	+6
17. Tampa-St. Petersburg, Fla.	112	+1	197	-1	153	+1	31	+11	87	+23	60	-6	62	+24	249	+23	199	+12
18. Seattle-Tacoma, Wash.	211	-6	105	-	145	+2	67	-	36	-12	35	-12	140	-11	96	+32	142	+7
19. Indianapolis	175	+14	135	-6	129	-13	34	-24	73	+170	59	-3	64	+23	106	-3	134	+21
20. Baltimore	212	+1	169	-10	149	+7	46	+7	78	-9	63	-2	104	+27	133	+2	142	+39
21. Milwaukee	158	-5	119	-6	118	-12	67	+40	57	-12	33	-23	57	+27	52	+6	106	+9
22. Hartford-New Haven	177	-8	183	-13	62	-2	70	+46	81	-10	21	+5	132	+5	215	+5	34	-8
23. Denver	162	-3	103	-3	106	-5	32	+7	36	+9	44	+2	65	+91	98	+21	65	+18
24. Sacramento-Stockton, Calif.	153	+1	105	+1	116	-1	49	+9	36	+29	41	-16	52	+16	94	-3	136	+21
25. Portland, Ore.	128	-4	121	+2	92	-12	39	+34	43	+5	36	-12	81	-5	112	+11	112	+10
26. Kansas City, Mo.	168	+10	125	-15	109	-13	49	+14	62	-3	30	-9	70	+15	104	+9	97	+26
27. Cincinnati	154	-5	149	+9	111	-4	47	+12	55	-7	62	-3	54	+8	131	+24	108	+17
28. Buffalo, N.Y.	143	-8	125	-1	102	-15	59	+9	62	-9	39	+22	120	-1	114	+25	64	+23
29. San Diego	97	-3	108	+16	91	+4	22	+38	37	+9	37	+23	27	+8	96	+1	105	+22
30. Providence, R.I.	112	-9	117	-10	118	+5	32	-6	45	-8	54	-23	34	-32	112	+9	116	+15
31. Nashville	110	+18	128	-3	109	-12	33	-11	68	-12	60	-	74	+19	125	-1	137	+15
32. Phoenix	122	+8	93	+1	82	+9	35	+40	46	+15	25	-7	36	+112	107	+9	62	+41
33. Charlotte, N.C.	71	+20	123	-8	82	-13	22	+57	85	+23	23	-28	10	+43	182	+16	88	+38
34. Columbus, Ohio	141	+11	132	-10	99	-3	50	+19	65	-4	33	+18	69	+33	115	-9	81	+33
35. Memphis	114	+10	113	-16	84	-18	33	+14	71	-	34	-8	42	-22	78	-24	93	-11
36. Greenville-Asheville, N.C.	118	+16	90	-5	95	-13	35	+13	51	+19	62	+7	72	+44	90	+20	132	+35
37. Oklahoma City	113	+19	88	+5	95	-11	37	+23	40	+14	43	+8	69	+35	67	+46	97	+7
38. New Orleans	127	+28	112	-20	87	-13	32	+3	62	-9	47	-15	52	+18	102	+11	67	+5
39. Louisville, Ky.	92	-2	100	-6	83	-14	23	+5	37	-14	63	-9	29	-	99	+11	114	+4
40. Orlando-Daytona Beach, Fla.	120	+17	95	+10	88	-4	36	+50	46	+15	36	+9	54	+32	121	+44	105	+17
41. Grand Rapids-Kalamazoo, Mich.	81	-8	85	-5	84	+2	30	-	49	+7	35	-17	58	-2	69	-8	77	+26
42. Albany-Troy, N.Y.	104	-2	102	-5	86	-10	29	+53	42	-2	41	-20	41	+58	125	+7	103	+14
43. San Antonio, Tex.	121	+23	81	-6	73	-	40	+11	38	-12	25	+9	44	+132	77	+3	46	-10
44. Charleston-Huntington, W.Va.	103	+39	86	-1	109	-16	35	+25	42	+11	92	+11	28	-7	67	+3	174	+14
45. Harrisburg-Lancaster, Pa.	81	+6	74	-3	87	-12	22	+47	31	-	52	-5	30	+43	52	+37	115	+1
46. Dayton, Ohio	89	+12	111	-6	80	-10	27	+50	70	+4	32	-26	NC	NC	136	+24	56	+6
47. Raleigh-Durham, N.C.	100	+9	95	-2	13	+8	34	+21	60	+3	2	-33	102	+34	117	+15	12	+50
48. Norfolk, Va.	113	+22	92	-14	69	+13	37	+12	54	-8	21	-12	70	+71	110	+2	41	+14
49. Wilkes Barre-Scranton, Pa.	120	+5	72	-13	81	-15	46	+48	36	-14	40	-18	68	+21	58	-18	83	+8
50. Birmingham, Ala.	171	+37	37	-20	78	-18	79	+10	20	-13	18	-28	140	+25	29	+21	64	-4
51. Syracuse, N.Y.	83	+21	83	-1	88	+20	21	+31	38	-5	42	+5	28	+33	94	+16	80	-2
52. Flint-Bay City, Mich.	122	+2	37	-12	81	-22	51	+16	18	-5	43	-23	68	+3	19	+19	101	-21
53. Salt Lake City	116	-3	69	-14	68	-12	44	+16	34	-15	19	-14	51	+19	59	+4	41	-5
54. Greensboro-High Point, N.C.	120	+35	91	-7	67	-9	29	+45	54	+8	31	-9	64	+64	117	+5	79	+39
55. Wichita-Hutchinson, Kan.	82	+1	78	+4	64	-12	25	+32	35	+3	27	-10	47	+31	37	+16	34	-21
56. Tulsa, Okla.	110	+12	67	+3	52	-2	37	+42	38	-3	15	-17	76	+65	52	-7	28	-24
57. Toledo, Ohio	88	+10	92	-	73	-23	28	+27	56	-5	32	-6	21	-9	95	-4	74	+1
58. Shreveport, La.-Texarkana, Tex.	93	+16	85	-1	58	-9	35	+30	53	+13	26	-16	54	+23	94	+31	40	+11
59. Little Rock, Ark.	105	+27	67	+2	75	-17	32	+19	29	-3	38	-	87	+64	44	-4	81	+3
60. Richmond, Va.	74	-	80	-9	51	-14	24	+26	48	-	14	-22	43	+34	93	+19	69	+15

Thank you,



**You've really helped
put us in our
place!**

No



ARBITRON, Feb., '77: Sign-on to Sign-off, Monday-Sunday, Average quarter-hour audience estimates. Total TVHouseholds, Rating, Share. Subject to qualifications contained in source material. Available on request.

MARKET	PRIME TIME						DAYTIME						EVENING NEWS					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
61. Knoxville, Tenn.	32	-6	69	-16	77	-16	5	-17	35	-	52	-9	6	-14	74	-17	122	+8
62. Des Moines, Iowa	75	-1	69	-8	50	-30	15	-17	30	-21	20	-39	36	-12	61	+5	51	-
63. Mobile, Ala.-Pensacola, Fla.	83	+17	73	+1	57	-8	28	-	43	+16	24	+4	54	+93	83	+38	59	-8
64. Omaha	98	-8	71	-5	63	-16	32	+7	31	-24	18	-18	42	+14	61	-	48	-4
65. Jacksonville, Fla.	51	+9	82	+8	59	-5	11	+22	50	+19	27	-	17	-19	130	+25	40	+21
66. Rochester, N.Y.	85	-7	66	-6	46	-10	26	+24	33	-6	18	-14	66	+22	87	-4	27	-23
67. Green Bay, Wis.	86	+6	63	-15	58	-13	20	-17	27	-13	33	-3	46	+59	53	-15	49	-11
68. Roanoke-Lynchburg, Va.	51	+9	76	-6	54	-13	15	-6	40	+21	29	-6	29	+26	109	+16	44	+16
69. Fresno, Calif.	56	+3	46	-7	49	-2	15	-	19	-5	27	-	18	+50	62	+13	64	+31
70. Springfield-Decatur, Ill.	66	+3	57	-15	50	-19	22	+22	36	-8	17	-35	41	+24	52	-19	48	+33
71. Davenport, Iowa-Moline, Ill.	74	-	56	-10	50	-17	23	+5	25	-24	24	-17	28	-	47	-10	54	-8
72. Cedar Rapids, Iowa	69	-4	48	-16	44	-21	23	+15	25	-24	15	-21	24	-14	43	-4	35	-3
73. Paducah, Ky.-Harrisburg, Ill.	47	+31	70	-8	58	-19	16	+14	46	+5	26	-19	21	+24	89	-7	78	+15
74. South Bend-Elkhart, Ind.	65	-	50	-6	46	-6	19	-5	28	-10	18	-14	27	+17	54	+2	50	+28
75. Chattanooga	66	+18	48	-14	46	-12	26	+4	22	-27	22	+10	50	+56	67	+6	34	-26
76. Johnstown-Altoona, Pa.	18	+200	63	-19	80	-9	3	+200	41	-2	54	-17	IFR	IFR	78	-1	87	+5
77. Albuquerque, N.M.	80	+10	41	-5	44	-8	23	-4	20	+11	23	-4	58	+21	27	-18	39	+22
78. Spokane, Wash.	66	-3	46	-6	49	-	17	-23	21	-28	23	+10	37	-16	48	-6	69	+44
79. West Palm Beach, Fla.	48	+12	-	-	41	-9	15	+15	-	-	25	-11	30	-9	-	-	76	+25
80. Portland-Poland Springs, Me.	69	-12	42	-	51	-4	24	+26	22	-	31	-3	55	+28	74	+12	63	+40
81. Springfield, Mo.	31	+35	48	-2	61	-	4	+33	16	-6	39	+5	15	+67	42	+8	88	+31
82. Lincoln-Kearney, Neb.	42	+11	58	-11	14	-12	14	-7	26	-	7	-12	20	-	62	-15	11	+22
83. Jackson, Miss.	38	+36	50	+6	55	-5	8	+14	30	+43	36	+13	14	+100	53	+33	57	+8
84. Youngstown, Ohio	73	+14	53	-2	45	-5	17	+6	37	+9	26	+8	32	+33	49	+9	38	+36
85. Bristol, Va.-Kingsport, Tenn.	32	+39	47	+2	55	-7	8	+33	28	+4	40	-2	10	-33	52	+24	67	+14
86. Monterey-Salinas, Calif.	70	-7	25	+25	39	-12	19	-	7	-	15	-	46	+59	19	+46	48	+17
87. Springfield, Mass.	73	-8	-	-	49	-	25	+4	-	-	16	-27	37	+9	-	-	57	+14
88. Fort Wayne, Ind.	62	+2	44	-	38	+6	17	-19	24	-4	14	-22	33	+32	44	+7	31	+7
89. Evansville, Ind.	72	+22	35	-12	26	-13	30	+15	15	-21	10	-	38	+19	37	+54	29	-24
90. Lexington, Ky.	47	+38	42	-18	39	-11	14	+75	16	+14	32	+19	22	+57	55	+12	34	+10
91. Peoria, Ill.	60	-	35	-8	35	-12	18	-5	17	-15	14	+8	43	+34	22	-19	31	+11
92. Tucson, Ariz.	48	+12	34	-	41	+24	19	+46	14	+40	18	+29	34	+55	39	+15	39	+56
93. Fargo, N.D.	33	-	37	-18	39	-7	6	-40	16	-11	21	-	18	+38	27	-18	26	-35
94. Sioux Falls-Mitchell, S.D.	20	+122	63	-16	36	-10	6	+100	36	-3	16	-6	12	+300	77	+18	19	-21
95. Waco-Temple, Tex.	-	-	54	+10	33	-13	-	-	23	-	18	-5	-	-	46	+2	27	+13
96. Lansing, Mich.	-	-	57	-2	34	-13	-	-	33	+18	12	-14	-	-	69	+5	22	-19
97. Greenville-New Bern, N.C.	28	+4	46	-10	48	-2	6	-	32	+10	20	-13	11	-15	52	+18	58	+29
98. Columbia, S.C.	34	+26	21	-12	57	-3	6	+50	7	-	50	+19	11	+83	12	+33	98	+32
99. Burlington, Vt.-Plattsburgh, N.Y.	19	+11	46	-18	24	-15	3	-	30	-9	8	-43	6	-	70	+11	36	+9
100. Austin, Tex.	42	-	48	+14	20	-5	12	+50	25	+9	6	-	21	+62	54	+4	9	-10
101. Baton Rouge	33	+14	50	+2	52	-10	6	-14	28	-3	40	+5	9	-	36	+3	45	+10
102. Huntsville-Decatur, Ala.	39	+11	49	+4	33	-23	14	+75	26	+18	14	-26	17	+89	68	+28	38	-10
103. Rockford, Ill.	47	-8	30	-14	25	-31	14	-	26	+37	19	+111	27	-13	18	-5	22	+10
104. Colorado Springs-Pueblo	54	+2	30	-14	31	-3	15	-25	14	+17	7	-50	33	+3	33	+22	22	+5
105. El Paso	45	+36	30	+11	30	+11	22	+175	11	-27	18	+20	23	+156	24	+9	24	+9
106. Augusta, Ga.	58	+14	38	-17	7	-	23	+10	15	-17	-	-	59	+5	25	-24	-	-
107. Monroe, La.-El Dorado, Ark.	37	+19	55	-11	6	-14	12	+9	42	+14	2	-	21	+5	68	+3	1	-
108. Madison, Wis.	39	-7	47	-8	27	-4	11	+10	16	-6	7	-12	22	+29	47	+15	25	-11
109. Duluth, Minn.-Superior, Wis.	43	-4	42	-5	26	-	14	+17	18	-10	11	-	35	-	37	-5	15	-6
110. Amarillo, Tex.	54	+13	26	+8	27	+13	21	+50	14	-7	9	-18	41	+21	15	-17	16	+45
111. Joplin, Mo.-Pittsburg, Kan.	43	+10	21	-9	41	-11	11	-8	9	-	24	-11	24	-20	17	-	47	+38
112. Columbus, Ga.	69	+33	36	-22	13	-24	24	+26	21	-	3	-25	28	+17	42	+20	8	-
113. Terre Haute, Ind.	16	+45	43	-12	34	-13	3	-	31	+3	14	+8	1	-	50	-6	45	+36
114. Wheeling-W.Va.-Steubenville, Ohio	-	-	54	+2	60	+9	-	-	33	-8	39	+5	-	-	48	+20	56	+27
115. LaCrosse-Eau Claire, Wis.	14	+17	39	-5	34	-3	3	-	18	-10	14	-7	8	+100	28	-18	33	+3
116. Sioux City, Iowa	50	+4	11	-8	25	-17	15	+25	4	-20	14	-18	39	+30	6	-14	13	-50
117. Montgomery, Ala.	23	+28	17	-11	46	-18	6	+50	8	+60	30	-12	5	-37	6	-	82	+6
118. Lafayette, La.	62	+51	42	-25	-	-	15	-6	39	-	-	-	27	+69	46	+10	-	-
119. Wichita Falls, Tex.-Lawton, Okla.	32	+23	30	-6	28	-3	8	-	16	-	12	-14	18	+20	22	+38	22	-
120. Charleston, S.C.	43	+30	40	-13	32	+7	14	+27	27	+13	13	-19	24	-11	49	+9	33	+65
121. Binghamton, N.Y.	17	+13	47	-13	18	-10	4	-	29	-6	6	-	2	-50	64	+3	6	-
122. Yakima, Wash.	29	-	25	-	21	+5	6	-14	15	-	6	-33	6	-40	22	-50	10	-
123. Corpus Christi, Tex.	39	+11	24	-20	23	-4	11	-8	16	-6	12	-25	22	+57	18	+20	21	+5
124. Beaumont-Port Arthur, Tex.	37	+19	41	-5	36	+3	11	+22	28	+4	16	-6	7	-12	53	+13	22	+10
125. Rochester-Austin, Minn.	45	+22	23	-12	24	-11	13	+44	11	-31	7	-30	24	+60	23	+15	18	-10
126. Savannah, Ga.	30	+30	30	-9	26	+13	6	-	22	+16	14	-	15	+67	28	-7	35	+21
127. Eugene, Ore.	30	-14	-	-	35	-3	7	+17	-	-	18	-28	15	+25	-	-	32	-33
128. Columbia-Jefferson City, Mo.	22	+16	34	-11	25	-24	6	+50	15	-12	8	-33	3	-	26	-	27	-4
129. Traverse City-Cadillac, Mich.	19	+58	40	+3	29	-	4	+33	22	+16	15	+25	7	+133	58	+12	20	+25
130. Topeka, Kan.	-	-	39	-19	20	-	-	-	26	-	3	-25	-	-	39	-11	9	+29
131. Lubbock, Tex.	25	+4	25	-4	32	-11	5	+25	17	+21	15	-17	14	+56	23	+5	19	-5

THOUSANDS ARE TURNING TO KTVI, CHANNEL 2, ST. LOUIS

19%* increase—7:00 am-1:00 am—
KTVI, Channel 2 and ABC

28%* increase—Prime-time, 7:00-10:00 pm—
KTVI, Channel 2 and ABC

79%* increase— 10:00-10:30 pm—
KTVI, Channel 2 News

Thanks to ABC, KTVI is #1 in prime-
time and has 5 of the top 10 programs.**

More St. Louisans are turning to
KTVI for news. Our increase in rating,
share, homes and demos beats all
other St. Louis TV stations.*

Thanks to ABC and the St. Louis
television viewers for making KTVI the
one St. Louis has turned to.



Represented nationally by MMT, Inc.

Source: *NSI Sun-Sat total person and day-parts
comparison Feb 1976, Feb 1977

**ARBITRON, Feb 1977

MARKET	PRIME TIME						DAYTIME						EVENING NEWS					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
132. Columbus-Tupelo, Miss.	—	—	27	-4	39	-2	—	—	22	+10	14	—	—	—	20	-35	40	+60
133. Wilmington, N.C.	40	+33	—	—	49	-6	13	+30	—	—	27	-13	20	+18	—	—	87	+38
134. Bluefield-Oak Hill, W. Va.	35	21	—	—	26	-28	13	—	—	—	24	-17	14	+8	—	—	49	+7
135. Quincy, Ill.-Hannibal, Mo.	—	—	35	+3	29	-19	—	—	19	-5	11	-21	—	—	34	+3	21	+5
136. Albany, Ga.	—	—	—	—	54	-10	—	—	—	—	36	—	—	—	—	—	66	+18
137. Las Vegas	29	+21	22	-12	23	-4	5	—	12	+9	14	+8	11	+10	25	+9	22	+69
138. Wausau-Rhinefander, Wis.	38	+15	35	-19	14	+17	12	+9	21	+11	4	-33	26	+100	51	+19	8	-20
139. McAllen-Harlingen, Tex.	34	—	26	-4	—	—	8	—	16	+33	—	—	20	—	25	+25	—	—
140. Macon, Ga.	—	—	38	+6	16	-24	—	—	27	+17	3	-25	—	—	59	+20	3	-40
141. Boise, Idaho	26	-7	20	-5	23	-4	4	-43	10	-29	11	-8	11	—	18	+6	23	-8
142. Minot-Bismarck, N.D.	—	—	30	-3	35	-5	—	—	13	-19	21	+5	—	—	13	-43	22	-39
143. Fort Myers, Fla.	15	+36	29	+21	17	—	3	+200	17	+21	5	+25	3	—	40	+74	25	+32
144. Erie, Pa.	35	-3	26	+8	39	—	10	—	11	+22	21	-16	20	-9	22	+22	53	+10
145. Abilene-Sweetwater, Tex.	26	+8	—	—	33	-8	7	+17	—	—	18	-22	13	+44	—	—	30	+11
146. Bangor, Me.	20	-5	25	-4	18	+6	7	+17	21	+17	8	—	7	—	44	+13	23	-4
147. Reno	26	+4	14	—	17	+6	8	+33	6	—	7	—	16	+14	21	—	13	—
148. Odessa-Midland, Tex.	27	+42	25	-11	19	-14	6	+20	11	—	8	-11	6	+100	22	+16	18	+100
149. Tallahassee, Fla.	11	—	44	-20	—	—	2	—	26	+18	—	—	2	—	64	+14	—	—
149. Utica, N.Y.	26	+37	—	—	28	-18	7	+75	—	—	22	—	7	+75	—	—	45	-6
151. Santa Barbara, Calif.	31	-11	16	-6	—	—	7	—	4	-43	—	—	8	+14	12	+200	—	—
152. Chico-Redding, Calif.	30	+15	20	-9	—	—	11	+57	9	-18	—	—	17	+13	22	+38	—	—
153. Clarksburg-Weston, W.Va.	27	—	24	-25	—	—	6	—	15	-12	—	—	29	—	25	-19	—	—
154. Bakersfield, Calif.	34	+6	12	-8	20	-13	10	+11	4	+33	12	—	9	+50	4	—	28	+33
155. Medford, Ore.	—	—	31	—	22	-19	—	—	9	-18	8	-11	—	—	23	-18	21	-9
156. Missoula-Butte, Mont.	28	—	—	—	21	—	7	—	—	—	7	-22	25	—	—	—	18	-10
157. Alexandria, Minn.	—	—	—	—	48	-4	—	—	—	—	26	-16	—	—	—	—	35	-30
158. Florence, S.C.	—	—	37	-12	—	—	—	—	31	+7	—	—	—	—	41	-5	—	—
159. Dothan, Ala.	10	+100	32	-6	—	—	4	+100	21	+5	—	—	1	—	51	+31	—	—
160. Tyler, Tex.	48	+21	—	—	—	—	12	-8	—	—	—	—	33	-11	—	—	—	—
161. Watertown-Carthage, N.Y.	—	—	24	+4	—	—	—	—	14	-7	—	—	—	—	40	+5	—	—
162. Rapid City, S.D.	15	—	—	—	23	-36	2	—	—	—	12	-8	4	—	—	—	24	-25
163. Laurel-Hattiesburg, Miss.	—	—	—	—	25	-7	—	—	—	—	20	+5	—	—	—	—	41	+32
164. Idaho Falls-Pocatello, Idaho	13	-7	13	—	15	+7	3	-25	7	-12	5	+67	5	+150	10	-23	15	+15
165. Fort Smith, Ark.	—	—	10	-9	32	+7	—	—	7	—	10	-23	—	—	6	-14	40	+25
166. Billings, Mont.	19	+6	17	-11	—	—	8	+60	6	+20	—	—	13	+8	14	+8	—	—
167. Meridian, Miss.	—	—	27	-4	3	—	—	—	17	+13	—	—	—	—	31	+29	—	—
168. Salisbury, Md.	—	—	23	—	—	—	—	—	12	—	—	—	—	—	30	—	—	—
169. Great Falls, Mont.	20	+11	—	—	14	—	6	+20	—	—	7	-12	13	+30	—	—	12	—
170. Ardmore-Ada, Okla.	15	—	20	-13	—	—	7	+40	12	+20	—	—	11	+38	28	+47	—	—
171. Alexandria, La.	—	—	—	—	27	-21	—	—	—	—	18	-22	—	—	—	—	25	—
172. Cheyenne, Wyo.	—	—	21	—	—	—	—	—	9	—	—	—	—	—	6	-68	—	—
173. Lake Charles, La.	—	—	—	—	23	-18	—	—	—	—	14	-7	—	—	—	—	30	+15
174. Jonesboro, Ark.	36	+38	—	—	—	—	17	+55	—	—	—	—	24	+71	—	—	—	—
175. Panama City, Fla.	24	+4	—	—	19	+6	5	—	—	—	8	-11	17	-11	—	—	11	+10
176. Anchorage	17	+6	7	-30	8	-11	4	-33	3	-25	3	-25	10	—	4	—	11	—
177. Marquette, Mich.	—	—	23	-12	—	—	—	—	12	-14	—	—	—	—	34	+3	—	—
178. St. Joseph, Mo.	24	+9	—	—	—	—	9	—	—	—	—	—	18	+38	—	—	—	—
179. Gainesville, Fla.	17	+21	—	—	—	—	5	+67	—	—	—	—	15	+25	—	—	—	—
180. Biloxi, Miss.	43	+39	—	—	—	—	14	+17	—	—	—	—	11	+22	—	—	—	—
181. El Centro, Calif.-Yuma, Ariz.	—	—	4	—	10	+11	—	—	2	—	3	-25	—	—	2	+100	7	+40
182. Eureka, Calif.	12	+9	9	-18	—	—	4	+33	3	-40	—	—	9	-10	13	+18	—	—
183. Mankato, Minn.	—	—	19	-27	—	—	—	—	13	-7	—	—	—	—	18	-25	—	—
184. Roswell, N.M.	—	—	11	-8	—	—	—	—	6	+100	—	—	—	—	9	-10	—	—
185. Twin Falls, Idaho	15	—	—	—	—	—	7	+40	—	—	—	—	9	+13	—	—	—	—
186. Casper-Riverton, Wyo.	—	—	18	+64	17	+143	—	—	—	—	7	+75	—	—	—	—	18	+6
187. Palm Springs, Calif.	7	+40	—	—	7	+17	1	—	—	—	2	-33	4	+100	—	—	7	+133
188. Tuscaloosa, Ala.	—	—	7	—	—	—	—	—	4	-20	—	—	—	—	6	+20	—	—
189. Jackson, Tenn.	37	+32	—	—	—	—	11	+22	—	—	—	—	15	-29	—	—	—	—
190. Greenwood-Greenville, Miss.	35	+30	—	—	—	—	12	—	—	—	—	—	16	+23	—	—	—	—
191. Lafayette, Ind.	—	—	14	+17	—	—	—	—	7	+17	—	—	—	—	12	+20	—	—
192. Lima, Ohio	—	—	—	—	17	+55	—	—	—	—	8	+14	—	—	—	—	23	+77
193. Grand Junction, Colo.	—	—	15	-12	—	—	—	—	5	—	—	—	—	—	13	+8	—	—
194. Anniston, Ala.	—	—	10	-9	—	—	—	—	6	-14	—	—	—	—	7	-12	—	—
195. Bellingham, Wash.	—	—	9	-10	—	—	—	—	4	-43	—	—	—	—	8	-11	—	—
195. Harrisonburg, Va.	24	+4	—	—	—	—	10	+11	—	—	—	—	22	-4	—	—	16	+45
197. Parkersburg, W. Va.	—	—	—	—	11	—	—	—	—	—	8	+14	—	—	—	—	—	—
198. Ottumwa, Iowa-Kirksville, Mo.	28	+17	—	—	—	—	8	-20	—	—	—	—	21	+24	—	—	12	-8
199. Zanesville, Ohio	—	—	—	—	10	-17	—	—	—	—	5	—	—	—	—	—	—	—
200. San Angelo, Tex.	—	—	9	+13	—	—	—	—	7	+75	—	—	—	—	9	+80	—	—
201. Presque Isle, Me.	—	—	9	+13	—	—	—	—	7	+17	—	—	—	—	11	+10	—	—
202. Laredo, Tex.	—	—	4	—	4	—	—	—	1	—	3	+50	—	—	2	+100	2	—
203. North Platte, Neb.	—	—	—	—	7	-12	—	—	—	—	5	+25	—	—	—	—	5	+25
204. Farmington, N.M.	—	—	—	—	3	-25	—	—	—	—	2	—	—	—	—	—	3	+50
205. Selma, Ala.	—	—	6	—	—	—	—	—	4	+300	—	—	—	—	5	+67	—	—
206. Helena, Mont.	—	—	—	—	4	+100	—	—	—	—	1	—	—	—	—	—	4	+100
207. Alpena, Mich.	—	—	4	-20	—	—	—	—	1	-50	—	—	—	—	4	-20	—	—
208. Miles City-Glendive, Mont.	—	—	1	—	1	—	—	—	IFR	—	1	—	—	—	1	—	IFR	—

IFR—Insufficient data for reporting. NC—Not carried or delayed.

**SPECIAL THANKS
TO 192 VERY SPECIAL FRIENDS
FROM
ABC TELEVISION**



As ABC celebrates its twenty-fifth anniversary, we are proud to have achieved, in this milestone year, leadership in our industry. We extend our heartfelt thanks to our affiliate friends for your part in making it happen.

This leadership is evidenced on the ABC Television Network in every area. In the superb quality of ABC Entertainment presentations, the continued preeminence of ABC Sports, the new vitality of ABC News programs, the contributions of ABC Owned and Operated stations to their communities...and in the brilliant technical accomplishments and innovations of ABC Broadcast Operations and Engineering.

With your help, we are confident that ABC Television will maintain its leadership and even surpass the many outstanding achievements of the past twenty-five years.

SPECIAL THANKS TO OUR VERY SPECIAL FRIENDS...

KTEN

ADA, OKLAHOMA

WAKR-TV

AKRON, OHIO

WAST

ALBANY, NEW YORK

KCNA-TV

ALBION, NEBRASKA

KOAT-TV

ALBUQUERQUE, N. M.

WOPC

ALTOONA, PENNSYLVANIA

KVII-TV

AMARILLO, TEXAS

WOI-TV

AMES, IOWA (DES MOINES)

KIMO

ANCHORAGE, ALASKA

WLOS-TV

ASHEVILLE, N. C.

WXIA-TV

ATLANTA, GEORGIA

WJBF

AUGUSTA, GEORGIA

KAAL

AUSTIN, MINNESOTA

KVUE

AUSTIN, TEXAS

KBAK-TV

BAKERSFIELD, CALIFORNIA

WJZ-TV

BALTIMORE, MARYLAND

WVII-TV

BANGOR, MAINE

WRBT

BATON ROUGE, LOUISIANA

WUHQ-TV

BATTLE CREEK, MICHIGAN

KBMT

BEAUMONT, TEXAS

KWAB-TV

BIG SPRING, TEXAS

KULR-TV

BILLINGS, MONTANA

WLOX-TV

BILOXI, MISSISSIPPI

WBJA-TV

BINGHAMTON, NEW YORK

WBRC-TV

BIRMINGHAM, ALABAMA

KIM

BOISE-NAMPA, IDAHO

WCVB-TV

BOSTON, MASSACHUSETTS

WBKO

BOWLING GREEN, KENTUCKY

WKBW-TV

BUFFALO, NEW YORK

WEZF-TV

BURLINGTON, VERMONT

KXLF-TV

BUTTE, MONTANA

KAVE-TV

CARLSBAD, NEW MEXICO

KCRG-TV

CEDAR RAPIDS, IOWA

WCBD-TV

CHARLESTON, S. C.

WCCB

CHARLOTTE, N. C.

WTVC

CHATTANOOGA, TENNESSEE

WLS-TV

CHICAGO, ILLINOIS

WBOY-TV

CLARKSBURG, WEST VIRGINIA

WKRC-TV

CINCINNATI, OHIO

SPECIAL THANKS TO OUR VERY SPECIAL FRIENDS...

WEWS

CLEVELAND, OHIO

KRDO-TV

COLORADO SPRINGS, CO.

KCBJ-TV

COLUMBIA, MISSOURI

WOLO-TV

COLUMBIA, S. C.

WTVM

COLUMBUS, GEORGIA

WTVN-TV

COLUMBUS, OHIO

KIII

CORPUS CHRISTI, TEXAS

WFAA-TV

DALLAS, TEXAS

WKEF

DAYTON, OHIO

WAND

DECATUR, ILLINOIS

KBTV

DENVER, COLORADO

WXYZ-TV

DETROIT, MICHIGAN

WDHN

DOTHAN, ALABAMA

KDUB-TV

DUBUQUE, IOWA

WDIO-TV

DULUTH, MINNESOTA

KTVE

EL DORADO, ARKANSAS

KVIA-TV

EL PASO, TEXAS

WENY-TV

ELMIRA, NEW YORK

WJET-TV

ERIE, PENNSYLVANIA

KEZI-TV

EUGENE, OREGON

KVIQ-TV

EUREKA, CALIFORNIA

WTVW

EVANSVILLE, INDIANA

KTHI-TV

FARGO, NORTH DAKOTA

WJRT-TV

FLINT, MICHIGAN

WPTA

FORT WAYNE, INDIANA

KJEO

FRESNO, CALIFORNIA

WCJB

GAINESVILLE, FLORIDA

KUPK-TV

GARDEN CITY, KANSAS

WZZM-TV

GRAND RAPIDS, MICHIGAN

KFBB-TV

GREAT FALLS, MONTANA

WLUK-TV

GREEN BAY, WISCONSIN

WABG-TV

GREENWOOD, MISSISSIPPI

ZFB-TV

HAMILTON, BERMUDA

WSIL-TV

HARRISBURG, ILLINOIS

WTPA

HARRISBURG, PA.

WHSV-TV

HARRISONBURG, VIRGINIA

KWNB-TV

HAYES CENTER, NEBRASKA

WIRT

HIBBING, MINNESOTA

WGHP-TV

HIGH POINT, N. C.

SPECIAL THANKS TO OUR VERY SPECIAL FRIENDS...

KHVO

HILO, HAWAII

KITV

HONOLULU, HAWAII

KTRK-TV

HOUSTON, TEXAS

WOWK-TV

HUNTINGTON, W. VA.

WYUR

HUNTSVILLE, ALABAMA

WTHR

INDIANAPOLIS, INDIANA

WAPT

JACKSON, MISSISSIPPI

WBBJ-TV

JACKSON, TENNESSEE

WJKS-TV

JACKSONVILLE, FLORIDA

KAIT-TV

JONESBORO, ARKANSAS

KODE-TV

JOPLIN, MISSOURI

KMBC-TV

KANSAS CITY, MISSOURI

KHGI-TV

KEARNEY, NEBRASKA

KVEW

KENNEWICK, WASHINGTON

WKPT-TV

KINGSPORT, TENNESSEE

WTVK

KNOXVILLE, TENNESSEE

WXOW-TV

LA CROSSE, WISCONSIN

KATC

LAFAYETTE, LOUISIANA

KSHO-TV

LAS VEGAS, NEVADA

KSWO-TV

LAWTON, OKLAHOMA

KIVV-TV

LEAD-DEADWOOD, S. D.

WTVQ-TV

LEXINGTON, KENTUCKY

KATV

LITTLE ROCK, ARKANSAS

KABC-TV

LOS ANGELES, CALIFORNIA

WLKY-TV

LOUISVILLE, KENTUCKY

KMCC

LUBBOCK, TEXAS

KTRE-TV

LUFKIN, TEXAS

WLVA-TV

LYNCHBURG, VIRGINIA

WKOW-TV

MADISON, WISCONSIN

WMUR-TV

MANCHESTER, N. H.

WHBQ-TV

MEMPHIS, TENNESSEE

WPLG

MIAMI, FLORIDA

WISN-TV

MILWAUKEE, WISCONSIN

KMSP-TV

MINNEAPOLIS, MINNESOTA

KPAX-TV

MISSOULA, MONTANA

KXON-TV

MITCHELL-SIOUX FALLS, S.D.

WQAD-TV

MOLINE, ILLINOIS

KMOM-TV

MONAHANS, TEXAS

WKAB-TV

MONTGOMERY, ALABAMA

SPECIAL THANKS TO OUR VERY SPECIAL FRIENDS...

WEVU
NAPLES, FLORIDA

WNGE
NASHVILLE, TENNESSEE

WCTI-TV
NEW BERN, N. C.

WTNH-TV
NEW HAVEN, CONNECTICUT

WVUE
NEW ORLEANS, LOUISIANA

WABC-TV
NEW YORK, NEW YORK

WVEC-TV
NORFOLK, VIRGINIA

WOAY-TV
OAK HILL, WEST VIRGINIA

KOCO-TV
OKLAHOMA CITY, OK.

KETV
OMAHA, NEBRASKA

WFTV
ORLANDO, FLORIDA

KTVO
OTTUMWA, IOWA

KPLM-TV
PALM SPRINGS, CALIFORNIA

WJHG-TV
PANAMA CITY, FLORIDA

WEAR-TV
PENSACOLA, FLORIDA

WRAU-TV
PEORIA, ILLINOIS

WPVI-TV
PHILADELPHIA, PA.

KTVK
PHOENIX, ARIZONA

WTAE-TV
PITTSBURGH, PA.

KPVI
POCATELLO, IDAHO

KPOB-TV
POPLAR BLUFF, MISSOURI

WMTW-TV
PORTLAND, MAINE

KATU
PORTLAND, OREGON

WTEV
PROVIDENCE, R. I.

WRAL-TV
RALEIGH, N. C.

KEVN-TV
RAPID CITY, S. D.

KRCR-TV
REDDING, CALIFORNIA

KOLO-TV
RENO, NEVADA

WXEX-TV
RICHMOND, VIRGINIA

WOKR
ROCHESTER, NEW YORK

WREX-TV
ROCKFORD, ILLINOIS

KQTV
ST. JOSEPH, MISSOURI

KTVI
ST. LOUIS, MISSOURI

WLCY-TV
ST. PETERSBURG, FLORIDA

KTVX
SALT LAKE CITY, UTAH

KSAT-TV
SAN ANTONIO, TEXAS

KCST-TV
SAN DIEGO, CALIFORNIA

KGO-TV
SAN FRANCISCO, CA.

KNTV
SAN JOSE, CALIFORNIA

SPECIAL THANKS TO OUR VERY SPECIAL FRIENDS...

KEYT

SANTA BARBARA, CA.

WXLT-TV

SARASOTA, FLORIDA

WGTO

SAULT SAINTE MARIE, MICH.

WJCL

SAVANNAH, GEORGIA

KVIJ-TV

SAYRE, OKLAHOMA

WNEP-TV

SCRANTON, PA.

KOMO-TV

SEATTLE, WASHINGTON

KTBS-TV

SHREVEPORT, LOUISIANA

KCAU-TV

SIOUX CITY, IOWA

WSJV

SOUTH BEND, INDIANA

KXLY-TV

SPOKANE, WASHINGTON

WHYN-TV

SPRINGFIELD, MASS.

KMTC

SPRINGFIELD, MISSOURI

KOVR

STOCKTON, CA. (SACRAMENTO)

KSNB-TV

SUPERIOR, NEBRASKA

KTXS-TV

SWEETWATER, TEX. (ABILENE)

WNYS-TV

SYRACUSE, NEW YORK

WECA-TV

TALLAHASSEE, FLORIDA

WBAK-TV

TERRE HAUTE, INDIANA

WDHO-TV

TOLEDO, OHIO

WGTV

TRAVERSE CITY, MICHIGAN

KGUN-TV

TUCSON, ARIZONA

KTUL-TV

TULSA, OKLAHOMA

KMVT

TWIN FALLS, IDAHO

KLTV

TYLER, TEXAS

WUTR

UTICA, NEW YORK

KXIX

VICTORIA, TEXAS

KMVI-TV

WAILUKU, HAWAII

WMAL-TV

WASHINGTON, D.C.

WAOW-TV

WAUSAU, WISCONSIN

KRGV-TV

WESLACO, TEXAS

WPEC-TV

WEST PALM BEACH, FLA.

KAKE-TV

WICHITA, KANSAS

WWAY-TV

WILMINGTON, N. C.

KAPP

YAKIMA, WASHINGTON

WYTV

YOUNGSTOWN, OHIO

ABC TELEVISION

ABC TELEVISION NETWORK

ABC ENTERTAINMENT

ABC SPORTS

ABC NEWS

ABC OWNED TELEVISION STATIONS

**ABC BROADCAST OPERATIONS
AND ENGINEERING**



NAB, AMST up in arms over rewrite options

They argue for status quo as the best alternative, say they'll fight any changes

The National Association of Broadcasters last week attacked the House Communications Subcommittee staff's Communications Act rewrite options papers for failing to say enough that is favorable about the present system of broadcasting.

In the first on-the-record comment from anyone in the industry about the options since the staff volumes were released three weeks ago (BROADCASTING, April 25), the NAB briefly commended the staff for "an attempt" to be fair to the establishment. "We recognize that any effort of this nature is difficult to manage in an objective way, and that the predisposition toward radical change is difficult to suppress."

But the over-all tone of NAB's memo to the subcommittee was designed to reflect the association's "keen sense of disappointment" about the staff's work.

"Nowhere," the memo said, "does the paper point out that Americans today have the best broadcast service of any nation in the world, and that this system is a model of free enterprise working with government to give service free of any direct charge to virtually every citizen."

But regardless of what the staff might have written differently, if it involved changing the status quo, NAB indicated it would have disagreed. "Why is the public faced with any proposal for drastic restructuring of the broadcasting service it enjoys and relies on?" the association asked. "What evidence is there that any alternative system can serve the American people even equally as well?"

The association's position can be summed up in its words: "Unless someone can come forth with substantial shortcomings in our present system, can demonstrate that it has failed to accomplish the objectives set forth half a century ago by the Congress, and can show that the gains from changes in the present system would outweigh the losses to the public, it makes little sense to consider radical revision of the basic law that has served us well and continues to do so."

NAB made it clear that its attitude toward the entire rewrite project remains combative, a situation that subcommittee Counsel Harry (Chip) Shooshan, author of the broadcast options chapter, said is disappointing to him.

As has subcommittee Chairman Lionel Van Deerlin (D-Calif.), Mr. Shooshan has publicly urged broadcasters to be open-minded and cooperative with the subcommittee. He was angered last week by assertions such as that from one broadcaster that the subcommittee staff "didn't indict us for anything except that we're profit-

able" in the options paper (BROADCASTING, May 2). The options paper does not talk about the networks' profits, he said, and he added he would challenge anyone to show where the options draft gives that impression.

A view paralleling NAB's was expressed last week by the Association of Maximum Service Telecasters, whose president, Lester Lindow, said the subcommittee staff failed to show both sides of their proposed options. For example, Mr. Shooshan posed auctions as one option for distributing broadcast frequencies, explaining how that option might serve, but without mentioning how it might disserve, the public, Mr. Lindow said. As Mr. Lindow saw it: "If you're a licensee and you knew you only had a license for 'X' number of years ... the normal approach would be to try to squeeze everything out during the period you knew you'd have the license." If it appeared the licensee would have to give up the license for auction at the end of his term, "the incentive to do a good public-service job is taken away," Mr. Lindow said.

AMST, which along with other Washington broadcast and network representatives contributed to NAB's statement, had other complaints about the papers. They failed, said AMST, to give enough weight to the benefits of the present system of localism and the progress of UHF, for examples. "There's a one-sided presentation of information and as a position paper it seems strange that it's so slanted," Mr. Lindow said.

NAB complained in a similar vein that options that would drastically change the present broadcast system were not well documented or carefully examined in the papers—which prompts NAB to believe, it said, "that these options are not real options at all, but are only restatements of worn proposals (leasing frequencies, regulating broadcasting like a public utility

or common carrier, for examples) that have never been taken seriously by a committee of the Congress or another substantial group."

Among NAB's specific concerns were the options papers' discussions of localism, which it feels the staff largely wrote off as a failure. Argued NAB: "We would suggest that the staff has failed to consult with the people of this nation, and the community leaders of this nation, about the service provided by local broadcasters. It is this testimony, not that of special interests camped in Washington, that must be considered before making any conclusions on the success of localism."

NAB also said talk of alternative technologies capable of providing local service akin to that of broadcast stations is "certainly premature," when no such technology now exists that could substitute for broadcasting's universal coverage at no additional cost to the listener or viewer."

It also objected to the suggestion in the options paper that there "is something less than a free-speech tradition in the industry."

"We believe strongly," NAB said, "that this statement does not reflect the industry's continuing commitment to full First Amendment rights and our determination to let no one dictate programing decisions to broadcasters."

Learning session for Hollings subcommittee

Hearing this week covers spectrum of issues to acquaint new members with the business of broadcasting

The Senate Communications Subcommittee begins today (May 9) a three-day examination of the broadcasting industry that promises to touch on most of the current controversial regulatory and legislative issues—including network practices, TV violence, cable television, the First Amendment and minority access.

Although it is anticipated that the discussion will hit on issues such as the license-renewal revision legislation broadcasters have long sought, there are no specific bills being considered by the subcommittee in these hearings. According to the subcommittee chairman, Ernest Hollings (D-S.C.), their main purpose is to acquaint the members of the subcommittee, several of them new this year, with the business of broadcasting.

The subjects to be covered are reflected in the list of witnesses, a tentative schedule of whom follows:

Monday—Robert Howard, president, NBC-TV; Everett H. Erlick, senior vice president and general counsel, ABC; John Schneider, president, CBS Broadcast Group; Donald H. McGannon, president and chairman, Westinghouse Broadcasting (whose petition to the FCC prompted the agency's current network inquiry) and Glen Robinson, former FCC commis-



Home folks. Walter J. Brown (l), president, WSPA-AM-FM-TV Spartanburg, S.C., was among South Carolina broadcasters who turned up in Washington at a National Broadcasters Club reception for Chairman Ernest (Fritz) Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, on April 27.

sioner and now professor, University of Virginia School of Law.

Tuesday—FCC Chairman Richard Wiley; Vincent Wasilewski, president, National Association of Broadcasters; Henry Harris, president, Cox Cable Communications; Herman Land, president, Association of Independent Television Stations; Richard Block, chairman of the Council for UHF Broadcasting and consultant to the Public Broadcasting Service, and a representative (not yet designated at mid-week last week) of the Association of Maximum Service Telecasters.

Wednesday—Bill Bradbury, KCBY-TV Coos Bay, Ore. (at the request of Senator Robert Packwood [R-Ore.], a member of the subcommittee); Senator William Proxmire (D-Wis.), author of legislation to abolish equal time and the fairness doctrine; Senator Strom Thurmond (R-S.C.), author of legislation to ban smut from the airwaves; Dr. Michael Rothenberg, psychiatrist, pediatrician, professor and director of Children's Orthopedic Hospital and Medical Center, Seattle.

Also on Wednesday a panel on program practices with Robert Choate, head of the Council on Children, Media and Merchandizing; Ted Carpenter, executive director, National Citizens Committee for Broadcasting; Van Gordon Sauter, vice president for program practices, CBS; Loring Mandel, president of the Writers Guild of America—East, and Archa Knowlton, director of media services, General Foods.

And a panel on media access with Kathy Bonk, national media task force coordinator for National Organization for Women; Rinaldo Rivera, chairman of the National Latino Media Coalition, and representatives of black-owned media or black citizen groups (not yet designated at mid-week).

FCC tells OTP no

Commission turns down request for spectrum space for government use

The FCC has notified the Office of Telecommunications Policy that its request for 100 mhz of spectrum space be made available for government use is moot. No space appears to be available, the commission says.

The commission disclosed its response last week in announcing that, in preparation for the issuance of the fifth notice of inquiry on the preparation for the 1979 World Administrative Radio Conference, it has "instructed" the WARC '79 steering committee on the allocation of the 470-890 mhz band—the UHF section.

The commission is understood to have decided to indicate its commitment to preserving the band for television ("Closed Circuit," May 2). The commission said last week that the notice, to be released later this month, will discuss requests of nonbroadcast services for the band.

The commission said OTP's request for

100 mhz is moot because studies by groups attempting to identify U.S. non-government radio requirements through the year 2,000 indicate that those requirements will far outnumber available frequencies in the range that interests OTP.

The commission said, however, that if, at some later date, OTP's request were fully supported and endorsed, it would be considered as any new requirement, as the staffs continue to prepare a U.S. position and national understanding to implement the results of the 1979 WARC."

Carter's foot in the 'revolving door'

He submits legislation designed to curtail movement of professionals between industries and industry regulators and to force financial disclosure from high-level civil servants

President Carter has submitted his legislative proposal for strengthening ethics in government. It would impose financial disclosure requirements on high-ranking officials and employes throughout government and is aimed at stopping what he calls the "revolving door" through which individuals pass between government and regulated industries. It also calls for the creation of a new Office of Ethics within the Civil Service Commission.

President Carter, in a message to Congress on the subject, said the proposal is an extension of efforts he began when he took office in January to assure the country the government is "devoted exclusively to the public interest." He noted that he has made his own financial interests public and has required all presidential appointees not only to disclose their financial and business interests but to "adhere to tighter restrictions after leaving government, in order to curb the 'revolving door' practice." The "revolving door," he said, "has too often permitted former officials to exploit their government contacts for private gain."

The proposed legislation—the Ethics in Government Act of 1977—would require executive-level appointees and all officials in grades 16 and higher—about 13,000, in all—to make a public disclosure of their financial interests. The reports would include information on income, earned or from investments; gifts, including travel, lodging, food and entertainment; assets, liabilities and financial transactions; positions held in business and professional or-

Bound for Brussels. Anne Cox Chambers, chairman of the *Atlanta Constitution* and a member of the family that controls Cox broadcasting and cable interests, has been confirmed as ambassador to Belgium. She encountered no trouble in the Senate; confirmation April 29 was by a voice vote. Her swearing-in is scheduled for May 24 at the State Department.

ganizations, and agreements for future employment.

The rules on post-government employment, President Carter said, are aimed at striking a balance. "They do not place unfair restrictions on the jobs former government officials may choose, but they will prevent the misuse of influence acquired through public service," he said.

The proposed legislation would expand the current prohibition on appearances before an agency of former employment on matters that were under the official's responsibility, in two ways: (1) It would extend the period of the prohibition from one to two years and make it apply to informal as well as formal contacts, and (2) it would establish a ban on formal or informal contact on any other matter for a period of one year.

The new Office of Government Ethics would be headed by a director appointed by the President and confirmed by the Senate. The office's job would be to issue general guidelines to agencies on what constitutes a conflict of interest, and how conflicts can be resolved; make recommendations to the President on legislation or regulations needed to govern conflicts of interest, and monitor compliance with established requirements.

FCC to patch in payola-plugola again in Washington

Three Sonderling officials will be called in hearings that will probably run for two weeks

The FCC will reconvene its payola-plugola hearings next Monday (May 16) with a brief, last look at WOL(AM) Washington. The new round of Washington hearings is expected to last about two weeks, and then, after another recess, the investigation will proceed to another to-be-designated city.

Ted Kramer, the FCC's chief counsel for the investigation, will call three more Sonderling Broadcasting officials: James Kelsey, general manager of WOL; Cortez Thompson, program director there, and Sonderling Vice President John W. Doubleday. Mel Edwards, the former WOL disk jockey who has figured prominently in the hearings thus far, is still under subpoena and may be recalled.

Mr. Kramer still "can't say" where the hearings will be going after the commission finishes the WOL phase, but he does expect to be able to make an announcement in the next few weeks. He said he expects the move "some time this summer." Mr. Kramer also said that the FCC staff that has handled the WOL investigation will stay with the inquiry elsewhere.

Thus far, the hearings have concentrated on the concert promoting efforts of DJ Productions, a company formed by a group of WOL air personalities. The FCC has been looking into charges that the WOL DJ's forced local concert promoters to pay for airplay of groups appearing in concerts



THE STOCKTON/SACRAMENTO NEWS THAT SWEEP THE FEBRUARY SWEEP

More people are watching the 11 O'Clock ACTION NEWS than ever before. If you want your message to get across to the Stockton/Sacramento people, use 11 PM ACTION NEWS, the news people are watching.

11:00 PM Monday-Friday ADI				
		RATING	SHARE	
	Channel 3	9	29	
	Channel 10	6	19	
	Channel 13	12	39	
	Women 18-49 (Add 000)	Men 18-49 (Add 000)	Total Men	Total Women (Add 000)
Channel 3	25	27	46	48
Channel 10	13	19	30	33
Channel 13	39	38	55	58

Estimate subject to errors, variations and interpretative restrictions inherent in sampling surveys.



STOCKTON/SACRAMENTO, CALIFORNIA

Source: February 1977 ARB.

in the Washington area (BROADCASTING, Feb. 21, 28). The DJ's have denied the charges.

Speculation on where the hearings may be moving has centered on Chicago and Los Angeles, and, although Mr. Kramer would not be specific, he did say it was "conceivable" that he and his staff would be going some distance from Washington.

The FCC has said before that it has received information of activities similar to those it is investigating at WOL in other areas, but neither Mr. Kramer nor any other FCC official involved in the hearings has indicated what this summer's hearings will be looking into.

What are chances for a drop-in to be a stay-in or a drop-out?

Answer to that question is offered in formula devised by FCC's Korn; it estimates independents' prospects through '88, based on financial data already on file at the commission and use of other relevant facts

Among the documents being accumulated in the FCC's rulemaking looking to the possible drop-in of short-spaced VHF channels in four markets, there is a 37-page study that might contain the formula for taking the guesswork out of whether a new independent television station—VHF or UHF—could make it in a given market.

The study, by Alex Korn, the FCC Broadcast Bureau's staff economist, essentially develops a model of a new station's revenues and expenses, based on the information that stations file with the commission, and shows how it might be used to predict the viability of a new independent station. The study also is designed to provide the basis for estimating a station's performance for years into the future, through 1988.

Thus, although developed in connection with the drop-in proceeding, "Economics of New Entry of Independent Sta-

tions into Television Markets," if it stands the scrutiny it is bound to be given, could be used as a tool in spectrum management. It notes that in the top-100 markets alone, there are 165 commercial and 65 noncommercial channels (all but three of them UHF) still available, and adds that some "could be released for nontelevision uses" if it can be determined that they could not be used for "viable television stations."

As an example of how the model might be used, the study applies it to the question of whether a new UHF independent would be viable in Albany-Schenectady-Troy, N.Y., Oklahoma City or Des Moines, Iowa. It says that a new UHF could become profitable in the next several years in Albany and Oklahoma City but not in Des Moines. It adds, "Spectrum managers could consider releasing most of the 10 vacant UHF assignments in these three cities for other uses."

On the other hand, the stations that would occupy the VHF drop-ins proposed for Charleston-Huntington, W. Va., and Salt Lake City would be viable, according to the study. (Indeed, the study says Salt Lake City could support a second independent VHF station.) So, in time, would the Knoxville, Tenn., UHF, which would presumably lose its network affiliation to the station that would occupy the VHF drop-in proposed for that market. But the UHF that would lose its network affiliation to the VHF drop-in station in Johnstown-Altoona, according to the study, could not survive, even through 1988; its losses would run about \$666,000 annually.

Whatever the prospects for new independents in the proposed drop-in markets, they are not particularly bright for the existing stations, according to the study. For it makes the admittedly "conservative assumption" the market revenues would not increase as a result of the entry of a new independent. The assumption is said to be "reasonable," since the new station's advertising would build slowly, "probably by attracting current advertisers." Thus, the same amount of revenues would be divided with one more station.

The model for operating expenses was constructed from an analysis of the opera-

tions of independent stations that are attempting to minimize costs. The costs include local program expense (\$215,000), overhead (\$462,000), depreciation reserve (\$150,000 for VHF stations and for UHF's with more than 1 megawatt of power, and \$80,000 for smaller UHF stations) and sales (15% of estimated revenues). The first two are adjusted for market-by-market variations.

A critical cost factor is the amount spent on syndicated and sports programming in an effort to gain audience. And according to a formula developed by Mr. Korn, a VHF independent spending twice as much as the average affiliate in the market for such programming—assuming the money is spent wisely—could expect a 22.31% revenue share of the market. A UHF spending one and one-half times the amount spent by the average affiliate should capture 14%-15% of the audience, according to the study.

Those estimates are subject to qualifications, however. The presence of a non-commercial VHF in the market would reduce the audience the independent could expect to gain. So would an independent handicap (the need to locate the station's transmitter far from the city, for example). On the other hand, the independent's share of audience would be larger if one of the VHF affiliates in the market were performing poorly.

The study also contains a formula for predicting viability of more than one independent in a market. It is based on the relative popularity of the station with the largest nonnetwork revenue, "invariably the top network affiliate in the market," according to the study. Each of the stations is said to have a popularity among advertisers relative to that of the top station, and each station's market share is expressed as a function of the relative popularity of all of the stations in the market.

To estimate the viability of an independent for future years, Mr. Korn used projected nonnetwork market revenues and the projected expenditures by the three affiliates in the market for syndicated and sports programming. Past television market revenues were correlated with an economic indicator found to have the closest relationship to past television revenues—population, total earnings or earnings in manufacturing or in wholesale retail trades. Then, using the Department of Commerce projection for the indicator for the given year, Mr. Korn projected the TV market revenues. As for syndicated and sports expense figures, Mr. Korn averaged the costs of the five past years and applied the ratio to the revenue figure projected for the future year. The impact of new technologies, such as cable television, are not considered; "their effect in the next eight to 13 years is not expected to be significant."

As the study acknowledges, the analysis represents a first attempt to answer the question of viability of a new independent by modeling the new station's expenses and revenues. "It is expected that comments from broadcasting, researchers and others and further refinement of the data



GREAT BUY
in
HARRISBURG
LANCASTER
YORK



WTPA
27 TV
HARRISBURG, PA.

CALL: HARRINGTON-RIGHTER & PARSONS
FOR AVAILS

The American Broadcasting Company and Combined Communications Corporation:

PARTNERS IN PRIDE.



KDTV, DENVER
CHARLES LEASURE
President and General Manager

WLKY-TV, LOUISVILLE
PAUL BLUE
President and General Manager

KOCO-TV, OKLAHOMA CITY
AL PARSONS
President and General Manager

WPTA-TV, FORT WAYNE
EDWIN METCALFE
President and General Manager

WXIA-TV, ATLANTA
JEFF DAVIDSON
President and General Manager

KARLELLER, President and Chief Executive Officer, CCC
ALVIN G. FLANAGAN, President, Broadcast Division, CCC

with additional experience," the study adds "will either confirm the major findings or indicate how they should be adjusted to give a realistic result."

Crossownership: Supreme Court petitioned by broadcasters

Newspaper-station combinations ask for a review of lower court's decision that they say goes against FCC policies, supplants agency's judgment; NAB and ANPA also will file a request for review

A group of broadcast licensees and publishers have joined the FCC in urging the Supreme Court to review the decision of the U.S. Court of Appeals in Washington that overturned the commission's order in the broadcast-newspaper crossownership case. And like the commission, in its petition on April 22 (BROADCASTING, April 25), the petitioners last week argued that the decision warrants review on grounds that the lower court had exceeded its authority as an appeals court, not only by substituting its judgment for the commission's but also by

going to the "extraordinary length of dictating" the result the commission must reach once the case is sent back to it.

The appeals court in its decision on March 1 had affirmed the commission's action barring the creation of new broadcast-newspaper crossownerships in the same community. But it reversed the commission's decision to grandfather most existing crossownership situations and to require divestiture in 16 cases said to constitute "egregious" media monopolies. It directed the commission to initiate another rulemaking aimed at breaking up all such crossownerships. The only exception would be those affirmatively found to be in the public interest. It said the commission is bound by "a presumption against crossownership." And it is that prescription that has provided the basis for the appeals.

The petitioners say the requirements that the commission give "controlling weight to diversity" and that it apply the new crossownership policy retroactively to "meritorious licensees without any showing that they have harmed the public interest are without precedent. They reverse long-standing commission policies . . . substitute judicial judgment for agency judgment in balancing public interest considerations . . . override the fundamental bias of the legal system against retroactive law-making.

"The court," the petitioners add, "has dictated not only the result but even the substance of the rule that the agency is to

adopt on remand. It has in all these respects departed radically from the proper role of an appellate court in reviewing agency rulemaking. . . . The departure is so extreme and so unfounded as to call for the exercise of this court's [the Supreme Court's] power of supervision."

The petitioners are Channel Two Television Co., licensee of KPRC-AM-TV Houston, and the commonly owned Houston Post Co., publisher of the *Houston Post*; the Chronicle Publishing Co. and the Chronicle Broadcasting Co. which own KRON-TV San Francisco and the *San Francisco Chronicle*; KSL Inc., licensee of KSL-AM-FM-TV Salt Lake City, which are under common ownership with the *Deseret News* in Salt Lake City; The Washington Post Co. and Post-Newsweek Stations, Capital Area Inc., which commonly own the *Washington Post* and WTOP-AM-TV Washington; WHAS Inc., licensee of WHAS-AM-TV and WMNS(FM) Louisville, Ky., which are commonly owned with the *Courier Journal* and the *Louisville Times*; The Evening News Association, which owns the *Detroit News* and WWJ-AM-FM-TV Detroit, and KSD/KSD-TV Inc., which commonly own the *St. Louis Post Dispatch* and KSD-AM-TV St. Louis.

The group's petition will not be the last asking the Supreme Court to enter the case. The National Association of Broadcasters and the American Newspaper Publishers Association also will file for review. In addition, the Dispatch Printing

HVC

INC.

Get ready.

Houston Video Center will be rolling and recording video tape real soon. A brand spanking new production facility with some excited and talented individuals.

Get set.

Good, quality production will be our main concern plus hassle-free sessions. It's simple. We listen. We perform.

Go!

Call Gary Hess or Gary Lingenfelter for more information and equipment details.

Houston Video Center/6501 Westline Drive/Houston, Texas (713) 772-7484.

Co., publisher of the *Columbus* (Ohio) *Dispatch* and WBNS-AM-FM-TV Columbus, will seek to enter as friend of the court.

Attorneys for some licensees involved in the case had been considering joining with *Dispatch* in retaining its counsel, Erwin Griswold, former solicitor general, as a means of assuring his participation. Since *Dispatch* has not been a party to the proceeding, it can only enter as a friend of the court, which requires consent of the parties and permission of the court. However, the proposal that the parties retain Mr. Griswold was not implemented; one of the parties that had suggested the move, the *Chronicle*, is among those represented in the petition filed last week.

Contour changes won't affect existing UHF's cable carriage

FCC grandfathers current rights and opens the door a little by relaxing some of the rule

UHF broadcasters who might have been concerned about the loss of some cable-television carriage as a result of shrinkage of their predicted grade B contours can rest easy. The commission last week, by a vote of 4 to 3, decided to grandfather their existing carriage rights. It also gave them something else—the right to carriage in areas now denied them by rule.

The position on grandfathering was urged on the commission by the Broadcast Bureau (BROADCASTING, May 2), and it prevailed over the views of the Cable Television Bureau, backed by the general counsel's office, which would have left to cable systems the decision on whether to carry some now required signals.

The issue grows out of the commission's adoption of a new method for predicting service contours. For UHF, the new method results in a reduction of predicted grade B contours of an average of some 15 miles. And the rulemaking concluded last week was designed to determine what action the commission should take as a result of that fact. A number of cable rules are geared to the grade B contour, including those requiring a small-market cable system to carry the grade B signal of a small-market (below the top 100) station or of any station if the system is located outside all markets.

In other cases—those involving non-duplication protection of translators, cable TV-television crossownership restrictions and carriage of noncommercial stations, among them—the commission let pass without comment the Cable Television Bureau's proposal to use the new grade B contours. Efforts to devise a fixed-mileage zone that would be reasonable in view of the actual contours, which vary widely in area, proved too difficult.

But the commissioners were uneasy

The Greatest!

O'Connor presents 18 of the greatest radio features ever offered.


Commentary, comedy, information, inspiration.
5 minute, 2 minute and 1 minute features that are delivering listeners and sponsors for over 1200 stations, round the world.

Hear them all!

- ★ RONALD REAGAN
- ★ ELIOT JANEWAY
- ★ ART LINKLETTER
- ★ WILLIAM E. SIMON
- ★ EFREM ZIMBALIST, JR.
- ★ VIRGINIA KNAUER
- ★ JACK WEBB
- ★ RALPH STORY
- ★ BOB & RAY

...and that's only half of it!



Rush to:
O'CONNOR CREATIVE SERVICES
Box 8888
Universal City, 
Ca. 91608

Please rush our free copy of the
O'Connor all-show sampler cassette.

Name _____ Title _____

Station _____ Address _____

City _____ State _____ Zip _____

about permitting UHF's to lose carriage on systems no longer within their grade B contours. The cable bureau suggested easing the impact by permitting cable systems to carry the signals of UHF stations throughout their grade B contours, even where now barred by the so-called footnote 69 rule. This prohibits the carriage of a small-market station into the overlapping grade B area of a station in a top-100 market and the carriage of a large-market station into the grade B area of a station in any other market.

And this relaxation of the rules for UHF stations was eventually adopted. The Broadcast Bureau supported it, though without a great deal of conviction. But the dispute was over the possible loss of carriage now assured. The Broadcast Bureau had proposed using the new predicted contours but grandfathering UHF stations' existing carriage rights. The use of a 15-mile "add-on" to the new contour was suggested as an alternative, but received little support from the commissioners.

James B. Hobson, Cable Television Bureau chief, objected. He said grandfathering should be "a permissive right." He would permit a cable television system to carry the signals of stations whose predicted grade B contours once did but no longer extend to the system's community, if that was their choice. Otherwise, he said, "You're telling an operator he must carry a non-local signal."

But Martin Levy, chief of the Broadcast

Bureau's Broadcast Facilities Division, made it clear he would not want the decision of whether service should be maintained left to a cable operator. The Broadcast Bureau, he said, would maintain the existing service. "If you grandfather rights for cable systems, grandfather them for broadcasters," he said.

General Counsel Werner Hartenberger, asked for his views by Chairman Richard E. Wiley, sided with Mr. Hobson. "The cable bureau's position is more persuasive," he said. "The purpose of grandfathering is to avoid disrupting viewing habits. There is no real grandfathering right to be carried beyond a station's service area."

Chairman Wiley agreed, too. But the majority of the commission did not. Commissioners Robert E. Lee, James Quello—who cast the tie-breaking vote after a bit of agonizing—Benjamin L. Hooks and Abbott Washburn supported the Broadcast Bureau's position. Commissioners Joseph Fogarty and Margita White joined the chairman in backing the Cable Television Bureau.

Changing Hands

Announced

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

■ WNOK-AM-FM-TV Columbia, S.C.: Sold

by Palmetto Radio Corp. to Lewis Broadcasting Co. for approximately \$4 million. Seller is owned by Irwin Kahn, J.W. Lindau III, H. Moody McElveen Jr., W. Croft Jennings and others, none of whom has other broadcast interests. Buyer is owned by J. Curtis Lewis Jr., former mayor of Savannah, Ga., and now owner of WJCL-FM-TV Savannah. WNOK is on 1230 khz with 1 kw day and 250 w night. WNOK-FM is on 104.7 mhz with 100 kw and antenna 460 feet above average terrain. WNOK-TV is CBS affiliate on ch. 19 with 1,046 kw visual, 104.6 kw aural and antenna 640 feet above average terrain. Lewis is petitioning for waiver of FCC's multiple ownership rule barring acquisition of collocated radio and TV stations.


■ KPAZ-TV Phoenix: Sold by Glad Tidings Church of America to Trinity Broadcasting of Arizona for assumption of approximately \$2 million in debts. Seller is religious organization, the Rev. L.A. Edmonds, principal. Buyer is nonprofit, non-stock religious organization, Paul F. Crouch, president. Trinity owns KLXA-TV Fontana, Calif., and has applications pending for new TV stations at Seattle and Oklahoma City. KPAZ-TV, now off air, is licensed for ch. 21 with 646 kw visual, 247 kw aural and antenna 2,143 feet above average terrain.

■ WRUN(AM)-WKGW(FM) Utica, N.Y.: Sold by Woods Communication Group to WRUN Inc. and WKGW Inc. for \$1 million (see story, page 71).

■ WCCR(AM) Urbana, Ill.: Sold by Airways Inc. to Yankee Ridge Broadcasting Inc. for \$300,000. Sellers are Richard Glover, Robert Eisner, Ray Livesay and Richard Brown (25% each), who also own WSSB(AM) Durham, N.C. Buyer is owned by John R. Bowen and his father, Charles (45% each), and Allen L. Wolfe (10%). John Bowen and Mr. Wolfe are WCCR employees. Charles Bowen is with electronics manufacturing firm. WCCR is 250 w daytimer on 1580 khz.

■ KOAK(AM) Red Oak, Iowa: Sold by Red Oak/Clarinda Radio Inc. to Red Oak Radio Co. for \$210,000. Sellers are Joseph P. Uzdavinis, A. Richard Cohen and Richard Henry, who have no other broadcast interests. Buyer is owned equally by Vernon E. Olson, Gary D. Marx, Dale R. Munson and Gary A. McConnell. Mr. Olson is KOAK news director. Mr. Marx is public relations director of Omaha school district. Mr. Munson is weathercaster with WOWT(TV) Omaha, and Mr. McConnell is accountant there. KOAK is 250 w daytimer on 1080 khz.

■ WADR(AM) Remsen, N.Y.: Sold by P.H. Inc. to Renman Broadcasting Inc. for \$200,000. Seller is owned by Dwain and Gloria Munyon (married), who have no other broadcast interests. Buyer is owned by Lawrence E. Manuel (80%) and Eugene A. Wahl (20%). Mr. Manuel is vice president of American Research Bureau, media research firm. Mr. Wahl is Alexandria, Va., maintenance engineer and retired Air Force colonel. WADR is 5 kw daytimer on 1480 khz.



FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER

Midwest
FM
\$250,000

Good Class "B" FM in medium metro market with solid industrial and agricultural based economy. Choice of formats open in this college town as property is undeveloped. For a strong buyer, favorable terms can be arranged.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 80601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
(404) 892-4855

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

5/9

■ Other station sales announced last week by the FCC include: WETT(AM) Ocean City, Md., and KMOS-TV Sedalia, Mo. (see page 99).

Approved

The following station sale was approved last week by the FCC:

■ KSAQ(FM) San Antonio, Tex.: Sold by KEPO Broadcasting Co. to Radio Alamo Inc. for \$625,000. Seller is owned by Pacific Western Broadcasting Co. which also owns KQAM(AM) San Antonio. Pacific acquired stations in 1974 and was granted waiver of FCC's "three year rule." Company sold KVFM(FM) San Fernando, Calif., to Buckley Communications Inc. for \$501,000 (BROADCASTING, Aug. 23, 1976). Principal in Pacific Western is John J. Shepard, who also has interest in WLAV-AM-FM Grand Rapids, Mich. Buyer is owned by Mr. and Mrs. Arthur J. Shadek. Mr. Shadek is majority stockholder of KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KRDS(AM) Tolleson, Ariz., and KBRN(AM) Brighton, Colo. KSAQ operates on 100.3 mhz with 100 kw and antenna 155 feet above average terrain.

■ Other station sales approved last week by the FCC include: WPID(AM) Piedmont, Ala.; WIGG(AM) Wiggins, Miss.; KGMV(AM) Missoula, Mont.; KFMT(FM) Le Grande, Ore.; and KCYL(AM)-KLTD(FM) Lampasas, Tex. (see page 99).

Ex-White House aides buy Utica stations

Woods sells WRUN-WKGW to group of former Ford men plus ad executive Johnston

A group of former Ford White House staffers has purchased WRUN(AM)-WKGW(FM) Utica, N.Y., for \$1 million. The group includes L. William Seidman, former economic adviser to President Ford; William Nicholson, former White House appointments secretary, and Robin B. Martin, a member of the presidential advance team. A fourth member of the group is a Washington advertising executive, Ernest S. Johnston.

The stations are being sold by publicly traded Woods Communication Group, 33% owned by John Woods. Woods still owns WTOB(AM) Winston-Salem, N.C.

The buying group, formed under the names WRUN Inc. and WKGW Inc., is headed by Mr. Martin (51%). Mr. Martin's family also has interests in WKNY(AM) Kingston, WOLF(AM) Syracuse, WBZA-AM-FM Glens Falls, WAAL(AM) Binghamton, all New York; WPIC(AM)-WYFM(FM) Sharon and WMGW(AM)-WZPR(FM) Meadville, both Pennsylvania, and WTRU(AM) Muskegon and WGRD-AM-FM Grand Rapids, both Michigan.

Messrs. Nicholson and Johnston (18% each) have no other broadcast interests. Mr. Nicholson has various business interests in Minnesota, and Mr. Johnston is head of Ernest S. Johnston Advertising, Washington.

Mr. Seidman, who is now an adviser

with the Aspen Institute, Washington, owns 20% of KSPN(AM) Aspen and 19% of KVMN(AM) Pueblo, both Colorado. He also has a minor interest in WZZM-TV Grand Rapids, Mich.

WRUN operates at 1150 khz with 5 kw day and 1 kw night. WKGW is on 104.3 mhz with 100 kw and antenna 500 feet above average terrain.

10-4 for Ten Eighty

FCC affirms transfer of control of Hartford FM that is involved in format-change squabble, but it suggests licensee not finally dispose of its classical records

The FCC has refused to stay the transfer of control of the Ten Eighty Corp., whose WTIC-FM Hartford, Conn., has become embroiled in a dispute over a change in format. The commission also denied a request that it enjoin the abandonment of the classical music format involved, at least pending action on a petition for reconsideration of the staff approval of the transfer, which involves WTIC(AM) as well as WTIC-FM.

Two related citizen groups, Classical Radio for Connecticut Inc. and WTIC-FM Listeners Guild, are opposing the transfer of control to David T. Chase—he has been one of the principals, along with Leonard J. Patricelli and Robert S. Tyrol—because of plans to abandon the FM's classical

music format. Those plans were finally implemented on May 1.

The commission last week said that Ten Eighty had announced last May its plans to reduce its classical music programming and, on Nov. 5, its intention within the next six months to feature popular music. Therefore, it said, the final decision to drop classical music was unrelated to the transfer of control.

The commission said it was concerned that Ten Eighty planned to dispose of its music library before a final decision on the petition for reconsideration as to whether classical music should be retained—or restored. But it questioned its authority to order a licensee to refrain from taking an action the commission said constituted the kind of business judgment it lacked the authority to overrule.

Therefore, it urged Ten Eighty to take no action that would make it impossible to retain or restore classical music, if that were eventually required.

Ten Eighty has made its records available, on a loan basis to WWUH(FM), which is licensed to the University of Hartford. That station began airing WTIC-FM records last week.

Tidbits from a dissertation

Some memories of recent government policy-making history are revived in a dissertation written by Thomas E. Will, a former staff member of the Commerce

Doubleday Media Offers:

THE FUTURE IS NOW

A Class C FM stereo at a mid-dial position in the magnificent Southwest is ready now for the future.

Right now, this powerhouse FM provides a popular country music and farm programming for a booming coverage area that includes large ranches, mining operations and a billion-dollar agri-business.

The future of the radio industry is soundly based on the growing influence of FM. Increased radio sets per capita and audience will continue to justify higher revenues.

A fine facility is now available for \$116,000 down and the balance of \$284,000 over 8 years at 8%. Four acres at the transmitter site are included. Call Dan Hayslett if you want to bank on the future.

(214) 233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417 W, Dallas 75240



Close, but no stamp. The U.S. Postal Service has issued a commemorative stamp marking the 100th anniversary of the sound recording industry (inset). Broadcasters have been lobbying for a stamp commemorating the more than 50-year-old history of their medium ("Open Mike," April 11). Harold W. Lindsay (l), corporate consultant, Ampex Corp., buys the first sheet of sound-recording commemoratives issued in Redwood City, Calif., from Postmaster George Brook. Mr. Lindsay was head engineer on the Ampex team that developed the company's first audio recorder, demonstrated Oct. 1, 1947, and subsequently used by ABC Radio to broadcast the *Bing Crosby Show*.

Department's Office of Telecommunications who is now a doctoral candidate at the University of Wisconsin. The dissertation, "Telecommunications Structure and Management in the Executive Branch," contains chapters on President Johnson's telecommunications task force proposals for a domestic communications satellite

system and on the Nixon administration's activities in the area of telecommunications with emphasis on the creation of the Office of Telecommunications Policy.

The chapter dealing with the domsat proposal suggests—though it offers no supporting documentation—that Howard Hughes's interest in acquiring ABC in

1968 grew out of an interest in participating in ownership of the satellite system. The task force had decided to recommend a system whose ownership would include the networks but not aerospace companies such as Hughes Aircraft Co.

And the chapter on the Nixon administration says OTP was created as an instrument for permitting White House control of telecommunications policy throughout government, and says the former President's "minatory motive" in telecommunications matters was his "hatred of the established media."

As evidence that Mr. Whitehead received instructions from presidential aides on network matters, Mr. Will quotes "a reliable OTP employee" as stating that Mr. Whitehead would receive from an attorney in the White House a "for eyes only" folder and place it in a private office space. One folder, according to the source, was headed, "Network Problems," and the author was said to be John Ehrlichman, then head of President Nixon's domestic council.

Help for ETV's

Standards under which station can seek relief from cable imports revamped by FCC; WCCB is a winner second time around

The FCC last week simplified standards for showings by noncommercial television stations that request special relief from local cable systems carrying distant non-commercial stations. And, in a related action, the commission granted carriage relief to noncommercial WCCB(TV) Augusta, Me.

The commission's new standards hold that educational licensees' relief requests should contain: (1) the number of subscribers receiving the local educational station and the distant station proposed for carriage; (2) the net weekly circulation of the local station; (3) the percentage of the local station's programming that does not receive nonduplication protection, and (4) the number of educational stations carried or proposed for carriage on the system.

The commission said this information "would constitute a reasonable pleading and an appropriate methodology" for determining the necessity for nonduplication protection.

In the WCCB case, the commission denied a request by Public Cable Co. to carry noncommercial WGBH-TV Boston on its systems in Portland and South Portland, both Maine.

The action was a reversal of a Sept. 1975 action that WCCB appealed to the United States Court of Appeals in Boston (BROADCASTING, May 10, 1976). The court stayed Public's carriage of WGBH-TV and directed the commission to take another look at WCCB's request.

The commission ruled that educational licensees "must meet the same basic standards for relief" as commercial broadcasters and that they "must provide certain basic data" supporting their requests.

Win the race against time.

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

100% money-back guarantee.*

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

Call TWA for more information.

For pick-up and delivery, call toll free

800-424-9827.

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

Available on all TWA flights nationwide.



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



VOA status may come to a head

Percy amendment would make it an agency separate from USIA; history of dispute indicates rough road for spin-off try

Senator Charles Percy (R-Ill.) last week took the lead in expressing the sentiments of former CBS Inc. Vice Chairman Frank Stanton, senior career diplomat Robert Murphy, former Voice of America Director Kenneth Giddens and others by introducing legislation to make VOA a separate agency.

The amendment, attached to the foreign relations authorization bill, would spin off the 35-year-old VOA from the United States Information Agency. It also would give President Carter a Sept. 30 deadline for presenting to Congress a plan not only to separate VOA from USIA but also to reorganize USIA and the State Department.

The Percy amendment generally echoes conclusions reached two years ago by the Panel on International Information, Education and Cultural Relations, commonly known as the Stanton panel (for its chairman). Another group, headed by Robert Murphy, formulated similar recommendations.

The Stanton panel's advice, which has stirred up controversy in international broadcasting circles since it was given, also



Percy



Keogh



Giddens

recommended that USIA and the State Department cultural programs be merged. In other words, let the State Department express foreign policy and let an independent agency broadcast the news without government interference.

The controversy continues, stronger than ever.

■ Senator Percy (in a statement to the President last week): "I am convinced that the Voice of America must be emancipated from the interference of diplomats and bureaucrats who have limited the Voice's ability to tell the whole truth in a timely manner and thus deprived the Voice of the credibility it needs to do its job as a representative voice of a free society."

■ Former USIA Director James Keogh: "VOA, being a government radio supported by tax funds, should give government lines ... [with the] sensitivities of

U.S. policy in mind."

■ Mr. Giddens: "Diplomats are not yet awake to the whole meaning of mass communication ... They don't know the business they're in."

■ Sentiments representative of the Advisory Commission on Information (overseer of USIA): "What about broadcasters without diplomatic experience?" It's "healthy to have tension and clash of opinion between diplomats and journalists."

Senator Percy apparently will face some rough going in his push for separatism. The advisory commission, in a report expected to be released in about a week, will recommend that VOA be retained under USIA and that the deputy director of USIA take over VOA's reins ("Closed Circuit," May 2).

And although President Carter, while President-elect, characterized the Stanton

AN IMPORTANT **reminder** TO STATION OWNERS, MANAGERS AND NEWS DIRECTORS:

time: JUNE 2-4, 1977

place: ST. LOUIS, MO.
CHASE-PARK PLAZA HOTEL

event:



THE ASSOCIATED PRESS BROADCASTERS CONVENTION

Never a better time to meet us in St. Louis! Bob Trout, special correspondent for ABC News is the 1977 recipient of the Robert Eunson Award for Distinguished Service to Broadcasting. Ed Newman, NBC News, keynotes the 7th Annual APB Convention. FCC Chairman Richard Wiley, CBS News' William Small, and Ann Compton of ABC News are among the top speakers. Dr. Herbert Modlin, a prominent forensic psychiatrist chairs a panel session on "Terrorism, Kidnapping and the Media." Jack Buck, KMOX Radio's voice of the Cardinals joins AP's Will Grimsley and Shelby Whitfield of APRadio to fill out the panel on "Sports." Two top-flight meteorologists discuss "Weather and Forecasting" and a team of veteran journalists take a look at "The Future of the Media." Three full days of lively exchanges of views on what this industry is all about and where it's going. You'll want to take it all in.

WE CAN HELP WITH RESERVATION DETAILS, (212) 262-4013 AP BROADCAST DEPT.

Station shoot-out in Cedar Rapids

Ratings battle worthy of a major market is waged there between competing AM outlets

On days when everyone is at home, Cedar Rapids, Iowa, has a population of only 115,000 or so. But the battle between two Cedar Rapids radio stations—KCRG(AM) and KLWW(AM)—to end up number one with young audiences is as fierce as it would be if the stations were situated in New York or Los Angeles.

KCRG is getting format-change advice from Frank N. Magid Associates (located in nearby Marion, Iowa), and two months ago KLWW hired Kent Burkhart, of the Atlanta consulting firm of Burkhart Abrams, to help it to increase its already sizable share of younger listeners.

Both Edwin Lasko, vice president and general manager of KCRG, and Don Weir, vice president and general manager of KLWW, concede first place in the market to the CBS affiliate, WMT(AM). "In raw numbers, WMT is number one," said Mr. Weir, "but 60% of its audience is over 50 years of age. And WMT is heavily into farm and agricultural reports."

"WMT is an old-line, conservative CBS affiliate, with a lot of news and talk," said Mr. Lasko. "And I'd sum up its soft arrangements of contemporary songs as pure nursing-home heaven."

So the stake for KCRG and KLWW is first place among Cedar Rapids' younger demographics, and "wall-to-wall music," as Mr. Weir put it, is the best way to get that audience hooked. Both stations made sharp cutbacks in the amount of news they were running because, to younger audiences, "news is a tune-out factor," Mr. Weir said. He took Kent Burkhart's advice and sliced the weekly quota of news on KLWW from 18 hours to nine hours. Mr. Lasko computed KCRG's drop-off in percentages and said news went from 19% of the schedule to the current 8½%.

Bill Moyes, vice president of Magid's radio division and the man who's riding herd on the changes in KCRG's sound, said the first things he did a year ago were to "take all the bad jingles off," and, because the public did not have instant recall of the station's position on the dial, to "include the dial number in with the call letters" at every on-air station identification.

Then, Mr. Moyes said, came painstaking research in which a cross-section of people in a particular demographic category are asked a series of questions that gauge not only what they listen to but why they listen to it. Armed with the results of these surveys, he advised KCRG last January to cancel the newscasts that were running between 1 and 4 p.m. and those running after 7 p.m.

In addition, Mr. Moyes induced KCRG to pay the high price of a new station-identification jingle from Johnny Mann (of

panel report as "superb" and noted that his staff was analyzing the report, Mr. Carter's appointee, current USIA director and career diplomat, John E. Reinhardt, early declared himself as a centrist.

Mr. Reinhardt is another who is working on a plan for USIA structure; his is expected within a week or two. And although his proposals have not yet been revealed, it is understood that, instead of spinning off VOA, they will call for a more solid entrenchment within USIA.

However, on one point, President Carter, Senator Percy and others appear to be in general agreement—on the need to upgrade VOA's facilities. That is perhaps the one step that Mr. Percy went beyond the Stanton panel and Murphy commission, in asking for increased VOA broadcasts, with greater transmission power and in more languages.

President Carter has asked Congress to appropriate upwards of \$45 million for 17 new VOA transmitting facilities in Europe, Africa and the Western Pacific. The package also includes 11 new transmitters for Radio Free Europe/Radio Liberty in Europe ("Closed Circuit," March 14).

And Senator Percy last week said: "Not only must transmitter power be increased, as President Carter has already recommended, but the Voice of America must have the resources to speak in more languages." According to Mr. Giddens, VOA is fifth worldwide in the number of languages broadcast (behind the Soviet Union, People's Republic of China, West Germany and Britain) and fourth in hours broadcast per week (behind the Soviet Union, Red China and Egypt).

Mr. Giddens, however, is concerned about those whom VOA directors have had to report to—normally diplomats. He told the Foreign Relations Subcommittee on International Operations that it is also "nervous, fearful management" that is holding VOA back. In terms of news reporting, he explained, "that's exactly . . . [why] every once in a while VOA gets clobbered" competitively by the BBC and West Germany's Deutsche Welle international services.

Mr. Percy's legislation reflects Mr. Giddens's gripes. Among the senator's examples of VOA broadcasters "hampered in giving the news": USIA "pressure on the Voice to minimize the early news breaks in the Watergate cover-up story," and "State

Department and USIA refusal to allow the Voice to broadcast the text of Aleksandr Solzhenitsyn's book 'The Gulag Archipelago.'"

In an interview last week with BROADCASTING, Mr. Giddens held former USIA Director Keogh responsible for what he views as government interference in news judgment, a problem he said he didn't experience when reporting to Frank Shakespeare, former USIA chief who now heads RKO General Broadcasting.

"Shakespeare had made a number of enlightened moves," Mr. Giddens explained, citing a VOA "Magna Carta" that said VOA would exercise its own editorial judgment when it comes to the news. . . . All of these things were wiped out with the stroke of the pen when Mr. Keogh came. . . . [It] went from enlightenment back to the Dark Ages."

Asked to respond to Mr. Giddens's charges, Mr. Keogh, who is now executive director of The Business Roundtable, said that the former VOA director believed "VOA should operate a radio station like you do in Mobile, Ala." and again stressed that necessity of bearing U.S. policy "sensitivities" in mind.

Regarding the "Gulag" controversy, he said that it is ironic that pro-separatists use it in their arguments. He said they "cross" their purposes because in running excerpts from the book, VOA would be more of a propagandist, than a news disseminator.

Regarding Watergate, Mr. Giddens said he was under "tremendous pressure" to stifle broadcasts of the scandal, to the point that Mr. Keogh indirectly threatened to stop all newscasts on the Voice if it ran. Mr. Giddens claimed he had enough clout himself to win that dispute. Mr. Keogh also sees that differently. He called the charges of pressure "total nonsense" and said that USIA policy as of an April 30, 1973, directive (at the time the story was coming together) was to be fully factual but to avoid "speculation, hearsay," unattributed fact, and the like. Mr. Keogh said Mr. Giddens probably, but wrongly, interpreted that as a VOA cover-up.

Meanwhile, the nomination of a new VOA director has not yet been sent to Congress by the White House. Some say the White House is waiting for more input on what type of organization there will be for a new VOA director to head.

Action on another international front. The same foreign relations authorization bill that Senator Charles Percy (R-Ill.) hopes will spin off the Voice of America from the United States Information Agency (could result in restructuring Radio Free Europe/Radio Liberty, if Mr. Percy's colleagues on the Senate International Operations Subcommittee, George McGovern (D-S.D.) and Claiborne Pell (D-R.I.) have their way.

Subcommittee Chairman McGovern and Mr. Pell last week introduced an amendment to increase the governing powers of the Board for International Broadcasting, currently the conduit for federal funds earmarked for RFE/RL, and to eliminate the current RFE/RL board, perhaps partially absorbing it into the BIB. The bill is scheduled for a full Senate Foreign Relations Committee mark-up this week. Apart from the amendment, Senator Pell also has expressed reservations about the duplication he sees in the jobs of the RFE/RL president (Sig Mickelson) and the BIB executive director (Walter Roberts).

Three seats on the BIB await presidential nomination. Front-runner among those being mentioned for chairman remains former Postmaster General John A. Gronouski, now with the University of Texas, and for one of the two other board slots, former RFE staffer William E. Griffith of the Massachusetts Institute of Technology (BROADCASTING, March 28).



Lasko



Weir

The Johnny Mann Singers fame). Mr. Moyes also supervised the "talent search" for new disk jockeys; the station hired the ones best able, as Mr. Moyes put it, "to relate to the target audience, and what that audience is doing and thinking at the time."

Ed Lasko said that, as far as he's concerned, "the best piece of advice" KCRG received from Mr. Moyes and the Magid consultants was that the disk jockeys "sound *alive*, and communicate with the audience."

"We don't want screaming, though," Mr. Moyes added, "just enthusiasm and liveliness." And the on-air talent has to know when to shut up, he said, because "music is the key" to getting the young listener.

KLWw's Don Weir uses the phrase, "eliminating the tune-out factors," to describe the way Burkhart Abrams has gone about the task of trying to make

KLWw the clear winner among teen-agers and 18-to-49 adults. Mr. Weir said the rating book that Cedar Rapids radio stations rely on is the April-May Arbitron, the only comprehensive radio survey taken there during the entire year. "In the 1976 rating book, we were in a horse race with KCRG," Mr. Weir said. But that's a comedown from the early 1970's, he said, when KLWw pretty much dominated the young demographics.

Mr. Weir dated the beginning of KLWw's audience loss at April 26, 1975, when KQCR(FM) came on the air with essentially the same top-40 format (automated, from Drake-Chennault) as KLWw. He admitted that he brought in Burkhart Abrams earlier this year to turn things around in the current (April 14-May 11) Arbitron book.

The major changes for the station, on Kent Burkhart's advice, Mr. Weir said, was to jettison "the loose playlist of 45 to 50 supposed hits." Now the standard is "a tight playlist" of the top 20, as he put it, interspersed with carefully selected golden oldies.

In conjunction with the tighter playlist, Mr. Weir said, "we cut back on our commercial load, from 18 minutes to 15 minutes in each hour." A staff of new disk jockeys was hired and cautioned by Mr. Weir that "too much jock talk between records is a tune-out factor." Ron (Ugly) Thompson, one of the station's morning disk jockeys, agrees with that philosophy. "The listener would rather hear Olivia

Newton-John than me," he said.

And, instead of "just winging it by using the magazine playlists," Mr. Weir said, "we research the local market now. We call 12 record stores a week and keep in constant touch with jobbers and juke-box people. We don't play any dogs if we can help it."

KLWw has also concocted what's probably one of the most elaborate promotional gimmicks ever unleashed on Cedar Rapids. As described by Mr. Weir, it involves car owners' pasting a station-logo sticker on their bumpers and keeping their radios tuned to KLWw to find out if the station's mobile van is tailing them and wants them to pull over and pick up a prize (like a toaster). In addition to the prize, they're placed on a list (which included more than 600 people as of last week) from which one name was to be drawn. That winner was to be let loose in the vault of Cedar Rapids' largest bank, Merchants' National, last Saturday (May 7) for one minute and 45 seconds (1450 is KLWw's dial position) to scoop up as much of the \$10,000 in loose bills scattered around the vault as he or she could manage.

Bill Moyes said KCRG's promotional campaigns are steering clear of big-money giveaways. But Mr. Moyes boasted that he and three other Magid consultants, all experienced disk jockeys, are spending big chunks of their weekend time pulling on-air stints during the sweep period to keep the station's Monday-through-Friday momentum "as strong as possible," in Mr.

The producer's dream

Complete with the latest technology in high-quality broadcast equipment, Video Innovations' versatile mobile unit is truly a producer's dream.

Specially designed from the producer's point of view, our 27 foot video van provides you with remarkable comfort and flexibility in your remote productions. With this impressive unit and our talented mobile crew, Video Innovations offers you complete video production capabilities — at a price you can afford.

We'll take your project from start to finish, using our talent and technology to give you innovative solutions to any video problem. Sporting events, concerts, TV specials, syndicated programs, news conferences, meetings, conventions, exhibits and special presentations. Any program. Anywhere.

So, if you're looking for low-cost, high-quality video, stop dreaming and give us a call.

Video Innovations — the name says it all.



I am interested in learning more about Video Innovations. bc

Call me for an appointment

Send me Video Innovations full-color brochure

My special area of interest is _____

Name _____

Title _____ Company _____

Address _____ Phone _____

City _____ State _____ Zip _____

Video Innovations, Inc. 165 Tuckahoe Road Yonkers, New York 10710 (914) 423-4400

Moyes's words.

KLWV's Don Weir said he will probably go beyond the first year's agreement with Burkhart Abrams that ends next March. And KCRG's Ed Lasko has just renewed Frank Magid's contract for a second year. The upshot of these deals is that hand-to-hand combat between the two Cedar Rapids stations will continue well beyond next July, when the results of the April-May Arbitron survey will hit the street.

WATCH ticked off

Washington citizen group criticizes children's fare on local TV outlets with particular slaps at WRC-TV and WDCA-TV

A Washington citizen group has released results of an "intensive monitoring survey" of children's programming on TV stations there. The survey shows "serious deficiencies" on both commercial and noncommercial stations in the capital.

The group, Washington Association for Television and Children (WATCH), conducted a six-week survey of six Washington television stations, including non-commercial WETA-TV. WATCH is funded by the Junior League of Washington and has been active for over a year there. Mrs. Diane Crocker, one of WATCH's monitoring committee coordinators, said leagues in other cities have been contemplating similar programs.

"We hope to have some influence on the stations," Mrs. Crocker said. WATCH intends to distribute the report to the Washington stations in an attempt to convince them to upgrade their children's programs.

Among its findings, WATCH cited WRC-TV, an NBC O&O, as having "the most excessive violence" on its children's programs and independent WDCA-TV as the

Happiness is . . . 'Happy Days'. ABC-TV's *Happy Days* and *Laverne and Shirley* have emerged as America's most popular TV shows in the Arbitron Supersweep. They were ranked number one and two among TV households, total women, women 18 to 49, total teens and total children. ABC-TV's *Monday Night Movie* and *Sunday Night Movie* were first and second, respectively, in the total-men category. Arbitron's Supersweep is based on 105,028 households that participated in Arbitron Television's nationwide February 1977 survey of viewing in 208 markets, covering every county in the U.S., exclusive of those in Hawaii. The top 10 programs by television households: 1. *Happy Days* (ABC), 2. *Laverne and Shirley* (ABC), 3. *Charlie's Angels* (ABC), 4. *M*A*S*H* (CBS), 5. *ABC Monday Night Movie* (ABC), 6. *ABC Sunday Night Movie* (ABC), 7. *Baretta* (ABC), 8. *Welcome Back, Kotter* (ABC), 9. *60 Minutes* (CBS), 10. *Waltons* (CBS).

Washington area station with "the most children's programs with violence." According to the report, WRC-TV had "an average of 10 acts of violence for each program containing violence." WATCH said 78% of WDCA-TV's children's programs contained violence.

WATCH also chided WRC-TV for its failure to reflect "the actual sexual composition of the Washington metro area." WETA-TV "was the least accurate in reflecting the actual racial composition" of the area, according to the report, but WATCH members said the station showed more minorities than the area's mix.

The report concluded that Washington television stations "are not in compliance with" FCC guidelines for children's programming and recommends that the stations "substantially" reduce the amount of

violence in their children's programs, that they should reduce their use of sexual stereotypes, and that the stations "present the same sexual and racial mix" in their programming as in the Washington area.

Big Bird flies to the Mideast

CTW involved in production of Arabic version of 'Sesame St.'

Political and religious differences appear to have been put aside for the sake of a children's program.

Children's Television Workshop and the Arabian Gulf States Joint Program Production Institution in Kuwait last month began pilot production and testing of an Arabic version of CTW's *Sesame Street*. The Gulf States involved—Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates—are investing \$7.5 million for a localized series of 130 half-hour color episodes, scheduled to begin airing early next year. CTW agreed to provide technical and creative assistance as long as it could choose its advisers "solely on the basis of their competence for the work they are to do."

Within the past several weeks CTW has signed agreements for localized *Sesame Street* versions in France (BROADCASTING, May 2), Germany, Holland and Spain and for coproductions in Brazil and Mexico (for Spanish-speaking Latin America).

Greater Media names two in slogan infringement suit

Greater Media Inc., a New Jersey-based group radio station operator (six AM's, six FM's), is claiming in two lawsuits that it owns exclusive rights to the service marks



A profitable goodbye. Ten stars from one of public television's British imports celebrated "Upstairs, Downstairs Farewell: A Million Dollar Party" from the studios of WGBH-TV Boston May 1 and gave the non-commercial sector even more to celebrate than it expected—more than \$1.7 million in pledges and a record-breaking fund-raising night. Following the concluding episode after a four-season run, cast members maintained their class distinctions for the Public Broadcasting Service and asked viewers to pledge contributions to their local station (88 licensees participated) on behalf of either the "Upstairs" or "Downstairs" team. The "Upstairs" team was captained by Simon Williams (photo at



left, seated far left) while series star and co-producer Jean Marsh (third from left) led the domestics. Alistair Cooke, series host, (seated far right) joined in, as did PBS President Larry Grossman and WGBH-TV President David Ives in Boston. PBS staffers in Washington (photo at right), including Charles Lichenstein, senior vice president for public information and national affairs (third from left), and Dan Wells, senior vice president for engineering and operations, took 15-minute totals from participating stations. When the fundraising from 10 p.m. to midnight concluded, the "Upstairs" team was up by only about 500 votes out of 64,000 pledges, but PBS eventually called it a draw.

"magic" and "magic music" as station slogans.

Named in the \$2.5-million suits are the Amato Group of Fort Lauderdale, Fla., and Globe Broadcasting of Chicago. Amato's KMJQ(FM) Houston and Globe's WMGC(AM) Cleveland use station slogans with the word "magic" in them, according to the suits. Also named as defendants in the suits are Glenn A. Killoren, president of Globe, and Joseph C. Amato, president of the Amato Group. Greater Media said that the two men "knew about and directed the alleged infringements."

According to its announcement, Greater Media's president, Peter Bordes, "sees recent uses of the 'magic' service marks [as] confusing the national advertising community, and that these attempts at confusion constitute unfair competition."

The action against Globe was filed in circuit court in Oakland county, Mich., and the one against Amato in district court in Harris county, Tex.

Asked to comment, Globe's Mr. Killoren would say only that he did not understand the validity of the suits. Mr. Amato was unavailable for comment.

Programing Briefs

Mutual's miniseries. Mutual Broadcasting System has introduced what it calls "new concept in network programing" with its *Mutual's Mini-Features*. Programs contain 90 seconds of commentary, information or entertainment and 60-second commercial. After first airing, affiliate may substitute local spot for network commercial. Current offerings include: *Ask Jack Anderson*, *Private Line*, *St. John's Journal*, *Elmer Dapron's Grocery List*, *Assignment Hollywood*, *Capitol Assignment* and *One Man's Opinion*.

Planning for 1980.

Looking ahead to coverage of the 1980 Olympic Games in Moscow, NBC Sports has named Don Ohlmeyer as executive producer for its coverage of games. He has been with ABC Sports since



1967 and directed its coverage of the 1972 Olympics in Munich and the 1976 games in Innsbruck, Austria, and Montreal. Mr. Ohlmeyer also will function as program packager for NBC-TV, developing prime-time entertainment and sports programs.

TVQ soon in violence. Marketing Evaluation Inc., Port Washington, N.Y., said its TVQ subsidiary has completed study of viewer reaction to violence on television and expects to have results compiled by within the next week. Study is based on opinions of 1,959 individuals, 12 years of age and older. It not only establishes violence "Q" ratings but also crossrelates this data to TVQ scores, measures of program popularity.

Broadcast Advertising®

Network pinned with blame for drop-off in spot-TV buying

As prices rise, advertisers pull out of one to keep their hands in the other, say rep-firm executives

Spot television is showing signs of fatigue in the second quarter of 1977, and is off in many markets from last year's torrid pace.

Station representatives acknowledged last week that in many markets spot TV is lagging behind last year's second quarter, when sales leaped by 30% and more over 1975. They stressed the bleak picture is not uniform: Some markets are faring somewhat better, some about the same and others trailing. And the pattern is crazy-quilt, with major markets suffering as well as minor ones.

Spiraling costs of television are said to be a factor. Some reps think spot TV has been hurt further because network TV continues to be tapped by advertisers who elect to trim spot in an effort to keep their over-all ad budgets in line.

James Kelly, vice president and sales manager of Blair Television, New York, finds the second-quarter spot-TV economy "somewhat soft" but felt Blair still would wind up slightly ahead of the 1976 quarter. "And we were up 40% last year," noted Mr. Kelly.

He acknowledged there were a substantial number of availabilities on Blair-represented TV stations, but he was confident that business would pick up in the remaining portion of the second quarter and in the third quarter. Mr. Kelly hypothesized that the spot-TV drop-off results in part from continued use of network TV at levels equal to last year's but at higher prices, and in expanded use of alternative media.

Stephen Seymour, president of Television Advertising Representatives, New York, felt there were several factors contributing to spot-TV's decline, particularly the extensive use of network TV. He pointed out that two years ago a \$2 million campaign might make use of \$600,000 in network TV and \$1.4 million in other media, but today to maintain that weight, network would require at least \$1 million, siphoning off dollars from other media.

Mr. Seymour also felt that the frenzied buying of spot TV in last year's second quarter and the leaner buying this year both reflect poor planning on the part of agencies. He suggested more sophisticated approaches that don't swing to extremes. He also believes that another depressant on the spot-TV marketplace has been the upsurge in barter programming and the movement to the "quasi fourth network." He said these efforts may be "myopic" in

Your Soft Rock Sound Needs A Hard Core Image.

The mellow music of today's soft rock radio poses unique problems in the area of station identification. The usual approach of announcers and flashy jingles fights the format and results in tune-out. If you leave out the station ID's, no one knows who you are.

The answer is COUNTERPOINT. Station identification created to compliment the soft rock sound. Music that matches the programming with vocals that sparkle with adult contemporary image projection.

If your soft rock sound is coming up short in the area of station identification, this is for you. Call or write today for a free demo tape on COUNTERPOINT... the image package for soft rock station identification. Roy Nilson, Century 21 Productions, 2825 Valley View Lane, Dallas, Texas 75234. Toll-free phone (800) 527-3262.

CounterPoint.
the soft rock sound 

century21

PRODUCTIONS & PROGRAMMING, INC.
2825 Valley View Lane / Suite 221 / Dallas, Texas 75234

TOLL FREE (800) 527-3262

DELTA IS READY WHEN YOU ARE.

WITH DELTA AIR FREIGHT THAT OFFERS YOU MORE PRIME TIME FLIGHTS TO MORE PRIME MARKETS. Delta covers 90 prime markets throughout the Western Hemisphere. Few shipments are too large, none are too small. Pickup, delivery available.

WITH DELTA AIR EXPRESS THAT GUARANTEES SHIPMENT ON THE FLIGHT YOU CHOOSE.

Airport-to-airport or door-to-door. Local pickup, delivery available. Shipments accepted up to 90 minutes before flight departure time.

WITH 3D AIR FREIGHT (DELTA DENSITY DISCOUNT)™ THAT GIVES YOU 40% OFF REGULAR FREIGHT RATES.

Shipments with a density of 25 lbs. or more per cubic foot get 40% discount. Applies to non-containerized shipments of 250 lbs. or more.

WITH DASH (DELTA AIRLINES SPECIAL HANDLING) THAT GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY. Up to 90

inches, width + length + height is acceptable, at airport ticket counters up to 30 minutes before flight time, 60 minutes freight terminals.

Ship prepaid or collect, cash or approved credit. COD, RFC, Signature Service, advanced charges and excess valuation on request. DASH shipments prepaid.



the long run inasmuch as they may generate impressions but not sales.

"Though the market is soft, we are still ahead of the second quarter of 1975," Mr. Seymour said.

Alfred Ritter, vice president, broadcast operations, H-R Television, New York, said his company is pressing hard to match last year's sales figure, when volume dwarfed the 1975 first quarter by 47%. He cited certain indicators of spot-TV softness: record companies are back on the air in large numbers, and cost-per-point is falling, particularly in major markets.

Walter Reichel, senior vice president in charge of media and programs, Ted Bates & Co., has been a caustic critic of what he has called TV's "unconscionable" increase in costs. He agreed that spot-TV deals are easier to come by these days, but attributed it to the slowness of the general economic recovery and to sluggishness in retail sales in the last quarter of 1976.

Kal Liebowitz, executive vice president of Air Time Inc., media planning-buying firm in New York, said escalating prices in spot TV dictated a move into alternative media. He said Air Time in recent weeks has been placing more money in radio.

He asserted that network TV is competing more strongly with spot TV during the second quarter and spot campaigns that ordinarily might have gone into a large number of markets have been cut back to selected number of markets. Certain spot markets during the past year have raised rates inordinately, according to Mr. Liebowitz, and his firm has cut back drastically in these areas. He singled out particularly the Houston and Philadelphia markets. One daypart in which there is still strong demand for spot TV, he said, is late night.

Roger Rice, president of the Television Bureau of Advertising, acknowledged that the second quarter in April "started off a bit soft but May is on the rise." He voiced the view there will be an upturn in the second and third quarters and spot TV will wind up 1977 at least 13% over 1976, a prediction expressed earlier by the bureau.

AAF opposes parts of FTC rule revamp

Hearings before the Senate Consumer Subcommittee last week pitted the American Advertising Federation against two consumer organizations on legislation to revise practices at the Federal Trade Commission.

AAF said it especially deplores a provision in the disputed bill authorizing any person or corporation injured by a rule violation or by a cease-and-desist order violation to sue the violator in federal district court. "Federal Trade Commission rule and orders to cease and desist have not been drafted to serve as a basis for private civil actions," AAF Counsel William Rogal argued. AAF also opposed provisions requiring the target of a class-action suit to pay the cost of identifying the members of the class, and objected generally to

BARBAMAMA, we should thank all those wonderful program executives for the reception they gave us in Miami.

Gus Nathan says that we will be starting soon on over 50 TV stations. Children all over the country are waiting to see our show.

And any station that wants to join the list should contact ALLWORLD as soon as possible.

Oh, BARBAPAPA, you're so smart. You just did thank them.



What's a BARBAMAMA? What's a BARBAPAPA? They are the parents of the family in an animated childrens series, in color. It is available as 65-5 minute shows, or 13 half hour shows.

GUS NATHAN

allworld Telefilm Sales Corporation

100 West 57th Street, New York, NY 10019
(212) 541-8619 or 541-8577

Barbapapa Copyright 1977 Annette Tison and Talus Taylor. All rights reserved.

A project of FFP Licensing North America Inc.

Correction. Headlines on two sets of tables accompanying the May 2 article on McGavren-Guild's radio-format study (page 52) were transposed. The two "teens" charts and the "men" and "women" evening-drive charts should have appeared:

Markets 1-10—men 18+/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	15.5	15.7	16.0	16.5	15.9	- 3.6	+ 2.6
Country music	3.3	6.0	5.3	6.4	6.6	+ 3.1	+100.0
News	7.6	8.6	10.0	9.5	9.8	+ 3.2	+ 28.9
MOR	17.7	15.6	14.7	14.1	14.4	+ 2.1	- 18.6
Contemp./top 40	14.1	14.7	15.5	14.5	14.8	+ 2.1	+ 5.0
Progressive	6.3	5.9	7.0	8.2	9.5	+15.9	+ 50.8
Black	3.8	3.6	4.1	4.6	4.2	- 8.7	+ 10.5
Talk	6.7	5.3	4.0	3.5	4.3	+22.9	- 35.8
Classical	2.2	1.6	1.9	1.8	1.6	-11.1	- 27.3
Oldies	1.9	2.5	2.5	2.8	2.7	- 3.6	+ 42.1
Other	20.9	20.5	19.0	18.1	16.2	-10.5	- 22.5

Markets 1-10—women 18+/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	19.6	18.6	18.8	20.2	19.4	- 4.0	- 1.0
Country music	3.1	4.0	4.4	5.5	5.3	- 3.6	+71.0
News	5.6	7.2	8.2	7.5	7.6	+ 1.3	+35.7
MOR	17.5	14.3	13.8	12.6	13.9	+10.3	-20.6
Contemp./top 40	13.8	16.7	15.4	16.0	16.4	+ 2.5	+18.8
Progressive	3.7	4.0	4.9	4.8	5.9	+22.9	+59.5
Black	4.6	4.4	4.8	5.5	5.2	- 5.5	+13.0
Talk	6.4	5.9	4.0	3.3	4.0	+21.2	-37.5
Classical	2.1	1.8	1.7	1.7	1.7	NC	-19.1
Oldies	1.9	2.6	3.0	2.7	3.1	+14.8	+63.2
Other	21.7	20.5	21.0	20.2	17.5	-13.4	- 19.4

Markets 1-10—teens/7 p.m.-12 midnight/Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	2.4	2.5	1.5	2.0	1.6	-20.0	- 33.3
Country music	0.4	1.1	1.2	1.0	1.8	+80.0	+350.0
News	0.6	0.8	1.2	2.4	1.4	-41.7	+ 13.3
MOR	7.1	4.3	4.4	3.4	5.1	+50.0	- 28.2
Contemp./top 40	44.7	42.1	43.2	43.6	46.1	+ 5.7	+ 3.1
Progressive	14.1	13.0	14.0	14.5	19.2	+32.4	+ 36.2
Black	7.9	6.7	7.3	8.2	7.5	- 8.5	- 5.1
Talk	2.0	1.7	1.7	1.6	1.0	-37.5	- 50.0
Classical	0.2	0.4	0.2	0.3	0.2	-33.3	NC
Oldies	1.9	2.8	2.4	1.8	2.6	+44.4	+ 36.8
Other	18.7	24.6	22.9	21.2	13.5	-36.3	- 27.8

Markets 1-10—teens/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	3.5	3.4	2.2	2.2	1.8	-18.2	-48.6
Country music	0.7	1.2	1.3	1.1	1.8	+63.6	+157.0
News	0.7	0.6	0.7	1.5	0.7	-53.3	NC
MOR	5.7	4.1	4.0	3.7	4.8	-29.7	-15.8
Contemp./top 40	44.3	40.7	42.4	43.3	45.0	+ 3.9	+ 1.6
Progressive	12.9	10.7	12.8	13.5	18.2	+34.8	+41.1
Black	10.8	8.9	10.7	10.9	10.5	- 3.7	- 2.8
Talk	1.6	1.0	0.8	0.6	0.5	-16.7	-68.8
Classical	0.2	0.2	0.2	0.3	0.2	-33.3	NC
Oldies	1.7	2.6	2.6	2.3	2.7	+17.4	+58.8
Other	17.8	26.6	22.3	20.6	13.8	-33.0	-22.5

the principle of basing a fine on the amount of money the defendant made from the deceptive practice rather than on the proven damage to consumers.

In further testimony, AAF also opposed a provision in the bill to make a cease-and-desist order automatically binding after 60 days if an appeal is not granted in that time. In cases where an FTC order requires corrective advertising or refund of money the 60-day limit can have the effect of denying the right of appeal, AAF said.

The FTC, represented at the hearings by its new chairman, Michael Pertschuk, supported the class action and 60-day time limit provisions, as did the Consumer Federation of America and the Consumers Union. Kathleen F. O'Reilly of the CFA said, "S. 1288 adds an additional important layer of accountability into our system. Potential perpetrators of unfair or deceptive acts or practices will now be on notice that violations will be subject not only to agency action, but to individual consumer action as well. This additional pressure point has an obvious deterrent value."

Mark Silbergeld of the Consumers Union supported the 60-day limit provision, he said, because it "prevents the use of the lengthy appellate process to obtain an automatic delay in the effective date of commission orders."

Quebec rapped

The Canadian Association of Broadcasters has condemned the Quebec minister of finance's plan for a 2% tax on all broadcast advertising within that province. The tax,

We can give you the EDGE on news!

"Electronic Data Gathering Equipment". **EDGE.**

A sharp new marketing idea that can give you the competitive advantage in news positioning. It's an entirely new way to package your people and your ENG equipment as a working unit.

If you want the EDGE, we can offer exclusive rights in your ADI plus a full range of copyrighted materials including original music, video components, scripts, print ads, logo design and even advice if you want it.

Want to know more? Just write Jim Ellis, Manager of Creative Services for WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219.

He's got the EDGE and he'll tell you all about it.



© 1977 WKRC TV

QUALITY TALKS FOR WLW

Cincinnati, Ohio



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Write for brochure: Continental Electronics Mfg. Co., Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental
Electronics

SILLY TWERP



THE POEM PERSON may be a Silly Twerp but she'll sell time for you. Make your station the talk of the town with the silliest poems you've ever heard. Send today for a demo, or call 714-433-3100. It's a BIG 26 week package at a low cost! Produced at Studio West.

PROMOTE TWERPISMI

OP PRODUCTIONS

P.O. Box 81613
San Diego, CA 92138



Coffee, tea and TV. Among the almost 10,000 advertising and TV people across the country to view the Television Bureau of Advertising's presentation, "Television: The Sum of the Alternatives," on May 4 were these executives in Cincinnati (l-r): Robert D. Gordon, vice president/general manager, WCPO-TV and chairman, National Association of Broadcasters television board; Robert C. Wiegand, vice president/general manager, WKRC-TV; C.F. Berberich, Sears advertising manager, Ohio Valley Group; Walter E. Bartlett, TVB chairman, president, Multimedia Broadcasting/general manager, WLWT-TV, and Allan Ginsberg, vice president/general manager, WXIX-TV.

proposed last month within Jacques Pariseau's Quebec budget package, has been characterized as "discriminatory and unnecessary" by CAB President Pierre Camu. The finance minister reportedly hopes to generate \$2 million yearly for consumer-protection programs.

The tax, which must be approved by Quebec's legislators, would apply only to electronic media. The CAB fears that such a tax could immediately force marginal broadcast operations out of business and, if increased over the years, could undercut program funds across the board. The staff of Canadian Communications Minister Jeanne Sauve is said to be investigating the scope of Quebec's regulatory power in this area.

N.Y. state report urges reforms in ads aimed at children

**Special study over last year
charges food commercials on TV
contribute to bad health,
undermine parent control;
stiff remedies are recommended;
Kellogg's Costley questions
validity of findings**

Food television commercials aimed at young children have been pictured in a New York State Assembly report as presenting "a deeply disturbing public health problem" that requires legislative and administrative action by both the state and federal governments ("Closed Circuit," March 28).

The report was made by the Office of Research and Analysis, Program and Committee Staff of the New York State

Assembly, and was based on a year-long study. The conclusions in the report were based on reviews of numerous studies made about television advertising to children and on testimony given by educators and health-work specialists at a hearing on an assembly task force Feb. 12 and 19, 1976.

The 90-page report included the findings of a statewide monitoring project of children's TV programming on 28 of the state's commercial television stations during the weekend of Feb. 21-22, 1976. It showed that 50% to 65% of commercials on children's programs were directed to children and the majority of TV spots were for cereals and candies and sweets, toys, other foods, restaurants (all fast-food), entertainment and snack foods.

Frank Mauro of the committee staff in Albany, N.Y., said that after reviewing the various studies made on the subject, the testimony of specialists and the results of the monitoring project, the staff came to its conclusions and made certain recommendations.

"The impacts of TV advertising on food consumption habits, health and the emotional development of children are all causes for concern," the report asserted.

One conclusion was that television's picture of the foods available for consumption and the nutrition education it provides is "skewed," without a sufficiently counter-balancing force. The children's eating habits, nutrition and consumption patterns in later years "are greatly influenced by television," the report held.

It claimed that most of the commercials on children's programs are for food products—"most them highly sugared, highly processed foods." The report contended these foods have "negative effects" on

children, and cited tooth decay as an example.

"Other effects may include hyperactivity from food additives, and vitamin deficiencies resulting from the imbalanced consumption of advertised foods," the report said. "Long range effects of eating patterns encouraged by advertising include obesity, diabetes, heart disease, numerous other conditions and possibly cancer," it added.

Another conclusion reached by the report was that TV advertising to children results in increased consumption of these products. It noted that advertisers aim their commercials to a 2-to-11 age market. The report commented:

"We find that a situation where television bypasses the critical sense of adults and turns children into emotional lobbyists for a product, creates dangerous conflicts in a family situation and destroys the parent's role as an arbiter with the outside world."

The report concluded that TV advertisements to children rarely provide product information and often rely on inducements in the form of premiums "which are totally unrelated to the product sold." It said commercials often use special effects and changes in size and perspective which are deceptive to a child but would not be deceptive to an adult.

One of the recommendations the committee staff made was to urge the legislature to call upon broadcasters in New York state to pledge in their license renewal applications to carry educational and informative food and nutritional public service announcements during time periods when children make up a significant part of the audience and when food commercials are being carried.

Among other recommendations: statutes dealing with unfair and deceptive advertising should be amended specifically to acknowledge the difference between children and adults as the recipients of messages and the legislature should prohibit the use of premiums or contests in advertising directed to children.

The report also suggested that the state should develop a mechanism for intervening officially in proceedings before the FCC. It said the legislature should charge the attorney general, or the Consumer Protection Board, with representing the interests of the people of the state before the FCC.

The report said that the quantity of advertising on children's programs is not related to the public health, safety and welfare issues taken up in its study. It characterized this as an "over-commercialization" question with which the FCC should deal.

The report referred to what it called "the failure" of the voluntary NAB code to "adequately control many of the obvious misuses of advertising." The FCC, the Federal Trade Commission and the Food and Drug Administration, it was asserted, "have delayed action on children's television advertising for years."

This inaction on the part of the federal



MARC VII... the DJ's *new* best friend

It eliminates *all* cartridge handling problems from live studio operation by letting the DJ

- program events in advance.
- view 18 at a time on a CRT screen.
- enter, insert, hold, kill, clear or delete events while on-air.
- control playback from 7 audio inputs—Instacarts, Go-Carts, turntables, reel-to-reel, single plays—name it!

MARC VII is *not* automation—it's a planning device for error-free live radio. KTNT, Tacoma uses and likes it—read about MARC VII in IGM NEWS 1-77. Send for your copy.

IGM

A Division of NTI
4041 Home Road
Bellingham, WA 98225
206-733-4567

The West is listening to HERCULES BROADCASTING CO.



KRAK/KEWT SACRAMENTO • KMPS/KEUT SEATTLE

**ON SEPTEMBER 27, 1976
BROADCASTING LISTED
THE TOP 10 RADIO STATIONS
IN THE TOP 50 MARKETS**

ITC is proud that over two-thirds of the stations listed are ITC Customers. We've always known that we were big when the stakes were big.

The interesting thing is that all of these customers in the Top 50 markets represent only about 15% of our customer list. This means that more than 5 in 6 stations that use ITC equipment are not in the Top 50 markets that were listed.

We've proved ourselves to the big and the not so big. Thank you, Broadcasters, for making ITC Cartridge Machines the industry favorite.

800-447-0414 TOLL-FREE
309-828-1381 COLLECT in Alaska, Hawaii and Illinois

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

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



From out of the past. Julian Koenig, president of Julian Koenig Advertising, New York, and a member of the Copywriters Hall of Fame, has been appearing—wordless—in a 30-second television commercial on New York outlets WNEW-TV, WNBC-TV and WOR-TV for the past two weeks. After the first week on the air, Mr. Koenig said he had had a few business leads, but was "still looking for the ideal client." Actually, he said, he made the commercial "because I enjoyed making it. The cost was minimal—it shows that TV doesn't have to cost a lot!" The spot was produced by Steve Eliot of the EUE-Screen Gems Division of Columbia Pictures Industries.

government underlines the need for state action, the report said.

Dr. Gary Costley, director of public affairs for the Kellogg Co., Battle Creek, Mich., who was in Albany at a symposium discussing the report, claimed "it took a very poor scientific look at the relation of sugar and diseases." He said the assembly issued its report without looking at the FDA's recently released Federation of American Society of Experimental Biologists' report which he said states "there is no relation between the consumption of sugar and diseases such as diabetes and heart disease."

Advertising Briefs

Expanding. Henry J. Kaufman & Associates is moving to new Washington offices at 2233 Wisconsin Avenue, 20007. Phone: (202) 333-0700.

Kaiser has moved. Kaiser Broadcasting Spot Sales has moved its New York office to 909 Third Avenue, 10022. (212) 832-5700.

PGW's Charlotte office. Peters Griffin Woodward, New York, has moved its Charlotte, N.C., branch to suite 424, 6525 Morrison Boulevard, 28211.

WOKR / ABC
**"THE STATION THAT HAS
IT ALL"**

Rochester, New York



Side by side

Midwest Video files appeal to FCC rules on access channels and NCTA joins in on one aspect

The National Cable Television Association is seeking to join Midwest Video Corp. in appealing the FCC's action adopting rules governing cable television systems' access channels. However, Midwest, in the appeal it has filed with the Eight Circuit Court in St. Louis, is opposing all of the rules, while NCTA, as a friend of the court, challenges only those rules requiring systems to lease access channels to commercial operators.

NCTA contends that the commercial leased-channel requirements force cable television operators to become common carriers with respect to those channels not used for the retransmission of broadcast signals. And that result, NCTA contends, "is inconsistent with the historical nature of the cable television service as well as the jurisdiction of the FCC over cable television recognized by the courts."

The American Civil Liberties Union is also appealing the commission's decision. But it's position is contrary to those of the others seeking reversal. It has long argued that cable systems should be regulated as common carriers, and it says that, instead of tightening up its rules and making it easier for those seeking to lease channels, the commission eased the restrictions.

Cablecom off Amex

Common stock of Cablecom General, Denver, operator of 42 CATV systems, will be delisted by the American Stock Exchange (pending Securities and Exchange Commission ruling) and trading has been suspended indefinitely.

The action followed the announcement by RKO General, Cablecom's parent company, that as of April 15, as a result of its tender offer of March 23, it had acquired 519,754 shares of the common stock, reducing the publicly held shares to 105,598. With the number so reduced, Amex, as a matter of policy, routinely considers the suspension of dealings and the removal of listing, Cablecom said, adding that it does not intend to object to the Amex action.

A matter of approach

The National Cable Television Association has suggested means by which the FCC might meet the six-month deadline the U.S. Court of Appeals in Washington has given the commission for completing action on the question of program exclusivity rights that broadcasters obtain against cable television systems in acquiring programming for broadcast.

Stuart Feldstein, NCTA vice president and general counsel, said in a letter to

FCC Chairman Richard E. Wiley, that the commission could immediately convert a pending inquiry on the subject into rule-making. The court issued the deadline in the Home Box Office decision, in which it overturned the FCC's pay-cable rules (BROADCASTING, March 28). It noted that the commission had issued a notice of rulemaking on the subject in 1971 but did not conclude it before issuing a pending inquiry about 18 months ago.

Stern leaving Warner

Alfred R. Stern has resigned as senior vice president, corporate affairs for Warner Communications and has entered into a three-year consulting agreement with WCI. Mr. Stern, one-time vice president of NBC, established Television Communications Corp., a cable company, in 1962. It was merged into WCI in 1972 and Mr. Stern was chairman of Warner Cable Corp. until assuming his post as senior vice president of the parent company last year.

Cable standards redone

The FCC has revised its CATV technical standards in light of a final report from its cable technical advisory committee as well as its earlier redefinition of a cable system on a headend instead of community basis (BROADCASTING, March 28).

The changes, effective June 6: (1) the application of the rules will depend on the system's physical characteristics rather than the number of communities served; (2) the frequency standards will be relaxed for signals taken from TV translators; (3) the frequency standards for CATV converters will depend on a stability requirement rather than an accuracy requirement, and (4) the requirement on minimum ratio of visual signal level to system noise will be applied more broadly.

Cable Briefs

Stay denied. FCC denied request by Community Antenna Television Association for stay of May 2 certificate of compliance filing date for existing cable systems serving 500-999 subscribers. Commission said it did not want to "prejudge" status of fewer-than-1000-subscriber systems in its cable definition proceeding (Docket 20561). On CATA's petition, commission said certification application was "essential" to regulatory program and "small burden" that filing would place on systems was justified by accompanying regulatory benefits.

Small dish. Kalispell (Mont.) Cable TV, Teleprompter system, is using small-earth receiving station for Home Box Office signal for almost 8,000 subscribers. Bob Tenten, HBO director of engineering development, said that station is first small receiving station in service and is performing better than anticipated. "It is landmark for cable industry and domestic satellite industry in general," he said.



Nat King Cole

BIOGRAPHY
IN SONG

8-HOUR RADIO SPECTACULAR!

FEATURING HIS GREATEST HITS AND GUEST INTERVIEWS WITH:

NATALIE COLE • RAY CHARLES
PEGGY LEE • BING CROSBY
MEL TORME • JOHNNY MATHIS
STEVE ALLEN • FRANKIE LAINE
IKE COLE • WOODY HERMAN
and many more!

FREE BONUS
CELEBRITY PROMO SPOTS
INCLUDED

*for Demo Cassette and price, contact PETE KLINE

CONCEPT
BROADCAST SERVICES
14937 Ventura Blvd.,
Sherman Oaks, CA 91403
(213) 789-5984 (collect)

*ask us about our
FRANK SINATRA, TONY
BENNETT and BING CROSBY
Specials!

KPRC's Ray Miller: Show business has no business in the news business

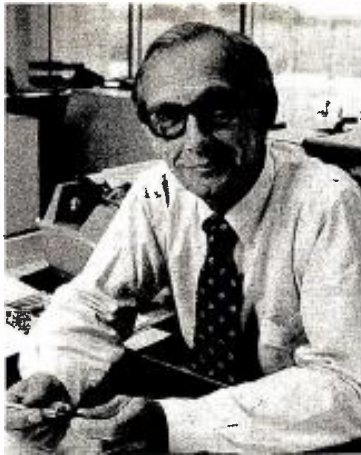
Houston news director criticizes the ratings races, tells how his station is excising gimmicks

Ray Miller, KPRC-TV Houston vice president for news and public affairs, has taken hold of the banner waved by CBS News correspondent Charles Kuralt and other critics of the competitive gimmicks used by television news operations. At a regional Radio Television News Directors Association meeting in College Station, Tex., late last month, he condemned the "show-business" aspects of ratings-conscious news programs and told how he is making an effort to end any such practices at his station.

"I believe that some people in the television business believe that television news is for people who don't want to be bothered with the news. And this is what has created the demand for gimmicks and window-dressing in our business. It is more important to have an audience for the news program that it is to have news in the news program," said Mr. Miller.

The problem Mr. Miller has with the current state of competition—and "there's a lot of it," he said—is lack of substance. It's competition for ratings, not for news stories, and "it has more to do with hair styles and theme songs and microphone insignias," he said. And, Mr. Miller said, to blame news consultants for the situation is to pass the buck: "I do not think they are guilty of anything except supplying something that is wanted." He added his opinion that the trend toward gimmickry is growing as "television stations pass out of the hands of local interests and into the hands of carpetbaggers and conglomerates."

Mr. Miller cited the research of a New York University doctoral candidate, Mark Levy, who concluded that viewers first



Miller

choose a TV news program because of the entertainment programming surrounding it and second because of preference for a certain anchor. "Only about 10% of the people polled said that the quality of the news had anything to do with their decision about which station to watch. I do not dispute his findings," Mr. Miller said.

But, he emphasized, "I think it is wrong to assume that the audience prefers show-business gimmicks to substance in news programs . . . because I don't think the audience has been exposed to enough substance to know what it thinks about it."

Although he said he "may not live long enough to see it," Mr. Miller was optimistic that the audience will grow "weary of all the gimmicks . . . I look forward to the day when the latest gimmick in television news is discarding gimmicks."

"I am making a start. I've called in all our microphone insignias [a gimmick he called 'tacky and cheap']. We have used them because the competition insists upon using them . . . I just cannot think of anything more juvenile than fencing with mike sigs. We were reluctant to do it. But we did because we had people from other stations sticking their sigs into our pictures.

"But the fact that somebody else is doing something stupid is no real justification. Maybe they don't know better. I do. Crap is crap."

He said that KPRC-TV is moving in the direction of using the less obtrusive shot-

gun and wireless microphones "because our business is trying to get the sound and action of the news onto the air and our business is not constantly calling attention to ourselves by brandishing marked microphones. That reflects a lower opinion of the audience than I believe is justified.

"I hope the next time somebody asks me to say something about competition in television news," he concluded, "I will have something more encouraging to report. But there is not much encouraging about it in its present state."

Network news heads in Washington assess the field

Watson sees Arledge as trump card for ABC in bid for leadership; Nixon-Frost news stories defended

Washington journalists were given a behind-the-scenes look at network television news coverage in the capital last week. Speaking to the Washington chapter of the Society of Professional Journalists, Sigma Delta Chi, were the heads of the three networks' news bureaus there: George Watson, ABC; Sandy Socolow, CBS, and Don Meaney, NBC.

After brief descriptions of the organizational structure of each—Mr. Watson said the networks were "notable for their similarity," in terms of correspondents (about 20), beats (main ones: White House, Capitol Hill, State Department, Pentagon, etc.)—the session was opened up for questions.

Mr. Watson was asked how he viewed the naming of Roone Arledge as head of ABC News (see page 44). "We are embarking on an extremely critical period for ABC News," he said. "ABC has been a perpetual third in the news business and top management felt it was time for new blood. Roone has great stamina and ideas and he got a commitment from management to devote more resources to news. He's not cosmetic, he's real," Mr. Watson said.

When asked if they thought their networks were being used to promote the David Frost-Richard Nixon shows through their news coverage of the event, all three men answered no, because the stories have been legitimate news, they said.

How can the networks convince their affiliates to accept longer evening newscasts? The reply was a unanimous "I don't know," Mr. Meaney said, "We think there's a one-hour news form ready to be done, but we don't know how to convince the affiliates." Mr. Watson said that the problem came down to a matter of finding an acceptable way to compensate the stations, but he said, "it's an idea whose time is coming."

Why aren't the networks digging up their own stories instead of following up on those in the *New York Times* and *Washington Post*? Answered Mr. Socolow: "We are too damn reactive and not initia-

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER Service

- 3 years \$75
- 2 years \$55
- 1 year \$30
- Canada Add \$8 Per Year
- Foreign Add \$8 Per Year
- 1977 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1977 Yearbook \$30.00 (If payment with order: \$25.00)
- Payment enclosed
- Bill me

...tive, but I think it's getting better." Mr. Meaney agreed, "We are more and more getting our own stories." Mr. Watson said that the answer lies in innovation, "We must find new and better ways to use the medium."

Education awards

The Charles Stewart Mott Awards presented by the Education Writers Association conferred almost \$12,000 on the best examples of broadcast and print media stories "interpreting education to the public." Broadcast winners included: First prize (\$500): Karl Idsvoog, KTVX(TV) Salt Lake City, for a documentary on a teachers' strike in Madison, Utah; John Merrow and Tom Steward, National Public Radio, for their *Options in Education* series. Second prize (\$250): Tom Sherlock and Fred Huff, KPHO-TV Phoenix, for *Eyewitness Arizona: Special Education*; Michael Allen, WEBR(AM) Buffalo, N.Y., for Buffalo teachers' strike coverage. Special citation: Leo McGuire, KOA-TV Denver, for *Battle Rock School*.



Calling on Carter. Much of the hierarchy of the Radio Television News Directors Association had President Jimmy Carter to themselves for a 30-minute question-and-answer session on April 29. The meeting came during a six-hour briefing by administration aides that the White House provided the broadcast journalists. The RTNDA officials who participated: Wayne Vriesman, WGN-AM-TV Chicago, president; Ernie Schultz Jr., KTVY(TV) Oklahoma City, vice president; Paul M. Davis, WCIA(TV) Champaign, Ill., treasurer; regional directors Dean Mell, KNO-TV Spokane, Wash.; Pat Stevens, KGUN-TV Tucson, Ariz.; Phil Mueller, KSL-AM-FM Salt Lake City; Walt Hawver, KTRK-TV Houston; Roger Allen, WRKO(AM) Boston; Robert McMullen, WFRV-TV Green Bay, Wis.; Robert Wilbanks, WHO-AM-FM Des Moines, Iowa; Fred Heckman, WIBC(AM) Indianapolis; Bob Gilmartin, WKRC-TV Cincinnati; directors-at-large Mike Parker, KFII(AM) Los Angeles; Tom Petersen, KWWL-AM-TV Waterloo, Iowa; Curtis Beckmann, WCCO(AM) Minneapolis; Frank Barnako, WRCI(AM) Washington; past presidents John Salisbury, KXL-AM-FM Portland Ore., and Bos Johnson, WSAZ-TV Huntington, W. Va.; ex-officio directors David Dary, University of Kansas, Lawrence; Ted Powers, WOBV-TV Roanoke, Va., and president, National Broadcast Editorial Association: David Knapp, CBC-TV Montreal, president of RTNDA Canada; Ray Hiebert, RTNDA *Communicator* editor; Tom Frawley, Cox Broadcasting and Washington membership chairman; Lou Prato, WMAO-TV Chicago, chairman of the membership committee; Larry Scharff, Pierson, Ball & Dowd, RTNDA general counsel.

Janus winners named

The 1977 winners of Janus Awards for excellence in financial news programming are WJR(AM) Detroit, noncommercial KCET(TV) Los Angeles and ABC New York, the last a double winner. The national competition is sponsored annually by the Mortgage Bankers Association of America, Washington. MBA will present a bronze statuette of the Roman god, Janus, to each of the winners during its National Mortgage Banking Conference in New York May 23.

WJR won in the local radio category for its 15-minute analysis and commentary on economic developments, *Business Barometer*. KCET was chosen in the local TV classification for a consumer-oriented documentary on abusive housing-speculation practices in the Los Angeles area.

ABC's two winners were earned by Dan Cordtz, economics editor. His five-part series on public-service jobs took the TV network honors and his radio network financial newscasts were judged tops in that classification.

Why should your station consider business automation?

It can improve sales and the way you manage your station.

A business automation system can put answers at your fingertips, increase speed and accuracy, and free you and your sales staff from the bugaboo of time-wasting paperwork. If you are considering business automation for your station, here are some of the benefits you should look for:

The system should schedule your spots and eliminate the typing of contracts, logs, invoices and reports. It should give you faster and more accurate information on availabilities, booked sales, and the performance of your sales staff.

Business automation enables you to substantially tighten the control over and speed up your accounts receivable process. You should be able to send out invoices and statements in one day, any time you wish, as often as you choose, and easily monitor the status of your accounts. You should expect faster payments; studies show that computerized invoices are more accurate and are paid more quickly than handwritten or typed invoices.

Your business automation system should be simple to learn and to use, so that your people can back up each other during vacations or illnesses. Absences can cripple a non-automated station. You should no longer need to hire extra people (or pay overtime) to handle paperwork during peak selling times.

Your sales staff should have more time to sell because they don't have to write up and keep track of orders, check traffic, or calculate commissions.

In short, business automation should provide you easy-to-get reports, more effective use of your people, and greater accuracy. You should expect it to eliminate excess paperwork, organize and automate your business procedures, get your sales staff away from their desks and out on the streets, and give you more time to manage your station the way you want — to make greater profits.

Next month: Once you have decided to automate, should you lease or buy?

COMPU/NET

 a subsidiary of
CONTROL DATA CORPORATION

8616 LA TIJERA BOULEVARD
LOS ANGELES, CALIFORNIA 90045
(213) 642-2211

RCA shooting for another record quarter in its comeback

Griffiths tell stockholders that net income in first half of '77 could surpass total for 1975; NBC's good performance cited

RCA's profit outlook for 1977 was painted in glowing terms last week by Edgar H. Griffiths, president, in a talk at the shareholders annual meeting in New York.

He said net income, which reached a record high in the first quarter, is expected to set another record in the second quarter and, in addition, he expects net income in the first half of 1977 to amount to more than in all of 1975, the year before RCA started to make a comeback.

Mr. Griffiths fielded stockholders' questions adroitly and with good humor and seemed in firm control during the first annual meeting over which he presided. He assumed the chief executive mantle last September when President-Chairman Anthony L. Conrad resigned after disclos-

ing he had failed to file timely income tax returns for 1971 through 1975 (BROADCASTING, Sept. 20, 1976).

The specter of Mr. Conrad hovered over the meeting. One stockholder wanted to know if any money had been paid to Mr. Conrad since he had left; another asked if RCA's company planes were being used by executives for personal trips, as Mr. Conrad allegedly had used them.

Mr. Griffiths said that Mr. Conrad "has not been paid one dollar since he resigned, but he is, of course, entitled to his vested interest once he retires." He responded to the other question by saying RCA has instituted strict controls to make sure that company planes are used only for authorized business trips.

Mr. Griffiths described RCA's primary goal as one of maintaining a record of consistent growth in the rest of 1977 and the years beyond. He said of 1977 as a whole RCA anticipates its best year and expects to surpass substantially the average 13% gain many economists predict for U.S. corporate profit.

He said outstanding performances are being turned in so far this year by NBC; consumer electronics products and services; commercial electronic products and services; government business; the Hertz Corp., and Coronet Industries.

Mr. Griffiths pointed out that NBC had a record year in profit in 1976 and a record first quarter. But he stressed that NBC is

third in the ratings.

"NBC is capable of doing much better, both with respect to the ratings and to profits," he insisted. "No effort is being spared to give NBC the tools that it needs to do the job. And it's the joint feeling of the NBC management and myself that you will see a decided advance on the part of NBC with respect to its competition, as we move into this year."

Mr. Griffiths gave his speech a few hours before NBC revealed its prime-time schedule for 1977, but he referred to it, saying "I can assure you that in the fall lineup, NBC will have a substantial reduction in the number of shows that anyone, by any description, could classify as violent."

He reminded his audience that NBC had bought the rights to the 1980 Olympic Games in Moscow and said there has been speculation that NBC would lose money on this transaction.

"I assure you today that we never would have entered into a contract to carry the Olympics if we did not intend to make a profit," he said. "We will definitely make a profit in carrying the 1980 Olympics. Beyond that, I can tell you that the response to the advertising efforts to date is excellent, and we are very, very encouraged, not only at the amount that has been sold, but at the prices at which it has been sold."

"Others have indicated that possibly NBC will be transmitting propaganda, Russian propaganda, to the U.S. And I'd like to dispel that once and for all. NBC will have a studio in Moscow, and to that studio will be funneled pictures from Moscow, Leningrad, Kiev and Smolensk. These Olympics are going to be very, very widespread. And those pictures will be edited by NBC at the Moscow studio, and then sent on to the U.S. In no way will one single drop of propaganda appear on the American television screen."

He reported that RCA's home video-tape recorder/player, scheduled for introduction in the fall, will compete effectively against any similar unit now on the market or coming into it. The unit, made to RCA's specifications by the Matsushita Electric Industrial Co. Ltd. of Japan, will play up to four hours on a single cassette. He added that RCA is still in developmental work on the "SelectaVision" video-disk system to appeal to a different and broader market at a lower price than the video-tape unit.



MODEL X700-RP
NET PRICE \$635.00

- QUIET AIRDAMPED SOLENOID
- SUPER-TORQUE MOTOR
- HEAVY DUTY TAPE DECK
- PRECISION ADJUSTABLE HEAD ASSEMBLY

PHONE
TOLL FREE
800 638-0977

Broadcaster first: the Outlet Co.

The primary thrust of the Outlet Co. in the future will be toward broadcasting, its president and chief executive officer told a meeting of the New York Society of Security Analysts last week.

Bruce G. Sundlun, president of the Providence, R.I.-based firm, set the tone for his remarks at the outset when he described Outlet as "a national broadcasting organization with diversified retail interests in department and women's

TAPECASTER

BOX 662 ROCKVILLE, MARYLAND 20851

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
Adams-Russell.....	6 mo 4 3	8,366,000	+ 41	462,000	+186.9	37	8,030,000	161,000	13
BBDO.....	3 mo 3 31	22,300,000	+ 17.9	2,300,000	+ 9.5	72	18,900,000	2,100,000	62
John Blair & Co.....	3 mo 3 31	31,747,000	+ 31.3	1,634,000	+137.1	68	24,163,000	689,000	29
Capital Cities.....	3 mo 3 31	63,034,000	+ 36.4	8,339,000	+ 21.7	111	46,207,000	6,848,000	.88
Cetec.....	Year 12 31	40,409,000	+ 14.9	566,000	+ 38.0	25	35,144,000	410,000	18
Combined Communications Corp.....	3 mo 3 31	51,724,000	+ 11.2	3,175,000	+109.0	49	46,498,000	1,519,000	26
Conrac.....	3 mo 3 31	34,028,000	+ 23.1	1,623,000	+ 41.7	95	27,626,000	1,145,000	75
Lowies Communications.....	3 mo 3 31	2,520,000	+ 8.2	720,000	- 41.0	18	2,328,000	1,220,000	.31
Cox Cable.....	3 mo 3 31	10,792,661	+ 24.1	1,130,634	+ 37.2	32	8,693,166	823,680	.23
Doyle Dane Bernbach.....	3 mo 3 31	15,182,000	+ 15.6	856,000	+ 50.7	46	13,130,000	588,000	.52
Dun & Bradstreet.....	3 mo 3 31	154,691,000	+ 6.2	12,451,000	+ 15.8	47	145,598,000	10,748,000	.40
Fairchild Industries.....	3 mo 3 31	88,896,000	+ 65.3	1,195,000	+ 55.3	26	53,752,000	769,000	17
Gannett.....	3 mo 3 27	104,358,287	+ 11.0	10,066,250	+ 13.3	45	94,859,561	8,880,368	.40
Gross Telecasting.....	3 mo 3 31	1,788,154	+ 13.7	332,153	+ 20.6	41	1,571,650	275,200	.34
Harris Corp.....	9 mo 3 31	447,458,000	+ 19.4	27,572,000	+ 42.4	215	374,617,000	19,353,000	154
Jefferson-Pilot.....	3 mo 3 31	149,847,000	+ 15.4	20,263,000	+ 38.1	84	129,777,000	14,672,000	61
Kansas State Network.....	6 mo 2 28	7,587,000	+ 18.4	820,000	+ 48.0	45	6,407,000	554,000	.30
Liberty Corp.....	3 mo 3 31	44,020,000	+ 14.5	4,943,000	+ 15.1	74	38,445,000	4,294,000	.62
Meredith.....	9 mo 3 31	178,461,000	+ 25.1	10,035,000	+ 25.5	327	142,710,000	7,995,000	261
Multimedia.....	3 mo 3 31	19,717,907	+ 27.8	2,035,784	+ 27.0	46	15,419,102	1,602,423	.36
RCA.....	3 mo 3 31	1,372,900,000	+ 9.2	48,500,000	+ 41.3	61	1,256,500,000	34,300,000	.44
Rockwell International.....	6 mo 3 31	2,793,500,000	+ 11.9	65,500,000	+ 19.3	173	2,494,300,000	54,900,000	146
Rollins.....	9 mo 3 31	182,177,505	+ 12.7	16,109,295	+ 10.8	120	161,603,421	14,530,645	108
Technical Operations.....	6 mo 4 2	48,863,000	+ 16.5	188,000	-	14	41,921,000	(174,000)	(.131)
Texscan.....	9 mo 1 31	5,215,510	+ 95.4	159,243,000	-	20	3,180,778	(32,337)	(.041)
Time Inc.....	3 mo 3 31	267,950,000	+ 17.1	15,045,000	+ 41.5	74	228,798,000	10,627,000	53
Times Mirror.....	12 wk 3 20	232,010,000	+ 14.7	17,676,000	+ 53.1	52	202,203,000	11,538,000	.34
Transamerica.....	3 mo 3 31	742,564,000	+ 16.6	36,630,000	+ 56.2	51	636,613,000	23,436,000	.39
20th Century-Fox.....	3 mo 3 26	89,635,000	+ 7.3	2,571,000	-	32	83,515,000	(1,585,000)	(.211)
United Cable TV.....	9 mo 2 28	12,844,000	+ 25.0	(56,000)	-	(.031)	10,274,000	13,473,000	(1.841)
Viacom.....	3 mo 4 2	13,282,000	+ 12.9	1,160,000	+ 38.0	.31	11,761,000	840,000	.23

*Change too great to be meaningful

specialty stores." He said the company had record 1976 sales and earnings (\$148,458,017 and \$5,370,159), projected future growth at an increased level, and cited the strong contribution of its radio and TV stations.

Later last week, however, Outlet announced a \$20.2-million deal to acquire Hughes & Hatcher, a Detroit-based men's apparel firm. Outlet said the agreement is still subject to approval by H & H's shareholders, but it expects completion by August.

But to the analysts' society, Mr. Sundlun noted that Outlet owns WDPO-AM-FM-TV Orlando, Fla.; WNYS-TV Syracuse, N.Y.; WCMH-TV Columbus, Ohio; WJAR-AM-TV Providence, and KSAT-TV San Antonio, Tex. He said that with the exception of the Syracuse station, all are ranked number one or are tied for first place in their markets.

During the last five years, he continued, Outlet's average annual sales growth for the broadcast group has been 14.7%, which he claimed was higher than for any other group except Capital Cities. "On the other hand, we topped Capital Cities in the same time frame in our average growth rate in net earnings," he said.

Amplifying his remark on the company's thrust toward broadcasting, Mr. Sundlun said he envisioned "a tie-in with broadcasting-related companies," such as a station representative or a program organization.

Financial Briefs

Viacom's first. Viacom International Inc. reported at its annual meeting that net income reached record high of \$1,160,000 (31 cents per share) in first quarter of 1977, up 38% from last year, while revenues rose to \$13,282,000, up from \$11,761,000 in 1976. Company also disclosed plans to pay first cash dividend in its six-year-history, amounting to five cents per share per quarter, starting July 1.

Record first quarter. New York Times Co. reported highest consolidated net income from any first quarter in its history, with

earnings reaching \$5,378,000, 47 cents per share, for period ended last March 31, up from \$2,693,000, 24 cents per share, last year. For company's broadcast station group, revenues were \$2,132,000 and pre-tax income was \$598,000, as compared with revenues of \$1,977,000 and pre-tax income of \$559,000 in 1976 first quarter.

Topping its best. Warner Cable, operator of 138 systems, reports highest pretax income and revenues in company's history for first quarter of this year. Pretax income jumped 107.3% to \$2,140,000 over earnings of \$1,032,000 in same period last year; revenues rose 12.3% to \$13,631,000 over \$12,133,000 in 1976 first quarter.

9 26

DIGITRON

STUDIO TIME SYSTEMS

Light Emitting Diode Readouts
Integrated Circuit Technology
Crystal or A. C. Line Reference
Readouts up to 2½" High
System Synchronized Each Minute
Choice of Secondary Clocks

Write:
DIGITRON
16909 N. W. 76th
Parkville, Mo.
64152

Broadcasting International



Special Report

MIP-TV Cannes: Starting point for a worldwide grand prix in television

The timing was right and the setting was perfect for television's own jet set to start the business year; report on the 13th running of the greatest TV show on earth

Colin Campbell calls it the first event in "an international grand prix—a formula-one contest for television."

Mr. Campbell, the senior vice president for international sales for Worldvision Enterprises Inc., New York, was referring to MIP-TV—officially, the Marche International des Programmes de Television, whose 13th annual running (April 22-27) has just been completed in Cannes (BROADCASTING, May 2). That event drew some 1,979 delegates from 92 countries to the south of France to participate in the screening and/or purchase of 2,397 programs made available there by 448 of the world's production or distribution organizations.

There is indeed a continuum of activity among those who work in international TV. Nearly all agree that it begins at Cannes—if for no other reason than that the timing is right. "After the long, hard

winter," says Klaus Hallig of International Television (a subsidiary of Germany's Beta Films organization), New York, "we all meet in Cannes to conclude that deal we've talked about all winter."

But if MIP-TV is the first stop on the grand prix circuit, it is far from the last. The Nordic screenings will begin this weekend in Helsinki. Many of the major buyers of the world will shift to Los Angeles in May and June (after the American network schedules are all set) for "the L.A. screenings." Then there'll be the CBU (Caribbean Broadcasting Union) screenings in Curacao in July, the EBU (European Broadcasting Union) screenings, followed directly by MIFED (Mercato Internazionale del Film del TV Film e del Documentario, Oct. 19-24), both in Milan, and, this year, the Hong Kong

Welcome traveler. The 13th MIP-TV was the first for Jack Valenti, who is simultaneously president of both the Motion Picture Association of America and of its foreign arm, the Motion Picture Export Association of America. The latter was host to an April 25 reception in Cannes Municipal Casino, at which Mr. Valenti remarked on America's "willingness to concede there are others in the world doing as well or better" in terms of television production. Mr. Valenti flew in one morning and left the next for purposes largely ceremonial but nevertheless significant in the international business context; as bargaining agent for the major U.S. motion picture companies in their overseas dealings (an activity protected by antitrust law exemption) the MPEAA packs both muscle and a vested interest when it travels abroad.

screenings in November—all interesting in greater or lesser degree to various among the participants who start the travel year in Cannes. Almost all are in agreement, however, that MIP-TV is the must.

■ Among the realities of the international market is the "one-door" policy that prevails in so much of it—that is, the fact that many countries of the world have but one television system, and even in those with multiple channels (Sweden and Holland, for example) the forces of price competition usually are absent. (The conspicuous exceptions in Europe: France, the United Kingdom and Germany.) Such an equation favors the buyer, of course; the seller can either accept the decreed price or pass the market by ("the buying committee has decided...") is how the correspondence normally reads).

Often, of course, the sellers do just that. If Singapore is willing to pay only \$250 for an hour (the print and shipping can cost that much) the distributor may find it more profitable to say no. Right now, in New Zealand, it's reported that they're offering to pay only 5% additional for the second run of a series, instead of the customary 50%. U.S. residual costs make it impossible to deal on those terms, say the U.S. majors.

Doing business with all those governments affects the pace of business as well as its price. Thus many deals begun at Cannes may not be effected for several months, and it will be that long before distributors can determine just how well they did there.

■ Three years ago, a distributor would have been lucky to get \$250 for a half hour in Iran. Today he could get \$1,250. Next

year, the way things are going, the price could be \$1,500 to \$2,000.

That's just one measure of the quantum leaps being made in Middle East television, and of how increasingly attractive the area has become to television distributors. Another: If you can get clearance in all of the Arabian Gulf states you can achieve \$6,500 to \$7,000 an hour, the same level as an Australian or a minor Canadian deal.

■ If MIP-TV has a shortcoming as a program marketplace, it is that—in the eyes of the American majors—it comes one month too soon. That's because so much depends on the fall schedules of ABC, CBS and NBC. When MIP-TV opened on April 22 none of the networks had announced its plans (although prior word on some renewals had reached the appropriate ears; the prospect of renewal by an American network can make or break a sale abroad). ABC came out early in the second week, but that was too late to affect buying patterns. Thus it will be up to the L.A. screenings—and similar, but more custom-tailored, showcasings in London and Paris and Munich—to acquaint the major international buyers with the new fall product.

(The smaller nations of the world generally fall a year behind the pace. The successful series of the upcoming fall season in the U.S. will form the basis for next year's buying at MIP-TV.)

■ Marianne Anderberg presides over SR (Sveriges Radio) TV Import, a branch of the Swedish television mechanism that effects the actual purchase of programs from other countries of the world. She does not, however, choose the programs to be purchased. That function falls to individual program managers of the two Swedish channels, or networks, under a buying system so complicated that, within the next year, it will be put onto computers.

The system—which Sweden shares with the Dutch among international program buyers—is called a "claiming" system. In its simplest terms, it means that the first Swedish buyer to hear of, or see, a new film, or series, or episode of a series, may put in a "claim" for it with Mrs. Anderberg's department, and from that moment forward freeze out any other of his colleagues from purchasing it. That does not mean that the buyer has then purchased it; it simply means that it's his or hers to hold off the market until such time as a decision to buy or reject is made. The system is the bane of program salesmen, who may have another customer ready to sign but may not sell until the first claimant relinquishes the priority. Quite often, Mrs. Anderberg admits, such a claim can hold a program off the market until all hands have lost interest.

The Swedish delegation to MIP-TV was one of the festival's largest: 34 strong. Such numbers are made necessary not only by the fierce competition for product but also by the fact that Sweden—not

Man for all promotions

Bernard Chevy believes in the Greek strictures for drama: unity of time, place and action. That is the principle he brought to the design of MIP-TV: "I always wanted everyone to be in the same place at the same time, concentrating on the same thing."

That thing, in Cannes, is the buying and selling of TV programs. There are no speeches, no seminars and—but for the beach and a mandatory two hours for lunch—no other interruptions of the business harmony. The buyers he attracts in part by paying for their hotel accommodations; the sellers he attracts with the buyers. It's a formula he has played with variations in three other international trade shows—MIDEM, a record-music publishing market; VIDCOM, a videocommunications market, and CISCO, a market for theater, convention hall and related equipment and materials—and that he hopes to apply to IAM, an international advertising market scheduled in Paris this month.

MIP-TV is threatening to burst the seams of the present Palais des Festivals in Cannes, but Mr. Chevy



Chevy

has no qualms. He already has assurance from the municipal authorities that they will build a three-times-larger facility by 1980.

The "commissaire general" is at once the object of admiration and the cause of chagrin on the part of exhibitors; the first because his creation works so well, the second because they feel he extracts a dear price for the privilege.



International TV togetherness. Among MIP-TV's prides and joys is the coproduction office, which is designed to serve as liaison between those with ideas for TV programs and those with money to finance them. By the end of this year's festival that office had registered 70 projects from 19 countries on three large boards (one is pictured here, behind Elsa Manet, who heads the coproduction facility).



Big brother. MIP-TV's main lobby features large locator boards bearing the likenesses of many participants, keyed to their stands. A light is turned on by each person's picture as he enters the main door (attendants on duty note each badge number), and is turned off again when he leaves. **All modern conveniences.** And if all else fails, MIP-TV turns to closed-circuit television to flash messages through the five floors of the main hall.



Ideas wanted. "We want a window open to the world. Television is the way," So stated Slahed-dine Ben Hamida (at center), president of the Arab States Broadcasting Union, in opening a special MIP-TV meeting designed to sound out possibilities for co-production between the countries represented by his organization and the rest of the world. The Middle East, its treasures overflowing with the wealth from oil, is the most spectacular growth area in television today. This particular meeting, however, produced a dry hole; the discussion fizzled after his opening remarks, except for the disclosure of a deal with Children's Television Workshop for an Arabic version of *Sesame Street*; see page 76.



Part of the pipeline. Among the prominent Middle Eastern television entrepreneurs is Hassaan W. Hammad, vice president of Technical Co-operation Co., which buys programs for (\$5 million worth, last year) and then sells them to the eight areas listed on his left in this picture. That company's stand—which featured handsome young hostesses in flowing Arab robes—was among the festival's busiest.



Traveling salesman. Sam Gang, international sales manager of the television department of King Features (in the dark sport shirt), qualifies as one of the "deans" of MIP-TV. He does not have a stand but operates "like a hooker does," walking the halls in search of business. Here he is in discussion with John Fitzgerald of D.L. Taffner Ltd. outside the Gold Key International stand.

alone among international buyers—buys its programs one at a time, not in series or lots, in the case of conventional TV programs, or in package blocks, in the case of feature films. Thus it is not unusual for one film from a studio's package to be claimed for and eventually appear on Sweden's Channel One while another title becomes the property of Channel Two. (The first is a VHF channel which is said to reach 99% of Swedish homes, the second a UHF channel said to reach 97%.)

Not to say that Sweden has been a particularly lucrative market for U.S. program salesmen in the recent past. Indeed, it is one of the current trouble spots on the international circuit (there seem always to be a handful) because of a dispute over feature film prices. Sweden is willing to pay \$3,000-5,000 as a minimum for average releases, while the major American companies represented by the Motion Picture Export Association are holding out for considerably more (\$10,000 is the current "suggestion" of the Americans in this particular negotiation). Mrs. Anderberg—whose charm is matched only by an iron will—has not budged on the matter since 1972, which has meant that the product of such companies as Paramount and Universal has not been seen there—or in most of the Scandinavian countries that follow Sweden's lead—for five years. That does not mean that no American films have made their way there; such independent distributors as Worldvision still do business with the Swedes.

Mrs. Anderberg's budget for foreign acquisitions is on the order of \$4 million for product that makes up roughly half of the nation's television fare (for some eight million TV homes—fewer, Mrs. Anderberg points out, than London alone). Domestically it is willing to pay \$30,000 for feature film product, a six-times-greater differential than the American majors are determined to reduce. American TV production accounts for about 40% of the foreign material imported, with the other 60% from the United Kingdom.

■ Not only is U.S. product a mainstay of the world's television market, but the U.S. television system is also a target for others with major program ambitions. The truth is that in today's market costs are so high everywhere that producers have to shoot for the international market if they are to make a profit—and that means they have to shoot for the U.S., which by some estimates accounts for as much as 60% of all the world's TV.

Those in the best position to do so, of course, are the English-speaking countries, whose cultural and dramatic traditions, as well as language, are closest to those in the U.S. Consequently, producers in the United Kingdom, for example, follow with great interest the trends in TV programming in the U.S. One that's being watched closely now is that concerning the violence level acceptable in U.S. TV product. "It wasn't long ago that we were obligated to inject violence for the American market," one major international producer

remarked in Cannes. "Now we've got to take it out."

The series of which he spoke, of course, would be consumed at home before making their way to the United States; thus still another way in which American TV tastes set international standards.

■ The People's Republic of China had three representatives at MIP-TV—the first time that country has joined the rest of the television world in buying and selling programs. (The welcome of the Red Chinese was at the expense of Taiwan, which had its own four-person delegation at MIP-TV but was forced to retreat from the official limelight in deference to the switch in diplomatic recognitions; "Closed Circuit," May 2).

In an interview with BROADCASTING (which due to the language problem and the diplomatic niceties involved was more in the nature of a statement to the magazine for relay to its American readers), Ling-To Kung, under-director of the Chinese department of information, said:

"We feel honored and pleased to be invited by our French host to this meeting. We are happy to note that the French have decided to invite us instead of the former delegation from Taiwan. This is an expression of friendship that we treasure very much. There has always been one China; that is our point of view.

"This is the first time for us to be here. We have been truly impressed by the scale and the number of programs and participants. We realize this is a grand gathering of TV professionals in the world. We are happy to know more and more TV colleagues of the world. The experience is conducive to further TV cooperation. Although we did not bring many programs we thought it would be helpful to come here and look at MIP-TV and look at outside work. We have noticed that many people have seen the two programs that we presented in the rooms. Some are very interested. Some wanted to buy and some to exchange. We are still negotiating.

"TV in China is still young. The black-and-white TV went on the air in 1958 during the big leap forward movement. And in 1973 we started experimental color broadcasts. We now have about 600 persons on the staff in Peking."

Mr. Kung added his belief that BROADCASTING would report his remarks "truly," and expressed the hope that so doing would enhance China's friendship with the U.S. "We send our best wishes to the American people," he said.

■ Not all the deals at MIP-TV are of a conspicuous magnitude. One distributor, David Windsor of Windsor Communications Ltd., London, remarked that "Deals for \$100 are struck incessantly here," and he recalls trading a documentary about the Mau Mau to a North Korean in exchange for a film on table tennis. And Sandy Frank, the American distributor, making his first trip to Cannes, added that "You can do more business in Cleveland than in Australia."

(You can do even better in New York.



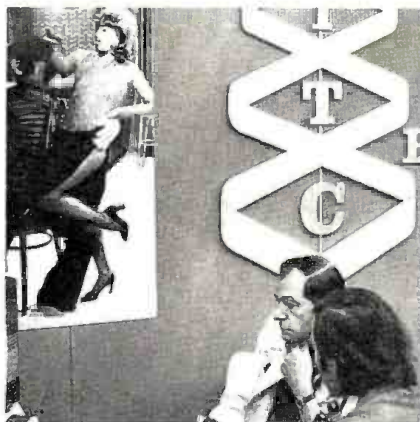
New team in town. The Far East was in increasing evidence at this year's MIP-TV. This was the delegation from the People's Republic of China (l to r): Peng Chi Chang, chief of the department of international relations of the Chinese Central Bureau of Radiodiffusion, Chl-Ching Fang, the official interpreter, and Ling-To Kung, under-director of the department of information, described as that nation's news office. The Red Chinese delegation replaced one from Taiwan as official representatives at MIP-TV (see adjacent story).



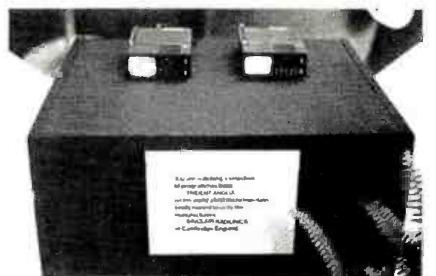
Old China hand. C. P. Ho, on the other hand, has been coming to Cannes for years. He is deputy general director of Rediffusion Television Ltd. in Hong Kong, the British crown colony and a key TV buyer for all of Southeast Asia. Mr. Ho and his colleagues are organizing their own TV marketplace, TV Expo 77, in Hong Kong this November.



Foreign agent. John Pearson International of Beverly Hills, Calif., is one of the larger agents for American product overseas, much of it in behalf of U.S. distributors that don't maintain their own overseas arms. Mr. Pearson is at right in this picture taken with his sales team in their stand at MIP-TV; with him are Arnie Frank (l), and Cliff Palmeter, vice presidents.



Sellers can be buyers, too. David C. Withers (in the dotted shirt), a director of ITV Entertainment Ltd., London, pays close attention to rough-cuts of a documentary on formula one racing, being presented to him by Alessandro Fracassi, an independent producer from Rome.



New meaning for mini-series. Trident Anglia brought more than television series to Cannes; it also brought a demonstration of how the international TV traveler can beat the technical barrier as he circles the globe. The Trident stand featured these two multi-standard "pocket" TV sets, manufactured by Sinclair Radionics and designed to receive transmissions from either PAL, SECAM or NTSC television systems, on VHF or UHF, and on all of the world's sound transmission standards. Each operates 14 hours on chargeable batteries.



Man in the middle. William Fineshrber, vice president of the Motion Picture Export Association of America (r), is another veteran of MIP-TV and the international television circuit. Here he is in conversation with Mounir Chammas, a Middle East buying specialist who is an agent for Paramount and Metromedia, among other American companies. Mr. Fineshrber is the principal negotiator for the major U.S. companies in establishing international price minimums for their product. He had at least six concurrent negotiations during MIP-TV.



North of the border and across the sea. Another beneficiary of the prime-time access rule is Mediavision Inc. of Toronto, which has sold its *Friends of Man* series, with Glenn Ford, in 126 U.S. markets and now, with 45 completed episodes in the can, is broadening its international base. That series, plus 52 half-hours of *Behind the Scenes*, with Jonathan Winters, were among those whose sale at Cannes made this the "best year so far" for the Canadian company. Pictured here: Gary N. Malloch (l), executive vice president, and Jo-Ellen Frostad, distribution manager, in conversation with Manfred Schutze, chief of the program buying department of ZDF (Zweites Deutsches Fernsehen, the German TV network).



Bringing them back alive. Wild-life series moved rapidly at MIP-TV this year, to the benefit—among others—of Time-Life Television, which had its *Wild, Wild World of Animals* as a featured-sale item. Wynn Nathan (c), vice president of worldwide syndication, said he was "amazed" by the action at MIP-TV this year; "they [the customers] not only came, they committed," he said. Pictured with him here: Jonathan Donald (l), executive producer of the wild-life series, and Francis Miller, director of international sales.



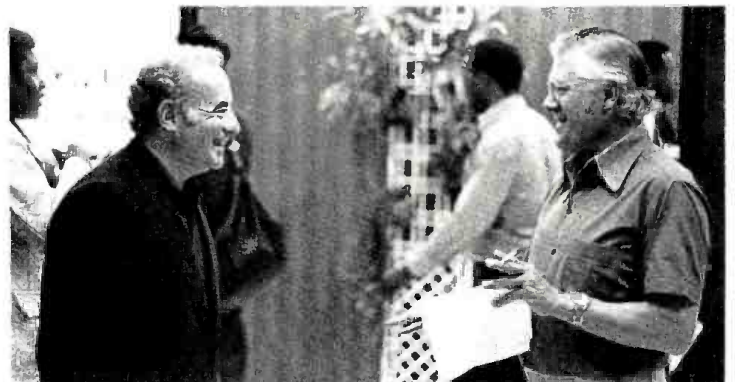
At the pivot for Paramount. Paramount Television had five key sales executives manning its MIP-TV stand, under the command of Bruce Gordon (second from right), executive vice president for international sales. His gentle boast: that no buyer of consequence passes the Paramount stand without being recognized by one or another of his international team. His observation of the developing television world at large: both set counts and sales always exceed expectations.



The lady means business. Sweden's Marianne Anderberg in conversation with a colleague among the stands at MIP-TV. A veteran, sophisticated and tough member of the international program community, she can (on the matter of feature film prices) say no in English, French, German and Spanish, as well as her native Swedish (see page 89).



Business, with pleasure. Tim Vignoles, manager of MCA TV's London office, is pictured here (at left) doing business with a delegation from Zambia. And in the picture at right, Herbert R. Banquer (l), director of international operations for United Artists TV, greets Franz J. Elmendorff, MCA TV's European manager, stationed in Munich. All are veteran mem-



bers of the international program circuit, among whom there's a strong esprit de corps. MCA TV's delegation—headed by Ralph Franklin, vice president in charge of international sales, New York—comprised eight executives and two assistants. At times, said Mr. Elmendorff, the stand played to standing-room-only audiences.

Ben Barry, who has his own domestic distribution company and is co-director of international sales for Gold Key, reports that a feature film can command \$30,000 to \$50,000 in New York, often equal to its gross from the rest of the world. The point, of course, is to try to do both.)

■ Television, along with politics and sometimes inescapably a part of it, is a volatile business around the world. Thus it is that trouble spots develop on the international TV scene as nations go nationalistic, or chauvinistic, or simply get so carried away with the medium that they decide to go it alone.

Argentina was such a trouble spot several years ago, when the government took over the television system and declared all existing contracts—and accounts payable—null and void. For two years, then, there was no business done with the Argentines. A few months ago, however—in the report of a leading American program distribution company—an Argentine delegation quietly appeared on the scene again.

"Inflation beats them," reports an American in Cannes. "They start off buying from us for a few thousand dollars an hour, then decide to go it on their own. The first thing you know they're spending \$40,000 or \$50,000 for an hour, then the whole thing gradually unwinds and becomes a disaster. Before long they come back to us to buy reliable programs already in the can at reasonable prices."

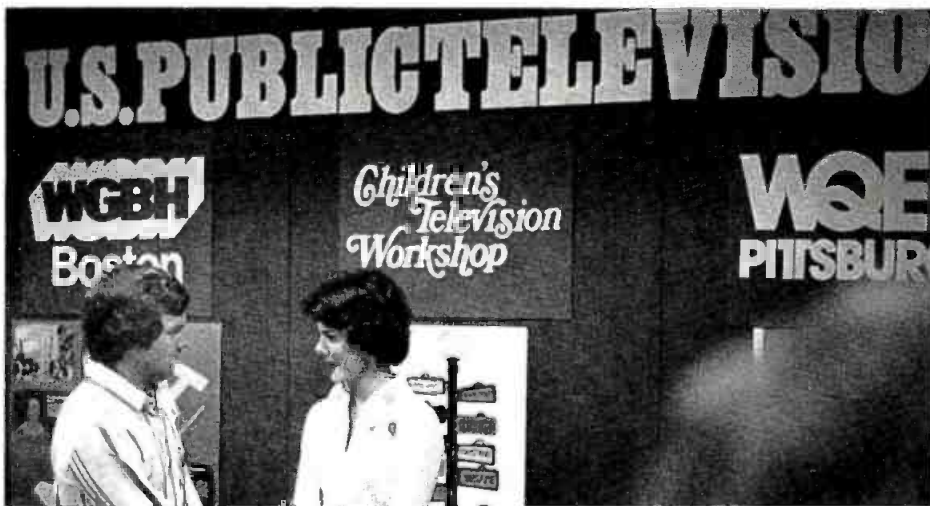
■ Generally speaking, television stations and networks overseas are more receptive to documentary and so-called "cultural" programming than in the U.S., and most applaud the efforts being made to downgrade sex and violence in American program series that are the backbone of the world market. But the sentiment is not universal. At least one delegate at MIP-TV expressed disappointment at the "softer" nature of programs displayed there. "My audience likes sex and violence," he said. No matter what they say about it outside the home, "when they go inside and close the curtains they want to turn on the TV and watch 'bang-bang.'"

■ Bruce Gordon of Paramount speaks admiringly of the U.S. television system that produces the product it is his business to sell abroad—which begins with several hundred concepts each season and boils them down to a relative handful of new series each year. "It's the greatest cleansing system in the world; there's a tremendous sieve through which everything goes. Take Brazil, for example. There, a television show is made and is just as automatically sold—there's no rejection system to keep the industry on its toes."

■ There are those who believe that Beta is also Alpha through Omega of German television. It is certainly one of the major forces in that nation's television, as both a producing and buying organization, and a company with increasing impact in other German-speaking countries (Austria and



World traveler. Worldvision's Colin Campbell (right), in conversation here with Irwin Klein, program buyer from Venevision Television in Caracas, Venezuela, describes MIP-TV as the first stop on an international television grand prix that takes its participants to all corners of the globe. As one of the major independent distributors of television product (it is not a producing company, as are the majors that are member companies of the MPEAA) it has had signal success in selling off-network product in the overseas market—*Little House on the Prairie*, committed for a fourth season on NBC, is a conspicuous example. Worldvision's stand was at a key location just inside the main entrance at MIP-TV, and its business volume was reported double the previous year's.



Two-way (and Sesame) street. The U.S. public broadcasting establishment is paying increasing attention to the International market—as a sales opportunity, as well as a source for program material. This year, two stations—WGBH-TV Boston and WQED-TV Pittsburgh—joined with Children's Television Workshop in sharing a stand. Others are expected to join them next year. Pictured at top: Deborah Johnson of WGBH-TV sales with Gary Fenton, program manager of HSV7 in Australia. ■ Another member of the WGBH-TV staff, Charles Schuerhoff, director of distribution, is pictured (below) in conversation with Pirkko-Liisa Ihamuotila of the Finnish Broadcasting Co. (Oy. Yleisradio Ab.) at the Nordic Screenings stand. The Scandinavian TV programming fair begins this weekend (May 15) in Helsinki, and is expected to attract some 120 buyers to its screenings next week (through Friday, May 20). Participating on the selling side: Finland, Sweden, Denmark, Norway and Iceland.

Switzerland, for example) and on the international scene. "When you sell a TV program in that part of the world, to agents representing any number of companies," says one major distributor, "chances are you've made a deal with Beta."

The company's production forte is international music films made by its Unitel subsidiary, which currently has 198 concerts, 19 operas, 17 operettas and 24 ballets in its repertoire. It boasts contracts with a number of the world's leading conductors and soloists, including Leonard Bernstein, Zubin Mehta, Eugene Ormandy, Artur Rubinstein and Anna Moffo. Many of its productions are mounted and taped in the United States, whose technical costs are in many instances now less expensive than Germany's.

Beta is headed by Mr. Dr. Leo Kirch, who also is president of Unitel. He headquarters in Munich. Beta's two principal American agents are Klaus Hallig of International Television in New York and Hans Andresen of Beta Taurus in Los Angeles.

■ Not all agree that MIP-TV is golden as a gathering place for the doing of international television business. The conspicuous U.S. holdout is Columbia Pictures TV, which has passed the festival by for the past five years. "We spend about \$5 million a year in selling our product around the globe," says Norman Horowitz, senior vice president in charge of worldwide distribution. "Why go to a carnival where we see our customers in a nonresponsive manner, pulled this way and that by our competitors?"

Mr. Horowitz hastens to add that "by 'carnival' I don't mean Rio." "It is a serious working session," he says, or at any rate, "as serious as you can have in the south of France." He concedes that MIP-TV may be right for independents



Premiere. Borrowing a leaf from the book of another Cannes festival—that for theatrical films—this year's MIP-TV featured the "world premiere" of the official film of the Montreal Olympic games. A French-language version of the two-hour production—the property of the National Film Board of Canada, whose stand is pictured here; at right is Andre Lafond, a member of the team that made the film—was a feature of MIP-TV's opening night; an English-language version was screened later. Sales were reported in 40 countries.

and smaller distributors, but says that "for companies like ours—with 135 to 140 people involved exclusively in TV distribution around the world, 30 in Brazil alone—it would be a mistake."

Mr. Horowitz also concedes that "If I were interested in seeing the greatest number of people for the least amount of money, I would go." But, in the final analysis, he remains a skeptic: "If MIP-TV were in Chicago or Pittsburgh or Edinburgh," he says, "four people would go."

■ Says Tim Vignoles of MCA TV, in London, "The style of marketing is soft sell

over here. The aggressiveness is still there, but in a calmer atmosphere. The involvement of government, even in countries with commercial systems—whether for better or worse—makes for a different kind of broadcasting."

European broadcasting historically tracks back to the repertoire theater, adds his colleague, Fritz Elmendorff of MCA TV in Munich, while American broadcasting tracks back to show business.

■ MIP-TV is first, last and always a business venture. Bernard Chevry, the international trade fair promoter who created it, had no altruistic motives in mind when he conceived the notion of an international television market 13 years ago.

"It's a working festival," says Ben Barry. "People come here for the sole purpose of buying, unlike NATPE [the annual conference of the National Association of Television Program Executives in the United States], where people come to trade ideas. Film people aren't the major reason for NATPE; here, they are."

But if business is the reason behind MIP-TV, it is not the only thing that happens there. Increasingly, it is becoming a forum to trade not only programs but, as at NATPE, ideas and experiences as well.

"We've got just six days to find out what's going on in the rest of the world before going back to a rather remote part of it," said Christopher Davies, managing director of Sudaftel (Pty) Ltd., the television film distributing agents for Thames TV in Southern Africa. His sentiment was echoed by Farouk Muhammad, program director of Trinidad and Tobago Television Co., as MIP-TV was closing its doors for 1977: "It provides a forum for people to meet, and to realize that, in television, we share the same problems all over the world." ■

Next to come in

Broadcasting International

May 30 □ The International Market for Broadcast Equipment (Part I). What the NAB convention is to the American broadcaster, Montreaux (The International Television Symposium and Technical Exhibit) is to the world. Every two years the leading manufacturers and engineers assemble in that Swiss city to examine the state of their art. Part I will preview what to expect in Montreaux June 3-10 (listing all exhibits and exhibitors), and will be distributed to delegates there.

June 20 □ The International Market for Broadcast Equipment (Part II). This post-Montreaux report, prepared on the scene, will report that worldwide state of the art for *Broadcasting's* own international audience of broadcast engineers.

The Broadcasting Playlist May 9

Contemporary

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	3p	7p	7-12p
3	1	When I Need You (4:11)	Leo Sayer—Warner Bros.	1	1	1	1
1	2	Southern Nights (2:58)	Glen Campbell—Capitol	2	2	2	2
8	3	Sir Duke (3:52)	Stevie Wonder—Tamla/Motown	3	3	4	3
2	4	Hotel California (6:09)	Eagles—Asylum	4	4	3	4
7	5	So Into You (3:19)	Atlanta Rhythm Section—Polydor	5	5	5	8
4	6	Rich Girl (2:23)	Hall & Oates—RCA	9	6	6	5
9	7	Right Time of the Night (2:53)	Jennifer Warnes—Arista	7	7	9	7
6	8	Things We Do for Love (3:32)	10cc—Mercury	11	8	10	6
13	9	Lido Shuffle (3:40)	Boz Scaggs—Columbia	6	10	8	11
5	10	Don't Give Up on Us (3:30)	David Soul—Private Stock	10	9	13	10
12	11	I'm Your Boogie Man (3:58)	K.C. & the Sunshine Band—TK	12	14	7	9
10	12	I've Got Love on My Mind (4:20)	Natalie Cole—Capitol	8	12	14	15
19	13	Dreams (4:10)	Fleetwood Mac—Warner Bros.	14	17	11	12
22	14	Couldn't Get It Right (3:14)	Climax Blues Band—ABC	16	16	12	13
18	15	Theme from "Rocky" (2:44)	Bill Conti—United Artists	15	11	16	14
14	16	Trying to Love Two (3:05)	William Bell—Mercury	13	13	15	16
20	17	Whodunit (3:35)	Tavares—Capitol	17	15	17	17
16	18	Don't Leave Me This Way (3:35)	Thelma Houston—Tamla/Motown	18	18	19	18
21	19	Your Love (3:30)	Marilyn McCoo & Billy Davis Jr.—ABC	20	19	21	20
15	20	I Wanna Get Next to You (3:29)	Rose Royce—MCA	19	20	18	21
23	21	Calling Dr. Love (3:02)	Kiss—Casablanca	27	22	20	19
11	22	Love Theme from "A Star Is Born" (Evergreen) (3:03)	Barbra Streisand—Columbia	22	21	26	24
29	23	Lonely Boy (3:54)	Andrew Gold—Asylum	21	24	22	26
30	24	Got to Give It Up (3:58)	Marvin Gaye—Tamla/Motown	24	23	24	27
34	25	Undercover Angel (3:24)	Alan O'Day—Pacific/Atlantic	23	27	23	28
36	26	Life in the Fast Lane (4:30)	Eagles—Elektra	25	28	27	25
25	27	Angel in Your Arms (2:57)	Hot—Big Tree/Atlantic	28	26	28	29
24	28	Can't Stop Dancin' (3:18)	Captain and Tennille—A&M	30	30	30	23
35	29	Feels Like the First Time (3:15)	Foreigner—Atlantic	37	37	25	22
32	30	Ain't Gonna Bump No More (3:25)	Joe Tex—Epic	29	31	29	30
31	31	Lucille (3:39)	Kenny Rogers—United Artists	26	29	31	32
28	32	Hello Stranger (3:09)	Yvonne Elliman—RSO/Polydor	31	33	32	33
26	33	I Like Dreamin' (3:29)	Kenny Nolan—20th Century	33	25	35	39
17	34	Dancing Queen (3:50)	Abba—Atlantic	36	32	36	31
27	35	Carry On, Wayward Son (3:26)	Kansas—Kirshner/Epic	32	*	33	36
39	36	Jet Airliner (3:06)	Steve Miller Band—Capitol	34	36	34	35
38	37	Slow Dancing Don't Turn Me On (3:12)	Addriss Bros.—Buddah/RCA	35	34	38	38
—	38	Heard It in a Love Song (3:30)	Marshall Tucker Band—Capricorn	38	38	37	37
33	39	Main Street (3:32)	Bob Seger—Capitol	40	35	39	34
40	40	Dancing Man (2:25)	Q—Epic	*	*	*	*

Playback®

Day for O'Day. *Undercover Angel*, a ballad by Alan O'Day, is proof that this song-writer can deliver what he writes. Although he made his name cranking out tunes that became gold records for such artists as Helen Reddy and the Righteous Brothers, Mr. O'Day's effort as a singer is paying off in airplay (bolts to 25 on "Playlist"). Jeff Salgo of KFXM(AM) San Bernardino, Calif., Mr. O'Day's home town, attests: "In all my years in radio, I've never seen a record grow that fast. It's happy, bouncy, grabs your memory." Larry Groves of KEZY(AM) Anaheim, Calif., says it's "mass appeal, one of those nice records that won't offend anyone." Mr. O'Day's record is the first to appear on the Pacific label, a new joint venture of Warner Bros. Music and Atlantic/Alco Records. **More from Marvin.** From *Live at the London Palladium* (Tamla/Motown), Marvin Gaye's single, *Got to Give It Up*, is definitely disco. It bolts to 24 on "Playlist," but Ron McKay of WKIX(AM) Raleigh, N.C., reports "it's just about the number one disco record around here." In Hartford, Conn., Jim English of WDRG(AM) predicts if Mr. Gaye's record "makes it here, it'll make it everywhere ... because he doesn't usually do that well here." **Coming soon.** "Dream Weaver" Gary Wright is back with *Water Sign* (Warner Bros.). This one is medium tempo, says KEZY's Mr. Groves.

Country

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	3p	7p	7-12p
5	1	She's Got You (3:04)	Loretta Lynn—MCA	5	1	1	1
4	2	Some Broken Hearts Never Mend (2:43)	Don Williams—ABC/Dot	3	2	3	6
1	3	I'll Do It All Over Again (2:52)	Crystal Gayle—United Artists	2	3	4	3
14	4	Lucienbach, Texas (3:18)	Waylon Jennings—RCA	4	5	2	2
9	5	If We're Not Back in Love ... (3:13)	Merle Haggard—MCA	1	4	6	8
6	6	Lucille (3:39)	Kenny Rogers—United Artists	8	6	5	5
15	7	I Can't Help Myself (3:10)	Eddie Rabbitt—Elektra	6	8	8	4
7	8	Play Guitar Play (3:20)	Conway Twitty—MCA	7	7	10	7
8	9	Let's Get Together (2:27)	Tammy Wynette—Epic	9	10	9	11
10	10	The Rains Came (2:17)	Freddy Fender—ABC/Dot	12	13	7	12
24	11	Bluest Heartache of the Year (3:15)	Kenny Dale—Columbia	14	9	12	9
11	12	Yesterday's Gone (3:11)	Vern Gosdin—Elektra	11	11	11	19
3	13	(You Never Can Tell) C'est La Vie (3:27)	Emmylou Harris—Warner Bros.	10	12	16	13
12	14	She's Pulling Me Back Again (2:26)	Mickey Gilley—Playboy	15	15	13	10
2	15	Southern Nights (2:58)	Glen Campbell—Capitol	13	18	14	16
18	16	It Couldn't Have Been Any Better (3:00)	Johnny Duncan—Columbia	16	17	17	17
13	17	Right Time of the Night (2:53)	Jennifer Warnes—Arista	17	14	18	15
17	18	Slide Off of Your Satin Sheets (2:57)	Johnny Paycheck—Epic	18	16	21	14
20	19	Love's Explosion (2:43)	Margo Smith—Warner Bros.	20	19	19	18
19	20	I'm Sorry for You My Friend (2:22)	Moe Bandy—Columbia	19	20	15	20
16	21	Paper Rosie (3:56)	Gene Watson—Capitol	23	21	20	21
—	22	I'm Getting Good at Missing You	Rex Allen Jr.—Warner Bros.	21	23	22	*
—	23	Married but Not to Each Other (2:56)	Barbara Mandrell—ABC/Dot	24	*	24	22
—	24	Your Man Loves You, Honey (2:16)	Tom T. Hall—Mercury	25	22	*	*
23	25	Anything but Leavin' (2:42)	Larry Gatlin—Monument	*	*	23	*

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

Fates & Fortunes

Media

Joseph Rowan, VP, administration, ABC Owned Television Stations, promoted to VP, administration and planning, New York.

Anthony A. Cervini, regional manager, station relations, NBC, appointed director of affiliate relations operations, coincidental with change in department's designation from station relations to affiliate relations.

Newly elected VP's, Storer Broadcasting: **Paul J. Cassidy**, general manager, KTNQ(AM)-KGBS(FM) Los Angeles; **Donald R. Hamlin**, general manager, WGBS(AM) Miami, and **Douglas Slnn**, general manager, WSPD(AM) Toledo, Ohio. **Neil Rockoff**, general manager, WHN(AM) New York, named VP, Storer Radio Inc.

James H. Gross, president/treasurer, Gross Telecasting, Lansing, Mich., elected chief executive officer and re-elected to board of directors. Also re-elected to board: **Harold F. Gross**, board chairman (who relinquishes chief executive officer duties to devote more time to personal affairs); **Paul R. Trigg**, VP; **Philip E. Sherck**, VP/secretary, and **Erma L. Nolan**, assistant secretary.

Alan J. Pifer, president of Carnegie Corp. of New York and Carnegie Foundation for Advancement of Teaching, elected to board of directors of McGraw-Hill Inc. there.

Joe Dine, former director of public information for Corporation for Public Broadcasting, Washington, and more recently minority counsel for education and training subcommittee of House (of Representatives) Veterans Affairs Committee, named special consultant to Public Broadcasting Service, Washington.

Audrey Herring, assistant to president of KOOL Radio-Television Inc., licensee of KOOL-AM-FM-TV Phoenix, named VP.

Benjamin Varishone, general manager, WRaw(AM) Reading, Pa., named to same post for Rust Communications stations WXKW(FM) Allentown and WQXA(FM) York, both Pennsylvania, and WFLY(FM) Troy, N.Y.

Scott Huskey, announcer/newsman, KRNT(AM)-KRNO(FM) Des Moines, Iowa, appointed KRNO operations director.

Errol Kapellusch, general manager, resources, KXON-TV Mitchell, S.D., appointed to same post, co-owned KTRE-TV Lufkin, Tex., succeeded by **Jack L. Rea**, operations manager, WAPT(TV) Jackson, Miss.

David Gltens, director of financial planning, CBS News, New York, named manager of planning, CBS's WCAU-TV Philadelphia.

S. Richard Kalt, director of commercial operations, WPLR(FM) New Haven, Conn., appointed VP of parent, General Communicorp Inc., and assistant general manager of station.

Marian Shumate, assistant creative services director, WLW(AM) Cincinnati, appointed promotion and community relations director.

Jeff Salgo, Los Angeles program consultant, joins KFXM(AM) San Bernadino and co-owned KDUO(FM) Riverside, both California, as director of operations. He will continue consulting.

J. Michael Stolp, tax and audit manager, Multimedia Inc., Greenville, S.C., appointed controller.

Patricia C. Pfahl, copywriter, Garrison, Jasper, Rose & Co. advertising, Indianapolis, joins WISH-TV there as press information manager.

Marina A. Britsky, from Western Bench Advertising, Tucson, Ariz., joins KGUN-TV there as promotion director.

Mary Pat Bannerman, promotion assistant, KFWB(AM) Los Angeles, appointed promotion manager.

Farrell Meisel, promotion director, KPLR-TV St. Louis, joins WDSU-TV New Orleans in same post.

Paul Rogers, news director, WLQA(FM) Cincinnati, appointed director of public affairs and community relations.

Marty Iker, associate instructor in TV production, Indiana University, Bloomington, joins KCAU-TV Sioux City, Iowa, as head of continuity department.

Tom Hibschan, art director, noncommercial WENH-TV Durham, N.H., joins WNAC-TV Boston as graphic designer.

James C. King, communications instructor, University of Cincinnati, named general manager, noncommercial WYXU-FM Cincinnati.

Kimberly Flick, production director, promoted to operations director.

Mal Albaum, engineering director, noncommercial WNET(TV) New York assumes additional post of operations director.

Broadcast Advertising

Mari Luisi, VP and director of spot buying for J. Walter Thompson Co., New York, named senior VP. **Dennis Altman** and **Ed Hiestand**, creative supervisor and writer, respectively, elected VP's. **Bob Browand**, from Young & Rubicam, Detroit, joins JWT, San Francisco, as

copywriter. **Jim Millman**, from McCann-Erickson there, joins JWT as art director.



Luisi

Mendola

Annette Mendola, VP/director of broadcast buying, Needham, Harper & Steers, joins BBDO, New York, as VP/director of spot broadcast buying. **Daniel Rutledge**, marketing services manager, tubing division, Bundy Corp., Warren, Mich., joins BBDO, Troy (Detroit), Mich., as market research manager. **Richard A. Johnson**, BBDO VP/creative supervisor, appointed associate creative director. **Robert Monement**, copywriter, D'Arcy-MacManus & Masius; **Michael F. Saari**, DM&M copy supervisor, and **John Gahagan**, independent sales promotion consultant, named BBDO copy supervisor.

Peter Hale, from Ogilvy & Mather, returns to Needham, Harper & Steers, Chicago, as creative supervisor. **Bud McMurray**, executive art director, D'Arcy-MacManus & Masius, joins NH&S as art supervisor. **Ronald Gambella**, director of data processing for NH&S, elected VP. **Bill Sowder**, NH&S creative supervisor, promoted to associate creative director.

Donald L. Little, creative director, Simons Michelson Co., Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as copy supervisor.

Alvin R. Kracht, senior VP, Warwick, Welsh & Miller, New York, joins E.T. Howard Co. advertising there in same capacity.

Rael Klepper, from Ketchum, MacLeod & Grove, Pittsburgh, joins Bozell & Jacobs, New York, as VP/account supervisor.

Carole Darr and **Joel E. Rappin**, TV creative directors, A. Eicoff & Co., Chicago, named VP's.



Up at Petry. Newly elected VP's, Petry Television, New York: (l-r) John A. Serrao, director of operations and programming; Charles William Schellenger, chief financial officer, and New York group sales managers, Edward A. Karlik, George Blinn and Albert L. Roths-tein.

Carole Cinnamon, media planner, SSC&B, New York, joins Cunningham & Walsh there as senior media planning supervisor.

Margaret Fermstad, assistant media buyer, Grey Advertising, Minneapolis-St. Paul, promoted to media buyer.

Richard McDonald, from Card-McDonald Motors, joins Sawdon and Bess advertising, New York, as account executive on agency's Pontiac Dealer Association account.

Roy Kupersmith, from Leon Shaffer Golnick advertising, Baltimore, joins Dorsey advertising there as director of broadcast production and associate creative director.

Kirk R. Borland, account supervisor, Tatham-Laird & Kudner, Chicago, promoted to account executive. **Scott E. Schlave** and **James G. Kettinger**, assistant account executives, promoted to account executives, and **James P. Allman** and **Colby Kenny Kerr**, staff assistants, promoted to assistant account executives.

Stephan J. Van Ophujsen, regional manager, ABC Detroit office, joins Mutual Broadcasting, as VP, New York sales. **Dudley W. Faust**, account executive in New York office, retires after 40 years in broadcasting, last eight with Mutual.

Renee Sinagub Isely, director of planning and capital sales analysis, WCBS-TV New York, named director of sales information, CBS Television Stations division, responsible for gathering data from CBS O&O's for use in market forecasting, pricing and analysis.

Robert L. Stone, former chairman of board, president and chief executive officer of RCA's Hertz Corp., New York, elected to board of directors, John Blair & Co. there (BROADCASTING, March 21). **Walter A. Quinn**, research manager, HR Television, New York, joins Blair Television there as assistant director of research for independent stations. **Philip B. Kirk**, television/radio timebuyer, William Esty, New York, and **Wayne Freedman**, from Northwestern University, Evanston, Ill., join Blair TV, Chicago, as sales associates.

Richard P. Daggett, account executive, NBC-TV spot sales, Chicago, named manager, Eastern television spot sales, NBC, New York.

Newly elected officers of Advertising Research Foundation: **E.L. Deckinger**, senior VP/general manager, international, Grey Advertising, New York, chairman; **A. Edward Miller**, president, Downe Publishing, New York, vice chairman, and **John R. Andrews**, director of marketing, General Foods Corp., White Plains, N.Y., treasurer.

Holton C. Rush, founder of Greenshaw & Rush advertising, Memphis, joins Buck Jones & Haines Advertising there as director of research and public relations.

Janet M. Wurst, traffic coordinator, noncommercial KUAT-AM-FM-TV Tucson, Ariz., named operations manager, Engel Marketing there, responsible for supervision of commercial continuity and media selection.

Darrell Rutter, general sales manager, KOIN-AM-FM Portland, Ore., joins Art Moore & Associates rep firm there as account executive.

W.H. (Huck) Hodgkins, VP, WBEC Inc., owner of WBEC(AM)-WQRB(FM) Pittsfield, Mass., named sales manager/VP.

Betsy Bucken, merchandising coordinator,

RKO General's WOR(AM) New York, appointed director of advertising and promotion for co-owned WXLO(FM) there.

Robert I. Hendel, account executive, Aloysius Butler & Clark advertising, Wilmington, Del., joins WBOC-AM-FM Salisbury, Md., as sales manager, replacing **H. Wendell Henry**, who retires after 23 years. **Charles B. Silvia**, local/regional sales manager, WBOC-TV, promoted to sales manager there.

Peter Romanov, general manager, WERK(AM) Muncie, Ind., joins WNYR(AM)-WEZO(FM) Rochester, N.Y., as general sales manager.

Ed Theobald, from WFLD-TV Chicago, named general sales manager, WDNC(AM)-WDGC(FM) Durham, N.C.

Stuart H. Barondess, general sales manager, WRAP(AM) Norfolk, Va., joins WOWI(FM) there in same capacity.

Rick Gardner, account executive, KSFX(FM) San Francisco, joins KOME(FM) San Jose, Calif., as San Francisco representative.

Andrew J. Santoro Jr., account executive, WJDM(AM) Elizabeth, N.J., appointed advertising sales manager.

Charles H. Conrad, news director, WINR(AM) Binghamton, N.Y., joins local sales department, KGUN-TV Tucson, Ariz.

Lawrence F. Zerega, from KFMP(FM) Cape Girardeau, Mo., joins KEYH(AM) Houston as account executive.

Elliott Sherrell, account executive, KFOJ(AM) Long Beach, Calif., joins KNAC(FM) there in same capacity.

Diane Coogan, account executive, KFOJ(AM) Long Beach, Calif., named to same post, KGIL-AM-FM San Fernando, Calif.

Wayne Lee, from KIOI(FM) San Francisco, named account executive, KOIT(FM) there.

Programing

William G. Karnes, former chairman and chief executive officer of Beatrice Foods Co., elected to board of 20th Century-Fox, Beverly Hills, Calif. Fox board members re-elected to three-year terms are **John T. Pollock**, executive VP, Dorsey Corp., **Dennis C. Stanfill**, Fox board chairman/president/chief executive officer,



Berk recognized. Ann Berk, station manager, WNBC-TV New York, receives the Matrix Award for achievement in broadcasting from Barbara Smith, president of Women in Communications, at WIC annual dinner in New York May 3.

and **Gerald H. Trautman**, board chairman/chief executive officer, Greyhound Corp.

Bob Boyett, VP/assistant to VP, programs, West Coast, ABC, joins Paramount Pictures, New York, as executive assistant to president and chief operating officer, Michael D. Eisner.

Art Stolnitz, producer of *Grizzly Adams* TV series for NBC, named director of business affairs, Warner Bros. Television, Burbank, Calif. Prior to *Grizzly Adams*, Mr. Stolnitz was executive VP in charge of production for Metromedia Producers Corp.

Bill Pearl and **Tom Greenleigh**, program consultants, KRLA(AM) Pasadena (Los Angeles), Calif., join KIQQ(FM) Los Angeles as managers of program operations.

Edward A. Hunt, from WPBS(FM) Philadelphia, joins WBOC-AM-FM Salisbury, Md., as program director.

Charlie Mills, newscaster/air personality, WOND(AM)-WMGM(FM) Pleasantville, N.J., named program director, WSLT-AM-FM Ocean City, N.J./WSLT morning personality.

Paul Allen, program director, WBAG(AM) Burlington, N.C., joins WGBG(AM) Greensboro, N.C., in same capacity.

Rick Hoffman, associate producer of *Evening* series, KPXI(TV) San Francisco, named production manager, KRON(TV) there.

Broadcast Journalism

Robert Stahly Moore, Washington bureau chief, Mutual Broadcasting System, appointed White House correspondent.

Phil Lengyel, WSJV(TV) Elkart, elected president, Indiana Associated Press Broadcasters; **Tom Read**, WRTV(TV) Indianapolis, elected television VP, and **Mark Watkins**, WIBC(AM) Indianapolis, re-elected radio VP. **Garland West**, WKCT(AM) Bowling Green, named chairman, Kentucky AP Broadcasters, and **Ken Kurtz**, WKTY-TV Lexington, named vice chairman. **Eric Siedel**, WGST(AM) Atlanta, re-elected president, Georgia AP Broadcasters, and **Chris Clackum**, WRDW(AM) Augusta, elected VP.

Robert Dahlstrom, VP/general manager, K2OZ(FM) San Luis Obispo, Calif., joins Newspaper Radio Network, Santa Barbara, Calif., as national sales manager. He will set up operations in San Francisco for Newspaper, radio network serving California exclusively.

Mike Crew, news assignment editor, WDBO-TV Orlando, Fla., promoted to assistant news director.

Roberta Altman, newscaster/public affairs director, WMOD(FM) Washington, joins WRVR(FM) New York as news and public affairs director.

Joanne Grueter, news editor/newscaster/staff announcer, WLQA(FM) Cincinnati, appointed news director.

Andrew G. Shaffer, reporter, WBOC-FM Salisbury, Md., named Ocean City, Md., branch manager.

Bob Koop, news producer/anchor, KENS-TV San Antonio, Tex., joins WFLA-TV Tampa, Fla., as anchor.

Nanci Riley, weathercaster/reporter/photographer, WSPD-TV Toledo, Ohio, joins WLWT(TV)

Cincinnati as general assignment reporter.

Carol Schrader, newscaster, KLVG(AM) Omaha, joins KETV(TV) there as reporter/anchor. **David Kalber**, freelance cameraman, and **Eric Wall**, reporter/photographer from KTVQ(TV) Kirksville, Mo., join KETV as news photographers.

Rick Roberts, sports director, KAAL(TV) Austin, Tex., named co-anchor/reporter, WISCTV Madison, Wis.

Dorothy Reed, anchor/reporter, WTVR-TV Richmond, Va., joins WKBW-TV Buffalo, N.Y. as reporter.

A.J. Anello, engineering assistant, WLCY-TV Largo, Fla., joins WXLTV Sarasota, Fla., as news editor/weekend anchor.

David Grant, chief meteorologist, WXIA-TV Atlanta, joins KING-TV Seattle as meteorologist.

Don Howe, anchorman, WCAR(AM) Detroit, named reporter/anchor, WWJ(AM) there.

Norm West, newscaster/reporter, WAVI(AM)-WDAO(FM) Dayton, Ohio, joins WAVE(AM) Louisville, Ky., in same capacity.

Mary Schaffer, associate producer, WCCO-TV Minneapolis, named associate news producer/associate producer of *All Things Considered*, noncommercial KSNJ(FM) St. Paul. **Dale Connelly**, from noncommercial KRSW-FM Pipestone, Minn., joins KSNJ as reporter. **Rich Dietman**, on KSNJ news staff, and **Nancy Fushan**, public affairs producer from noncommercial WIO-FM Ames, Iowa, named KSNJ reporters/anchors.

Dave Edwards, anchorman, WRIT(AM) Milwaukee, joins noncommercial WUWM(FM) there as program news director.

Equipment & Engineering

Joseph DiMarzo, VP for finance and administration, Technical Operations, Boston, elected senior VP. **Paul B. Rosenberg**, VP/treasurer, Healthco Inc. there, joins Tech/Ops as VP for financial planning and control.

Robert J. O'Neill, marketing VP, General Telephone & Electronics consumer electronics products, Stamford, Conn., named marketing VP, domestic & worldwide.

D. Joseph Donahue, division VP, engineering, RCA picture tube division, Lancaster, Pa., appointed division VP, operations, consumer electronics division, Indianapolis.

Ronald Briggs, director of engineering for ministry of information in Qatar, and in charge of that country's radio and television services, joins CCA Electronics, Gloucester City, N.J., as international sales manager.

Dave Evans, audio products manager, Cetec Broadcast Group, Goleta, Calif., named acting general manager of Sparta division, Sacramento, Calif. **Rich Weichbrod**, director of engineering, Broadcast Electronics, Silver Spring, Md., joins CBG as product manager. **Jack Lawson**, sales manager for Sparta division, named international marketing manager of broadcast group. **Grant Campbell**, corporate manager of internal audits, named group controller.

John R. Robertson, assistant VP, Eastman Kodak Co., Rochester, N.Y., and general manager, business systems markets division, named to assistant general manager of consumer markets division. He will move up to general man-



Silver for Golden. Connie Golden, general manager of WEZS(FM) Richmond, Va., receives the Silver Medal award as Advertising Person of the Year from Bob Johnson, service director of the Advertising Club of Richmond, donor of the award. Ms. Golden is the first broadcaster (and first woman) to receive the Silver Medal, which is "given to the person making the greatest contribution to company, community and the general advancement of advertising; as well as for creative, original thinking in an advertising related field."

ager of division on Sept. 1 to succeed **William S. Allen**, who will be retiring after 41 years with Kodak.

Joseph L. Scheuer, president of Chyron Telesystems, marketing division of Chyron Corp., and operations VP of Chyron's Systems Resources Corp., manufacturer of television and graphics equipment, Plainview, N.Y., appointed president of Systems Resources.

Edgar D. Ebenbach, director of engineering, terminal products, Jerrold Electronics, Horsham, Pa., promoted to marketing manager, terminal products.

Bill Wriedt, assistant chief engineer, WLUK-TV Green Bay, Wis., named chief engineer, succeeding **Marsh Williamson**, who will be devoting full time to responsibilities as director of engineering for parent, Post Corp., Appleton, Wis.

Steve deSatnick, director of engineering, WCVB-TV Boston, joins noncommercial KCET(TV) Los Angeles in same capacity.

Allied Fields

Stephen L. Diener, president, international division, ABC Records, Los Angeles, named president, ABC Records.

Brian T. Byrne, account executive, Midwest Arbitron television sales, named Northwest regional manager and will work out of San Francisco.

Dennis F. Begley, associate in Washington communications law firm of Midlen & Reddy, named member of firm, which has relocated to 2033 M Street, N.W.

Kathy Lieberman, chief, media relations and publications section, public interest center, Ohio Environmental Protection Agency, Columbus, appointed director, information services, Society of Professional Journalists, Sigma Delta Chi, Chicago.

Marlene Sanders, ABC News VP and director of television documentaries, received Silver

Satellite award from American Women in Radio and Television at AWRT annual convention in Minneapolis April 28 (BROADCASTING, May 2). Award recognizes Ms. Saunders for writing and producing "documentaries on our way of life, unparalleled in their scope and realism, profound in their presentation and far-reaching in their consequences." AWRT also presented Leonard Goldenson, William Paley and Julian Goodman, board chairmen of ABC, CBS and NBC, respectively, pen and ink drawings of original Marconi microphone in commemoration of 50th anniversary of network broadcasting and "in appreciation of the generous support shown by the networks to the organization."

Mike Wallace, CBS News correspondent and *60 Minutes* co-editor, named recipient of Carr Van Anda Award, presented by School of Journalism of Ohio University, Athens, "for developing a fresh and new style of interviewing ... for innovative and enterprising reporting ... and for a career ... of 35 years, during which he has made an enduring contribution to journalism."

James E. Duffy, president of ABC-TV, named to receive National Asthma Center's first Golden Sammy Award for "outstanding humanitarian service" at testimonial dinner Sept. 29. Mr. Duffy's eldest daughter suffered fatal asthma attack several years ago.

John W. Kluge, president and chairman of Metromedia, elected to board of directors of Belding Heminway Co., supplier of home sewing products, New York.

Deaths



Sandstrom

Thad M. Sandstrom, 51, VP, broadcasting, Stauffer Publications Inc., Topeka, Kan., found dead in his home there early May 3 of two gunshot wounds to the head. District attorney has charged his wife, Milda, with first degree murder. Mrs. Sandstrom is in protective custody at Stormont-Bail hospital in

satisfactory condition after being treated for drug overdose. Mr. Sandstrom had filed for divorce day before, according to district attorney. Mr. Sandstrom had been with Stauffer since 1946. At time of his death he supervised its 13 broadcast properties, and cable system. He had served on National Association of Broadcasters TV code board, was NAB board member in 1972-76, past chairman of CBS radio affiliates and was running for president-elect of AP Broadcasters (BROADCASTING, April 18). The Sandstroms had no children.

Harold G. Stepler, 67, former announcer for CBS's *Face the Nation* and for ABC, Washington, died in Aiken, S.C., April 28 after long illness. Also in Washington he had been affiliated with AM stations WOL, WMAL, WTOP and WDCB. Survivors include his wife, Betty, and two daughters.

Joseph L. Heffernan, 90, lawyer and journalist who at one time served in legal posts with FCC, died April 21 at Prince George's hospital, Cheverly, Md., after long illness. Survivors include two sons and one daughter.

As compiled by BROADCASTING for the period April 25 through April 29 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

- ***Juneau, Alaska**—Capital Community Broadcasting Inc. seeks ch. 3 (60-66 mhz); ERP 2.61 kw vis., .52 kw aur., HAAT 1016 ft. P.O. address: 240 Main St., Juneau 99801. Estimated construction cost \$1,083,017; first-year operating cost \$411,763. Legal counsel Cohen & Marks, Washington; consulting engineer Richard P. Dowling. Applicant is non-profit corporation, Charles M. Northrip, general manager. Ann. April 28.
 - ***Cheyenne, Okla.**—Oklahoma Educational Television Authority seeks ch. 12 (204-210 mhz); ERP 316 kw vis., 28.5 kw aur., HAAT 1067 ft.; ant. height above ground 1083 ft. P.O. address: 7402 N. Kelley Av., Oklahoma City 73114. Estimated construction cost \$919,933; first-year operating cost \$50,000. Legal counsel Cohen & Marks, Washington; consulting engineer Cohen & Dippell. Applicant is state agency, Robert L. Allen, director. Ann. April 28.
 - ***Johnson City, Tenn.**—Broadside Television Inc. seeks ch. 41 (632-638 mhz); ERP 700 kw vis., 190 kw aur., HAAT 2178 ft.; ant. height above ground 139 ft. P.O. address: Elm and Millard Sts., Johnson City 37601. Estimated construction cost \$509,643; first-year operating cost \$224,590. Legal counsel Larry D. Perry, Oak Ridge, Tenn.; consulting engineer Larry D. Perry. Applicant is non-profit corporation, Walter Lynn Bennett, executive director. Ann. April 29.
- ### AM application
- **Granbury, Tex.**—Granbury Radio Co. seeks 1420 khz, 500 w-D. P.O. address: Box 303 Granbury 76048. Estimated construction cost \$134,500; first-year operating cost \$63,000; revenue \$202,000. Format: variety. Principals: G. A. Day (75%) and Roy Parker (25%). Mr. Day is Brownwood, Tex., attorney. Mr. Parker owns KCOM(AM) Comanche. Tex. Ann. April 21.
- ### FM applications
- ***Mobile, Ala.**—Spring Hill College seeks 90.5 mhz, 10 w, HAAT 63 ft. P.O. address: 4307 Old Shell Rd., Mobile 36608. Estimated construction cost none (existing); first-year operating cost \$1,500. Format: educational. Applicant is private college, Bettie W. Hudgens, chairman of communications department. College owns WHIL-FM Mobile. Ann. April 26.
 - **Pasadena, Calif.**—Foothill Broadcasting Corp. seeks 106.7 mhz, 25 kw, HAAT 655 ft. P.O. address: 1516 Westwood Blvd., Los Angeles 90036. Estimated construction cost \$190,570; first-year operating cost \$462,000; revenue not given. Format: popular. Principals: Robert A. Coleman (53.2%), Marvin J. Segelman (18.7%), David Ochoa (16%) and three others. Mr. Coleman owns Los Angeles men's apparel firm. Mr. Segelman is president of Public Advertising Council of Los Angeles. Mr. Ochoa is KNBC-TV Los Angeles air personality. Ann. April 29.
 - **Ridgecrest, Calif.**—KLOA Radio seeks 104.9 mhz, .75 kw, HAAT 1 ft. P.O. address: 825 N. China Lake Blvd., Ridgecrest 93555. Estimated construction cost \$5,800; first-year operating cost not given; revenue \$6,500. Format: standard pop. Principals: John J. and wife, Eleanor, Quigley, who own KLOA(AM) Ridgecrest. Ann. April 26.
 - **Clear Lake, Iowa**—Mad Hatter Broadcasting Inc. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 22 N. 3d St., Clear Lake 50428. Estimated construction cost \$6,207; first-year operating cost \$51,660; revenue \$40,000. Format: MOR. Principals: Darryl W. and wife, Dianne Hensley of Litchfield, Minn. Mr. Hensley is former general manager of KLF-D-AM-FM Litchfield. Ann. April 26.
 - **Iowa City—B-Q-A Inc.** seeks 92.1 mhz, 3 kw, HAAT 230 ft. P.O. address: 510 Iowa State Bank Building, Iowa City 52240. Estimated construction cost \$371,595; first-year operating cost \$84,360; revenue \$150,000. Format: C&W. Principals: 15 shareholders. Principals are Dean Oakes and Stephen P. Bellinger (20% each). Mr. Oakes is president of Iowa City coin company. Mr. Bellinger is major stockholder of WILY(AM)-WRXX(FM) Centrolia, WDJ(AM) Decatur and WZZ(AM)-WLAX(FM) Streator, all Illinois. Ann. April 29.
 - **Liberal, Kan.**—Lawrence E. Steckline seeks 99.3 mhz, 2.69 kw, HAAT 316 ft. P.O. address: Rte. 1, Garden Plain, Kan. 67050. Estimated construction cost \$40,187; first-year operating cost \$62,600; revenue \$90,000. Format: C&W. Principal: Mr. Steckline owns 95% of KJLS(FM) Hays, 10% of KICT(FM) Wichita and 25% of KFRM(AM) Salina, all Kansas. Ann. April 26.
 - ***Mankato, Minn.**—Southern Minn. Corp. for Public Broadcasting seeks 89.7 mhz, 100 kw, HAAT 881.3 ft. P.O. address: Box 3208 Mankato 56001. Estimated construction cost \$193,999; first-year operating cost \$180,000. Format: educational. Applicant in non-profit corporation, Brad Theissen, president. Ann. April 26.
 - **Starkville, Miss.**—Charisma Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 230 ft. P.O. address: 707 20th Ave., North Columbus, Miss. 39701. Estimated construction cost \$82,604; first-year operating cost \$7,900; revenue not given. Format: popular. Principals: Charles B. Cooper (62%), Donald R. DePriest (30%) and two others. Messrs. Cooper and DePriest have purchased, subject to FCC approval, WKOR(AM) Starkville. Ann. April 29.
 - ***Plattsburgh, N.Y.**—State University of New York seeks 91.1 mhz, 10 w, HAAT 26 ft. P.O. address: 99 Washington Ave., Albany, N.Y. 12246. Estimated construction cost \$6,102; first-year operating cost \$12,000. Format: educational. Applicant is state university, Marc S. Wald, general manager. Ann. April 29.
 - ***Stone Ridge, N.Y.**—Ulster County Community College seeks 90.9 mhz, 10 kw, HAAT 34 ft. P.O. address: Stone Ridge 12484. Estimated construction cost \$56,109; first-year operating cost \$10,790. Format: educational. Applicant is state college, Rhoda Mones, co-ordinator of communications. Ann. April 26.
 - **Ontario, Ore.**—Blue Mountain Broadcasting Co. seeks 93.1 mhz, 40.4 kw, HAAT 531 ft. P.O. address: 1430 SW 4th Ave., Ontario 97914. Estimated construction cost not given; first-year operating cost \$9,080; revenue \$12,000. Format: contemporary. Principal: John H. Runkle Jr., who also owns KYET(AM) Payett, Idaho. Ann. April 26.
 - ***Gallatin, Tenn.**—Volunteer State Community College seeks 88.3 mhz, 40 w, HAAT 50.75 ft. P.O. address: Nashville Pike, Gallatin 37066. Estimated construction cost \$3,500; first-year operating cost \$200. Format: educational. Applicant is state college. Hal R. Ramer, president. Ann. April 26.
 - **Merkel, Tex.**—Big Country Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 301 W. Rancier, Killeen, Tex. 76514. Estimated construction cost \$33,475; first-year operating cost \$6,000; revenue not given. Format: duplicate KWFA(AM) Merkel. Principals: Ted C. Connell and Gaylon W. Christie, who have purchased, subject to FCC approval, KWFA. Ann. April 26.
 - ***Prairie View, Tex.**—Prairie View A&M University seeks 91.3 mhz, 9.76 kw, HAAT 413 ft. P.O. address: Prairie View 77445. Estimated construction cost \$177,403; first-year operating cost \$60,800. Format: educational. Applicant is state university, David A. Kirkpatrick, head of electronics department. Ann. April 29.
 - **Sulphur Springs, Tex.**—Gilbert Group Inc. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 12118 Landlock, Dallas 75218. Estimated construction cost \$37,932; first-year operating cost \$48,300; revenue \$58,700. Format: MOR. Principals: Galen O. Gilbert (60%), Elnora Gilbert (18%), Melvin K. Price and Sim D. Barclay (11% each). Mr. Gilbert and his wife have interests in KSWM(AM)-KELE(FM) Aurora, Mo.; KTLQ(AM)-KEOK(FM) Tahlequah, Okla.; KZEE(AM) Weatherford, Tex.; KPET(AM) Lamesa, Tex., and KBTN(AM) Neosho, Mo. Mr. Price is with news staff of WRR(AM) Dallas. Mr. Barclay is newspaper distributor. Ann. April 29.
 - ***Salt Lake City**—Listeners Community Radio of Utah Inc. seeks 90.9 mhz, 19 kw, HAAT 3595 ft. P.O. address: 1840 South 1300 East, Salt Lake City 84105. Estimated construction cost \$26,250; first-year operating cost \$35,000. Format: educational. Applicant is non-profit corporation, Stephen Holbrook, project director. Ann. April 26.
 - ***Wheeling, W.Va.**—W. Va. Educational Broadcasting Authority seeks 89.9 mhz, 24.7 kw, HAAT 500 ft. P.O. address: State Building 6, Suite B-424, Charleston, W. Va. 25305. Estimated construction cost \$130,000; first-year operating cost \$8,050. Format: educational. Applicant is state agency, Francis L. Blake, executive secretary. Ann. April 29.
 - **Casper, Wyo.**—Energy Capitol Broadcasting Inc. seeks 95.5 mhz, 100 kw, HAAT 1908.1 ft. P.O. address: 2323 E. 15th St., Casper 82601. Estimated construction cost \$184,305; first-year operating cost \$107,100; revenue \$150,000. Format: beautiful music. Principals: Fred L. Hildebrand (50%) and Harry and Alice Bubeck (50%). Group also own KVOC(AM) Casper. Ann. April 29.
 - **Rawlins, Wyo.**—Korral Radio Inc. seeks 92.7 mhz, 3 kw, HAAT 118 ft. P.O. address: 319 Wyoming St. Rawlins 82301. Estimated construction cost \$38,664; first-year operating cost \$13,420; revenue \$10,400. Format: C&W. Principals: Ralph W. Sterling (38%), his wife, Dorothy (38%) and his son, Bruce (24%). Sterlings own KRAL(AM) Rawlins. Ann. April 29.
- ### FM actions
- ***Angola, Ind.**—Tri-State College—Broadcast Bureau granted 88.3 mhz, 200 w, HAAT 151 ft. P.O. address: Stewart Hall, Park St., Angola 46703. Estimated construction cost \$5,037; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is private educational institution (BPED-2354). Action April 20.
 - ***Rensselaer, Ind.**—St. Joseph's College—Broadcast Bureau granted 90.5 mhz, 10 w, HAAT 140 ft. P.O. address: Box 51, Rensselaer 47978. Estimated construction cost \$3,490; first-year operating cost \$2,000. Format: Variety. Principal: Applicant is nonprofit private educational institution (BPED-2291). Action April 20.

Ownership changes

Applications

- **KPAZ-TV Phoenix, (ch 21)**—Seeks assignment of license from Glad Tidings Church of America to Trinity Broadcasting of Arizona for approximately \$2 mil-

lion in debts. Seller is religious organization which has operated at loss for several years. Buyer is nonprofit, nonstock religious corporation, Paul F. Crouch, president. Trinity owns KLXA-TV Fontana, Calif., and has applications for new TV's at Seattle and Oklahoma City pending. Ann. April 28.

■ WCCR(AM) Urbana, Ill. (1580 khz, 250 w-D)—Seeks assignment of license from Airways Inc. to Yankee Ridge Broadcasting Inc. for \$300,000. Sellers: Richard Glover, Robert Eisner, Ray Livsay and Richard Brown (25% each). They also own WSSB(AM) Durham, N.C. Buyer is owned by John R. Bowen and his father Charles (45% each) and Allen L. Wolfe (10%). Younger Bowen and Mr. Wolfe are WCCR employees. Elder Bowen works with electronics firm. Ann. April 26.

■ KOAK(AM) Red Oak, Iowa (1080 khz, 250 w-D)—Seeks assignment of license from Red Oak/Clarinda Radio Inc. to Red Oak Radio Co. for \$210,000. Sellers: Joseph P. Uzdavinis, A. Richard Cohen (48% each) and Richard Henry. They have no other broadcast interests. Buyer is owned equally by Vernon E. Olson, Gary D. Marx, Dale R. Munson and Gary A. McConnell. Mr. Olson is KOAK news director, Mr. Marx is public relations director of Omaha school district. Mr. Munson is weathercaster with WOWT(TV) Omaha. Mr. McConnell is Omaha accountant. Ann. April 26.

■ WETT(AM) Ocean City, Md. (1590 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Guy R. Ayers III, trustee to Coastal Telecommunications Corp. for \$5,000. Station is in bankruptcy. Buyer is owned by Stuart Frankel (50%) and Howar K. Cohen (50%). They also own WAYE(AM) Baltimore. Ann. April 26.

■ KMOS-TV Sedalia, Mo. (ch. 6)—Seeks assignment of license from Mid-America Television Co. to Central Mo. State University for \$1,000. Seller: Mid-America, wholly owned by Kansas City Southern Industries, also owns KRCC(TV) Jefferson City, Mo., and WEEK-TV Peoria, Ill. Sedalia station, satellite of KRCC, has operated at loss for some time. Buyer is state university at Sedalia. It owns *KCMW(FM) Warrensburg, Mo. Ann. April 28.

■ WADR(AM) Remsen, N.Y. (1480 khz, 5 kw-D)—Seeks assignment of license from P. H. Inc. to Renman Broadcasting Inc. for \$200,000. Sellers: Dwain and Gloria Munyon, married. They have no other broadcast interests. Buyer is owned by Lawrence E. Manuel (80%) and Eugene A. Wahl (20%). Mr. Manuel is vice president of American Research Bureau, media research firm. Mr. Wahl is Alexandria, Va., maintenance engineer and retired Air Force colonel. Ann. April 26.

■ WRUN(AM)-WKGW(FM) Utica, N.Y. (AM: 1150 khz, 5 kw-D, 1 kw-N; FM: 104.3 mhz, 100 kw)—Seeks assignment of license from 1150 Broadcasting Inc. to WRUN Inc. and WKGW Inc. for \$1,000,000. Seller is wholly owned by Woods Communications Corp., owner of WTOB(AM) Winston-Salem, N.C. Principal is John Woods. Buyers are owned by Robin B. Martin (51%), Ernest S. Johnston, L. William Seidman (18% each) and William Nicholson (13%), all of Washington area. Mr. Martin owns WKNY(AM) Kingston, N.Y. (47%), WMGW(AM)-WZPR(FM) Meadville, Pa. (20%), WOLF(AM) Syracuse (55%), WBZA-AM-FM Glen Falls (6.7%) both New York. He is with National Transportation Safety Board. Mr. Johnston owns Washington advertising agency. Mr. Nicholson has various business interests in Minnesota. He is former White House appointments secretary. Mr. Seidman is Aspen Institute adviser and former assistant to President. He owns 20% KSPN(FM) Aspen, and 19% of KVMN(AM) Pueblo, both Colorado. Mr. Martin is son of Alastair B. and Edith Martin, who with their daughter, Dorothy Moore, have interests in WAAL(FM) Binghamton, N.Y.; WPIC(AM)-WYFM(FM) Sharon, WMGW(AM)-WZPR(FM) Meadville, both Pennsylvania; WTRU(AM) Muskegon, WGRD-AM-FM Grand Rapids, both Michigan, and WKNY(AM) Kingston, N.Y. Ann. April 26.

■ WAGY(AM) Forest City, N.C. (1320 khz, 1 kw-D)—Seeks transfer of negative control of Tri-City Broadcasting Co. from estate of A. Hoyle Lovelace (50% before; none after) to Lula S. Lovelace (none before; 50% after). Consideration: none. Transfer is resolution of estate of Mrs. Lovelace's late husband. Other 50% of station is owned by G. T. Becknell. Ann. April 26.

■ *WTGN(FM) Lima, Ohio (97.7 mhz, 3 kw)—Seeks transfer of control of Associated Christian

Broadcasters from original board of trustees to new board. Consideration: none. Company is nonprofit corporation. New board is made up by: R. Stanley Tam, Art Arthur, Virgil Mousa and Ron Mighell. Ann. April 26.

Actions

■ WPID(AM) Piedmont, Ala. (1280 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WPID Radio Station to Radio Station WPID for \$125,000. Seller is Terrance J. Gladden, who has no other broadcast interests. Buyer is Alex Allen Carwile, who is WPID sales manager (BAL-8923). Action April 21.

■ WIGG(AM) Wiggins, Miss. (1420 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Coinco Inc. to Jeadron Partnership for \$75,000. Seller is owned by James E. Clinton, who also owns WMLC(AM) Monticello, Miss. Buyers are Joe Waddell, Ed Cundiff and Sharon Patterson. Mr. Waddell is wholesaler of industrial supplies; Mr. Cundiff is general manager of WAIN-AM-FM Columbia, Ky., and Mrs. Patterson is in advertising (BAL-8928). Action April 18.

■ KGMV(AM) Missoula, Mont. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Mission Broadcasters Inc. to Robert E. Ingstad for \$300,000. Sellers are Louis G. Erck (68%), who also owns 90% of KHAP(AM) Aztec, N.M., and James T. Goddard (32%). Mr. Ingstad owns KGFX(AM) Pierre, KKLS-AM-FM Rapid City, both South Dakota (100% each), KOVC(AM) Valley City, N.D., KBMW-AM-FM Breckenridge and KWAD(AM)-KKWS(FM) Wadena, both Minnesota (25% each) (BAL-8926). Action April 18.

■ KFMT(FM) La Grande, Ore. (93.3 mhz, 1.45 kw)—Broadcast Bureau granted assignment of license from Struck and Associates Inc. to KLBH Inc. for \$35,000. Seller: Principal is Monte L. Struck, who has no other broadcast interests. Station is no longer on air, and Mr. Struck requested waiver of "three year rule." Buyer is Kenneth L. Lillard, who owns and manages KLBH(AM) La Grande (BALH-2439). Action April 21.

■ KCYL(AM)-KLTD(FM) Lampasas, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Lampasas Broadcasting Co. to Group Seven Broadcasting Co. for \$308,750. Seller is Stephen S. Sampson, who has no other broadcast interests. Buyer is owned equally by Kenelm W. Herschel, Richard E. Fain and Donald E. Fain. Mr. Herschel is partner in Tulsa, Okla., restaurant. Mr. Richard Fain is president of Creative Advertising Inc., Tulsa, and former operations manager of KCNW(AM) Tulsa. His brother Donald owns Canton, Ohio, food store (BAL-8935, BALH-2449, BALRE-3176). Action April 20.

■ KSAQ(FM) San Antonio, Tex. (100.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from KEPO Broadcasting Co. to Radio Alamo Inc. for \$625,000. Seller is owned by Pacific Western Broadcasting Co. which also owns KQAM(AM) San Antonio. Pacific acquired stations in 1974 and received waiver of FCC's "three year rule." Company recently sold KVFM(FM) San Fernando, Calif., to Buckley Communications Inc. for \$501,000 (BROADCASTING, Aug. 23, 1976). Principal in Pacific Western is John J. Shepard, who also has interest in WLAV-AM-FM Grand Rapids, Mich. Buyer is owned by Mr. and Mrs. Arthur J. Shadek. Mr. Shadek is majority stockholder of KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KRDS(AM) Tolleson, Ariz., and KBRN(AM) Brighton, Colo. (BALH-2433). Action April 20.

FM licenses

Broadcast Bureau granted following licenses covering new stations: WPNM Ottawa, Ohio (BLH-7281); WKDO-FM Liberty, Ky. (BLH-7274).

Facilities changes

TV action

■ WJAN Canton, Ohio—Broadcast Bureau granted

CP to make changes; ERP 389 kw, 437 kw max.; ant. height 450 ft.; change type of trans.; condition (BPCT-4988). Action April 20.

AM action

■ WTJS Jackson, Tenn.—Broadcast Bureau granted CP to change nighttime ant. trans. location to 122 Radio Rd., Jackson (same as daytime site) and delete remote control of trans. (BP-20,760). Action April 14.

FM actions

■ *KUSF San Francisco—Broadcast Bureau granted mod. of CP to change trans. and make changes in transmission line; ERP 2.85 kw max. (H&V); ant. height 300 ft.; remote control permitted; conditions (BMPED-1472). Action April 20.

■ KINX Colorado Springs—Broadcast Bureau granted CP to change ERP to 50 kw; remote control permitted (BPH-10,482). Action April 21.

■ WVIC-FM East Lansing, Mich.—Broadcast Bureau granted CP to redescribe trans. location; make changes in ant. system; install new ant.; ERP 13.5 kw; ant. height 500 ft. remote control permitted; conditions (BPH-10,341). Action April 21.

■ WHBM Xenia, Ohio—Broadcast Bureau granted CP to redescribe trans. location to 1937 June Drive; delete remote control; install new trans. and ant.; ERP 3.0 kw (H&V); ant. height 195 ft. (H&V) (BPH-10,108). Action April 20.

■ KNKN Sinton, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to KNKN FM C 101.3 Inc. (BMLH-575). Action April 20.

In contest

Designated for hearing

■ Parker, Ariz., FM proceeding: Gilbert Leivas (BINA Broadcasting Co.) and OM Broadcasting Inc., competing for 99.3 mhz (Docs. 21,227-8)—Chief, Broadcast Bureau designated for hearing to determine whether OM is financially qualified; areas which would be served, and which proposal would better serve public interest. Action April 26.

■ Berryville, Va., FM proceeding: Berryville Broadcasting Co. and Berryville Media Group competing for 105.5 mhz (Doc. 21,185-6)—Chief, Broadcast Bureau designated for hearing to determine efforts made by both parties to ascertain community's problems and which proposal would better serve public interest. Action April 21.

Case assignment

■ Athens, Tenn., FM proceeding: James C. Sliger and Cumberland Broadcasting Corp. competing for 101.7 mhz (Doc. 21,132-3)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge and scheduled hearing for July 26. Action April 27.

Procedural rulings

■ Gloucester, Mass., FM proceeding: Simon Geller (WVCA-FM) and Grandbanke Corp. (Docs. 21-104-5)—ALJ John H. Conlin scheduled hearing for June 28 in Gloucester vicinity. Action April 25.

■ Rochester, N.H., FM proceeding: J. Sherwood Inc. and Strafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20,618-9)—ALJ Byron E. Harrison dismissed with prejudice application of J. Sherwood Inc. and deleted that application for caption of proceeding; set certain procedural dates, and schedule hearing for Aug. 2. Action April 26.

■ Greensboro, N.C., TV proceeding: WFMV Television Corp. (WFMV(TV)) (Doc. 20,835)—ALJ Lenore G. Ehrig rescheduled hearing for July 18. Action April 22.

Initial decisions

■ St. Louis, TV proceeding: Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20,820-1)—ALJ Joseph Stirmer denied application of Midwest for new commercial UHF on ch. 24. Because Midwest lost its originally proposed trans. site and did not secure new one, Judge Stirmer said it

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCEE</p>
<p>CARL T. JONES ASSOCS. (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va 22042 Member AFCEE</p>	<p>LOHNES & CULVER Consulting Engineers 1154 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCEE</p>	<p>SILLIMAN, MOPFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4864 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5542 DENVER, COLORADO Member AFCEE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Heskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 9204 N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233 Member AFCEE</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 356-9504 Member AFCEE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 (214) 321-8140 DALLAS, TEXAS 75218</p>	<p>L. SCOTT HOCHBERG & ASSOCIATES NON-COMMERCIAL RADIO APPLICATIONS — DESIGN Box 25304, Houston, Texas 77005 713—523-7878</p>

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2 readers per copy.

SWAGER TOWER CORPORATION
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219—495-5165

BROADCAST TECHNICAL SERVICE, INC.
• AM-FM Station Construction
• Audio/Skeleton ... Partial Proofs
• Signal Sound Improvement
• FREE Counsel by Phone
Phone 817—772-3371
Box 7343 • Waco, Texas 76710

dataworld inc
Technical broadcast data base
Engineering computations
FCC actions "flag" service
1302 18th St., N.W., Suite 502
Washington, D. C. 20036
(202) 296-4790

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

clearly lacked requisite qualifications to construct television station. Ann. April 25.

■ Chillicothe, Ohio. **FM proceeding:** Court House Broadcasting Co. and Frederick F. and Sally S. Stannard, competing for 94.3 mhz (Docs. 21,013-4)—ALJ Lenore G. Ehrig granted application of Standards. Ann. April 25.

■ KMCM(AM) McMinnville, Ore., **renewal proceeding:** Norjudd Broadcasting (Doc. 20,543)—ALJ Frederick W. Denniston renewed license of Norjudd for remainder of license term—Feb. 1, 1978. Ann. April 28.

Complaints

■ Total of 8,376 broadcasting complaints from public was received by commission during March, increase of 966 over Feb. Other comments and inquiries to Broadcast Bureau for March totaled 2,122, increase of 37 over previous month. Commission sent 1,828 letters in response to these comments, inquiries and complaints.

Fines

■ KFRB(AM) Fairbanks, Alaska—Broadcast Bureau ordered licensee to forfeit \$500 for repeated failure to abide by rule requiring licensed operator be in actual charge of transmitting system. Action April 12.

■ WFRL-AM-FM, Freeport, Ill.—Broadcast Bureau ordered licensee to forfeit \$1,000 for repeated violation of various sections of rules including failing to read and enter various items in maintenance log. Action April 12.

■ K249AC Circle, Mont.—Broadcast Bureau ordered permittee to forfeit \$250 for moving FM translator station to new site without FCC approval. Action April 26.

■ WVOE(AM) Chadbourne, N.C.—Broadcast Bureau ordered licensee to forfeit \$500 for not maintaining to within 90% of licensed value ant. input power and by not having logs kept by employes competent to do so having actual knowledge of facts. Action April 5.

■ KJBC(AM) Midland, Tex.—Broadcast Bureau ordered licensee to forfeit \$1,000 for operating with ant. input power greater than 105% of authorized power during presunrise operations. Action April 12.

■ WELK(AM) Charlottesville, Va.—Broadcast Bureau ordered licensee to forfeit \$1,500 for overpower and underpower operation. Action April 6.

■ KULE(AM) Ephrata, Wash.—Broadcast Bureau ordered licensee to forfeit \$500 for not maintaining operating power as authorized. Action April 5.

■ WLIT(AM) Charleston, W. Va.—Broadcast Bureau notified licensee that it incurred apparent liability of \$250 for operating with unlicensed operator in charge of trans. Action April 20.

Other action

■ KEKO(TV) Elko, Nev.—Broadcast Bureau, at request of licensee, canceled KEKO license effective March 18; deleted call letters, and closed all FCC records pertaining thereto. Action April 8.

Allocations

Actions

■ Knoxville, Tenn.—Broadcast Bureau proposed assignment of ch. 282 as community's fourth commercial FM. Action was response to petition by James F. Stair and Hillary K. Duckett. Comments are due June 6; replies June 27 (Doc. 21,211). Action April 21.

■ Chilton, Wis.—Broadcast Bureau proposed assignment of TV ch. 22 and substitution of ch. 68 for ch. 22 at Oshkosh, Wis. Action was response to petition by Calumet County Broadcasting service. Comments are due June 6; replies June 27 (Doc. 21,210). Action April 21.

Rulemaking

Petition

■ Town and Country Radio Inc. requests amendment of commission's rules relating to multiple ownership of standard, FM and television broadcasting stations (Doc. 20,548). Ann. April 25.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced April 26 (stations listed are TV signals proposed for carriage):

■ Nor Cal Cablevision Inc., for Biggs, Calif. (CAC-08554): KTVU Oakland, KCRA-TV Sacramento, KVIE Sacramento, KIXE-TV Redding, KHSL-TV Chico, KOVR Stockton, KMUV-TV Sacramento, KRCR-TV Redding, KXTV Sacramento, all California.

■ Wamego Community Antenna Systems Inc., for Wamego, Kan. (CAC-08555): Interim authorization for existing operation.

■ Carroll Cable Co., for Carroll, Iowa (CAC-08556): WTCG Atlanta, and to delete: KVFD-TV Fort Dodge, Iowa.

■ Telecable Associates Inc., for New Iberia, La. (CAC-08557): WTCG Atlanta; KPLC-TV Lake Charles, La.

■ Morris Cable Service, for Morris, N.Y. (CAC-08558-9): WICZ-TV Binghamton, N.Y.

■ Kentucky Cable TV Inc., for Bardstown, Ky. (CAC-08560): Certificate of compliance for existing operation.

■ Newchannels Corp., for Clifton Park, N.Y. (CAC-08562): WTEN Albany, WRGB, Schenectady, both N.Y.; WOR-TV New York; WSBK-TV Boston, WAST Albany, WMHT Schenectady, WPIX New York.

■ U.S. Cablevision Corp., for Monroe, N.Y. (CAC-08561): Certificate of compliance for existing operation.

■ Danville Cablevision Co., for Danville Va. (CAC-08563): WYAH-TV Portsmouth, Va.

■ Danville Cablevision Co., for Pittsylvannia, Va. (CAC-08564): WYAH-TV Portsmouth, Va.

■ Yachats Community TV System Inc., for Waldport, Yachats, both Oregon (CAC-08565-6): KATU Portland, Ore.

■ Telecable Associates Inc., for Abbeville, La. (CAC-08567): Certify operation.

■ Retel TV Cable Co., for Canton, Alba, both Pennsylvania (CAC-08568-70): Certificate of compliance for existing operation.

■ South Dakota Cable Inc., for Belle Fourche, Deadwood, Lead, Sturgis, all South Dakota (CAC-08571-7): Certificate of compliance for existing operation.

■ Turkey Creek Cable TV Ltd., for Alachua, Fla. (CAC-08575): WUFT, WCJB Gainesville; WESH-TV Daytona Beach; WJXT, WTLV Jacksonville; WDBO-

TV, WFTV Orlando; WTOG St. Petersburg; WJCT, WJKS-TV Jacksonville, all Florida.

■ Blacksburg Cable TV Co., for Montgomery, Va. (CAC-08576): WSLV-TV, WDBJ-TV Roanoke, WLVA-TV Lynchburg, both Virginia; WTTG Washington; WHIS-TV Bluefield, W. Va.; WOAY-TV Oak Hill, W. Va.; WXII Winston-Salem N.C.; WBRA-TV Roanoke; WDCA-TV Washington.

■ Great Lakes Cable TV Inc., for Arnolds Park, Milford, West Okoboji, Wahpeton, Orleans, Okoboji, all Iowa (CAC-08577-82): KUSD-TV Vermillion, S.D.; KCAU-TV, KSIN Sioux City, Iowa; KSFY-TV Sioux Falls S.D.; KVFD-TV Fort Dodge, Iowa; WTCG Atlanta, Ga.; KTIV, KMEG Sioux City; KELO-TV Sioux Falls; KEYC-TV Mankato, Minn.; WTCN-TV Minneapolis; KWGN-TV Denver.

■ Osborne Electronics, for Ashland, Kan. (CAC-08583): Certificate of compliance for existing operation.

■ Crosswicks Industries Inc., for Brick Town, Point Pleasant, Point Pleasant Beach, Bay Head, Mantoloking, all New Jersey. (CAC-08584-8): Interim authorization for existing operation.

■ Clear Vue TV Inc., for Durant, Okla. (CAC-08589): Interim authorization for existing operation.

■ Charleston Cable TV Co., for Charleston, S.C. (CAC-08590): WYAH-TV Portsmouth, Va.

■ Carolina Cable Video Inc., for Charleston, S.C. (CAC-08591): WYAH-TV Portsmouth, Va.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Hillsboro CATV Inc., for Plant City, Fla. (CAC-05836); Brookhaven Cable TV Inc., for Patchogue, N.Y. (CAC-07108); Brookhaven Cable TV Inc. for Bellport, N.Y. (CAC-07109); Grand Saline Cable TV, for Grand Saline, Tex. (CAC-07234); Konocui Inc., for Lakeport, Calif. (CAC-07272); Konocui Inc., for Lucerne, Clearlake Oaks, Nice, all California (CAC-07273-6); Waterbury Community Antenna Inc., for Waterbury, Conn. (CAC-07279); Summit Communications Inc. for Port Townsend, Wash. (CAC-07370); CATV Services Inc. for Watsontown, Pa. (CAC-07397); Tri-State Cable Construction Inc., for Scio, Ohio (CAC-07412); Cablecom-General of Kirksville Inc., for Kirksville, Mo. (CAC-07587); Suburban Cablevision, for Orange, N.J. (CAC-07594); Storer Cable TV Inc., for San Andreas, Calif. (CAC-07668); Carolina Cable TV Inc., for Newberry, S.C. (CAC-07791-2); Covington Cable TV Inc., for Covington, Ind. (CAC-07823); Cablevision of New Jersey, for New Milford, N.J. (CAC-07846); Lynchburg Cablevision Inc., for Lynchburg, Va. (CAC-07923); Greenwood Cable TV, for Greenwood, Ark. (CAC-07980); Shadix Radio and TV Inc., for Beverly, Ohio (CAC-07981); Clinton County Cable Corp., for Wilmington, Ohio (CAC-08011); Texas Community Antennas Inc., for Sulphur Springs, Tex. (CAC-08042); Westover TV Cable Co. for Meadowdale, W.Va. (CAC-08047); Westover TV Cable Co., for Monongah, W.Va. (CAC-08050); Silver King Video, for Glen Haven, Calif. (CAC-08274); Delhi Video, for Delhi, N.Y. (CAC-07793).

Rulemaking

■ Spartan Radiocasting Co. seeks amendment to rules and regulations concerning network program non-duplication protection requirements. Ann. April 27.

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

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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.

Pacifica Radio KPFK, listener-sponsored, Los Angeles, seeks general manager, challenging, creative position. Manager gives fiscal, administrative, programing leadership to talented hardworking staff and volunteers. Affirmative action important. Send resume and statement of interest by May 15, 1977 to LPS, PO Box 8639, Universal City, CA 91608.

KMJQ in Houston needs experienced local and national general sales manager. Letters only to General Manager, Jim Maddox or Joe Amatore, c/o WFTL Radio, Ft. Lauderdale, FL. Station will be number one Black and in the top five in general market.

Bonneville Contemporary M.O.R. looking for an Operations Manager who is motivated and can motivate a talented staff in building the 25 to 49 winner in Albany. Includes air shift. Adult contemporary experience required. Tapes and resumes to: Guss Cawley, General Manager WWOM Box 5146 Albany, NY 12205.

Southwestern Broadcast Group seeks strong General Manager for regional C&W AM—100,000 Watts FM medium market sunbelt. Need Engineer-Announcer same market. Fast paced announcer. Production people at other contemporary—C&W stations. EOE. Box E-112.

Sales Manager, Idaho. Proven, personal salesability essential! Lead, train green crew. Expanding ... superb potential. Box E-99.

Professional, experienced salesperson to take over management of sales dept for small mkt AM/FM NH station. Management experience, preferred. 20,000+ 1st year for right person. Send resume to Ann Roy, WECM, Claremont, NH.

HELP WANTED SALES

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.

Salesman for FM station. Excellent future for experienced person. WEFA, 4 South Genesee Street, Waukegan, IL 60085.

Sales Manager—Contemporary Country—Excellent Opportunity for self-starter if you are now in sales and want to move up in a growing corporation. RAB trained preferred. Resume to Bill Hart, P.O. Box 926, Cheyenne, WY 82001. An equal opportunity employer.

Salesperson Top Billing radio stations in one of the nation's most prosperous markets is seeking an experienced salesperson to assume actively billing account list. WIQB-FM (AOR) and WNRS-AM (Modern Country) Ann Arbor, Michigan. Send resume and track record to Mark Sciumeca, P.O. Box 5, Ann Arbor, MI 48107.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market—managerial opportunity. WHLI—Box 219, Hempstead, NY 11550.

Mid-Mich. Need now! Sales Manager. Includes short air shift daily, base +commission. 14G+ if you work. No floaters. WRBJ AM/FM Box 320, St. Johns, MI ATTN: Edd Monskie.

Wanted: Sales representative for class "A" FM, Beautiful Music Station, New Owners, Excellent Market. Excellent opportunity for proven sales ability. Immediate opening. Write P.O. Box 1976, Lafayette, IN 47901.

Local Sales, established account list. Send resume WSGO PO Box 144 Oswego, NY 13126. EOE.

15-25 Thousand Income for aggressive experienced salesperson. Management possibility. WELV, Ellenville, NY 12428. EOE.

Regional Colorado Station needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We don't want to kill you with work; we're looking for an Instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166.

Hungry Salesperson for country AM in major Northeast market. Prove you can sell then eat lobster. Box E-98.

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.

HELP WANTED ANNOUNCERS

Talk. Florida radio station seeks experienced, well-informed, provocative talk host. Good production voice. Resume. Box D-170.

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.

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.

KEZK Radio in Saint Louis will pay up to \$18,000.00 for a top professional announcer with a successful beautiful music background. Good company benefits. If you feel you're among the best in the country and are ready to move, send tape and resume to fill immediate opening to Tom Sanders, KEZK, 1780 South Brentwood Blvd., St. Louis, MO 63144 or telephone 314-968-5550.

Expanding Again. Adding another production news person. Must be experienced with resonant commercial voice. If you want to live in beautiful Southern California and work for a solid growing concern, have excellent advancement opportunities, then contact Lyle Richardson, KUDE/KJFM, Oceanside, CA 92054. Telephone 714-757-1320.

Well known Muskegon, Michigan contemporary M.O.R. needs your talent. Growing chain. Excellent opportunity. Send tape and resume. Box 238, Muskegon, MI 49443.

Radio announcer for University-owned 100,000 watt FM public radio station. Requires ability to do sports play-by-play and color commentary as well as music announcing, including classical. College degree, preferably in broadcasting, and FCC 3rd phone with broadcast endorsement required. Send resume and tape to Manager, KASU, Box 4-B, State University (Jonesboro), AR 72467. Deadline for applications is June 1, 1977. Arkansas State University/KASU is an equal opportunity/affirmative action employer, M/F

Maryland-MOR station—immediate opening—fulltime announcer with 1st class FCC tk1 for 7pm. to midnite shift—Mon-Sat ... \$160 pr week to start. Send resume to Box E-30.

Wanted: Announcer with first ticket willing to work any shift. WAMD, Aberdeen, MD 21001

Air-Personality for Contemporary format: Strong on production. Group ownership, benefits, E.O.E. Send tape, resume to Robert Day, WCPA, Box 1032 Clearfield, PA 16830.

WAEE Southern West Va. leading Country Station has an immediate opening for two Country Music D.J.s. 3rd and 1st class with knowledge of light engineering. Salary commensurate with ability. Send tape, Resume, etc. to Henry Beam P.O. Box 1011-Princeton, WV 24740.

Air Staff Personnel wanted for Top 10 Market. Must have previous experience as R&B disc jockey. Please send resume. Equal Opportunity Employer. Box E-126.

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

HELP WANTED TECHNICAL

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.

Experienced Chief Engineer for Non-Directional 5KW AM and 56KW FM Stereo with storecast maintenance. New studios, 1975, good equipment, atmosphere, group insurance, stock option possibility. Progressive, clean, small town on large lake away from big city problems. Give references, background first letter. Box E-21.

C. E. For Northeast AM DA-2. Must be experienced in directional construction. Salary commensurate with experience. Reply Box E-65.

Chief Engineer for AM/FM combo, FM automated. Contact William B. Chesson, GM, WSTV/WRKY, 320 Market St., Steubenville, OH 43952. EOE.

Chief Engineer for University licensee public radio station in Northeast Texas. Responsible for full technical operation of 7 KW Stereo FM. Person selected will also be responsible for instructing one college level course. Valid FCC First Class Radiotelephone license required and Master's degree preferred. Include resume, references and salary requirements. Send to Station Manager, KETR, P.O. Box BB, E T Station, Commerce, TX 75428. EOE/Affirmative Action Employer.

Immediate opening for Chief Engineer at KRIZ, Phoenix. 1st phone and broadcast experience required. Contact Hue Beavers at 602-258-6717, Equal Opportunity Employer.

Chief Engineer for top rated California 3 tower directional AM-Stereo FM-Automation. Please, only ambitious, experienced pros apply for this fine opportunity. We are an equal opportunity employer and encourage minorities and women to apply. Call Now—Lyle Richardson, KUDE-KJFM Oceanside, CA 714-757-1320.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer, California University N.P.R. station. Responsible for upkeep and maintenance of 30 kw. facility. Knowledge of transmitter and audio component maintenance and FCC regs necessary. Minimum 5 years broadcast or related experience and a 1st. Salary comm. with experience. Send resume to KUOP Station Manager, 3601 Pacific Ave., Stockton, CA 95211. Closing date May 23. An affirmative action/ equal opportunity employer.

Chief Engineer for public station KUID-TV. Requires FCC First, recent TV station experience, and experience with RF circuitry. \$17,000-\$18,500. Closing Date, May 31, 1977. For application procedure and vacancy announcement contact Arthur R. Hook, GM, KUID-TV, University of Idaho, Moscow, ID 83843. An EEO/AA Employer.

1st Class engineer who can handle heavy AM/FM maintenance. Knowledge of I.C. helpful. Also will handle adult contemporary airshift. Tape and resume to: Bob Lowry, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED NEWS

Opening for radio journalist who can gather, write, edit, and deliver news—assign edit staff members and stringers. Box D-174.

WARE Radio serving suburban Springfield-Worcester area wants experienced news person for gathering, writing and airing news. At this station news is number one. Person will also do talk show. Send audition and resume to Mr. Ellery, WARE Radio, Ware, MA 01082.

News person wanted for our active, competitive news department. Our 5 kw market-leading station serves a metro area of 60 thousand, a trade area of 200 thousand. The person we hire will write and deliver news, cover city government, other news assignments. Tapes, resumes, salary requirements to Len Iwanski, KNOX Radio, P.O. Box 1638, Grand Forks, ND 58201

All News 16 is expanding and we need good news people immediately. Tape and resume to Larry Cohen, 4286 Uphegrove Lane, West Palm Beach, FL 33407.

WLAM Needs news director to lead 3 person staff. Good delivery, leadership, gathering a must. Need understanding of what local news means. Growth opportunity. Tape, resume to Don Zihlman Box 929 Lewiston, ME 04240. E.O.E.

Two on air Writer/Reporters for all news independent radio. Must have background in heavy writing and reporting. Good conversational air sound. Jobs open now. Send resume, tape: Jay Frank, Operations Manager, WOSA, Box 7700 Sarasota, FL 33578.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Group Broadcaster needs experienced O-format P.D. for new acquisition medium Southeast market. Send air check, resume and references to Cleve J. Brien, PO. Box 8147, Montgomery, AL 36110.

Program Director, Northwest medium market. Strong on leadership, ideas, production. First phone helpful. EOE. Box E-113.

Experienced copywriter to produce crisp, lively, imaginative commercials. Immediate opening. New York State. Box E-75.

SITUATIONS WANTED MANAGEMENT

An unbeatable team. Station Manager who sells and loves it. Sells own news and talk shows plus all other station shows. Former station owner with eight years of Certified Public Accountants reports to verify success. Willing to invest. Married to Bookkeeper/Office Manager. Experienced all facets of broadcast receivables, payables and collections. Computer expert. Excellent references, charm, personality and lovely appearance. Will travel anywhere. Full details upon request. Interview welcomed. Box E-13.

14 Years Broadcasting experience in small market radio want permanent general managers position in small market station. Call Bill Sutton 607-734-1025 or write PO Box 596 Main Station, Endicott, NY 13670.

General Manager with heavy experience in Sales and Sales Management, Programming and Promotion. Background includes G.M. in medium and major markets with major broadcast group. Consistent profit producer, effective "People Manager" with best of references from employers and industry associates. Special consideration to situations offering opportunities for equity participation. Box E-121.

Certified Broadcast Engineer, with 26 years experience, would like to manage, program, and engineer ... can save you money. Box E-117.

GM-19 years all phases radio. Seeking smashing opportunity so we can both make SSSS. Box E-107.

Chief Engineer, Program Director and Salesman looking for station or operations manager position. Box E-105.

The Big Difference between an average GM and an outstanding one is the difference between "getting the job done" and "making things happen." A documented track record of outstanding performance (over \$14 million in billings) in major and medium markets is immediately available. So am I. You can make things happen by contacting Broadcasting Box E-100.

SITUATIONS WANTED SALES

PD 150,000+ Mkt. Seeks sales opportunity at a winner. Box E-5.

Currently employed sales manager with 3rd endorsed, wants to move up in a small or medium market sales position in Indiana, Ohio, Illinois, Michigan or Kentucky. Box E-12.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light 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.

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.

Sports Announcer Seeks promising radio position. College grad; experienced in PBP, voicers, interviewing, features, and program prod. Northeast preferred, but will consider relocation. Call Joel Coran at 617-484-1779.

Attention Station Managers! Now hire a pro voice for all your commercials. Professionally produced with sound effects and/or music for as little as \$25.00 a week. Will write copy too. If so desired at no extra cost. Including ID's and Promo's. Automated stations a specialty. Send for sample tape with your copy or send background information and I'll take it from there. Please send \$1.00 for postage and tape. Limit 2 commercials. Gordon Walsh Productions, P.O. Box 356, Stuart, FL 33494, or call 305-287-5599. No social security, retirement, insurance or taxes to pay—only \$25 a week.

Cleveland, Ohio DJ with friendly style & 10 years experience available now. Any major market considered. Ed Brady 216-398-5346.

D.J., Smooth delivery, not a screamer, contemporary/Top 40 style, entertainer, 3rd w/endorsement. Experienced. Tape available. Dave Caulk, 1010 W. Clark, Urbana, IL 61801. 217-384-0158.

Third Endorsed, college trained, production, light board. Guy Plude, Whitehall, NY 12887. 518-499-1883.

Experienced professional, knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

Beautiful Music announcer now working Washington DC. Looking for another major market—Prefer Top 5. Great pipes. 3rd. From Mutual, NBC, Metromedia. 35, single, sober. Call 703-684-8030.

College Grad., 26, single, broadcasting school—third endorsed, light board, good voice, tapes upon request—sales background, too. Box E-67.

First phone AM drive personality. 8 years, top flight production, presently employed. Looking for a real pro? Listen to me! Box E-49.

P.D. Seeks, new challenge. Interested in winning. Degree. Good References. Box E-7.

D.J. Strong on Commercials and news, available now. Honest, energetic, hard working—3rd endorsed—all markets! Phil Anthony, 239W, 117th. St. Chgo. IL 60628. Call: 312-264-3159, between 9A.M. and 5 P.M.

Seeking Medium Market Top 40-contemporary gig. Good pipes. 1st ticket. Very hard working-dedicated. Martin, 615-374-2029.

Good pipes, 3 months commercial experience plus university degree, seeking small to medium market. Very hard working. Robert, 615-374-3830.

Broadcast school graduate, with 3rd endorsed and some experience seeks position at a Christian broadcast station. Arthur L. Andrews, 2713 Trailridge Road, Huntsville, AL 35810.

Southeast Pennsylvania: John LaMonica seeks airshift/production work. Good stable jock and coworker. 215-256-6330.

A Baby Girl! Inability to move for last few months has kept me away from radio. Good pipes, brains and exper. Teach DJing at broadcast school. Good disco & public appearance jock. Super prod. lo boot. Mike 617-872-5532.

Morning Drive Team—Dick and Ellen Stout, warm friendly communicators, excellent references. 703-437-4881.

Announcer/DJ, third endorsed. 24, single, college experience, eager to work, anywhere, but prefer East, for tape and resume: Jay Linn, 135 Martin Rd. Pittsburgh, PA 15237, or 412-364-5622.

Former Cocoa Beach Jock. Top-40/Contemporary. 1 yr. experience 3rd endorsed. Anywhere. 212-629-1169, mornings.

How about a personality that's really frank and honest with his audience and considers himself an entertainer. Ad-libbing, some tongue partially in cheek statements, nothing obscene or offensive, prepared one liners, all this within your format. 9 years at it and still love it. Some good references, some, oh well. I really communicate and can capture an audience. Think about this one. Let me send you a notarized aircheck of my 18 minute interview with David Frost that came out blank. 215-NI4-3679.

Have Grown Up in Radio, two years on air AOR experience. seek same. Young, ready to move anywhere, anytime. Call 914-229-8608 or John Pellis, 4 Carlyle Road, Hyde Park, NY 12538.

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.

Experienced Professional Announcer Sales. M.D., PD Extensive music knowledge. Looking, not rushing. Prerequisite is settlement. Don't Bother unless you're proud and professional. Box E-118.

Good Attitude, voice, knowledge, experience, ability, current midwest AM/FM. P.D., 1st phone, sales experience. Box E-95.

I'm Good-Four Years experience, dependable, give news from UPI during show, third, request later. Interested in future move. Box E-102.

Top Ratings—My show received the best numbers in the market—and as P.D., I brought them to my station as well. I'm in a small market looking to move up. Can you afford not to check me out? Box E-91.

Lady with 6 yrs. experience; first phone; excellent voice; good production; want air shift in med or major market; prefer cont. MOR or rock. I would be an asset to your station and air sound. Box E-80.

If \$275 or \$300 a week is not too much to pay for a good contemp country entertainer, then I'm your man. Tape, resume upon request. Box E-77.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Classics announcer programming his own program at MOR station in medium midwest market retaining topnotch ratings. Looking for PD or MD at fulltime or parttime classics station. Reply to Box E-70.

SITUATIONS WANTED TECHNICAL

1st Phone: part/full time available in east central Ohio. Experience in management, programming, teaching, educational radio. Currently heading large educational FM as engineer/manager. Box E-43.

Excellent Production Technician, master control operator and maintenance. Ten years experience. First class license, managerial experience. Available immediately. Box C-167.

AM-FM Chief. Experience: Construction, HI power, remote control, automation, directionals, quality oriented. Box E-119.

SITUATIONS WANTED NEWS

5 year professional journalist with nearly 4 years commercial broadcasting—2½ years as news director—seeks job in news in top 80 markets. Willing to go anywhere, but prefers the West. Experience includes radio, television, newspapers and college. Talk to my station manager about me at 602-779-0336. Write me: Jack Penland, 616 Campus Hts., Flagstaff, AZ 86001.

Washington, DC working newsmen seeks other major. NBC, Mutual, Metromedia background. Digs, writes, understands. Good pipes, 35, single, sober. Any delivery. Will consider news directorship of medium market. Call 703-684-8030.

Sports Pro. Sports director looking for medium market job. Have done major college play-by-play. Reporting, writing, all sports. Degree. Box E-64.

Washington Stringer. Localized coverage your congressmen, visitors, regional issues. Award winning correspondent, 5 years experience. Per spot/month. Ann. 202-882-8348, Box E-35.

Network Journalist wants move. Prefer news/public affairs directorship, but willing to play second fiddle in top-notch shop. Warm on-air, stable. Box E-34.

Experienced Black Newspaper reporter (10 years Associated Press and others). Recently Broadcast trained. Mature, resonant performance. Box E-32.

News Director-Reporter. Experienced all phases of electronic journalism. Available now. Bruce Fletcher, 312-246-1121.

Radio Sportscaster. PBP and Color Analyst Football, Basketball, Baseball and Ice Hockey over six year period. Have produced daily and weekly sports programs and straight news. Personable, energetic, will relocate anywhere. Box E-78.

Midwest Newsmen wants to return to "Home Territory"—Pennsylvania, New Jersey, Delaware—Medium to major preferred. Paul Bunting, 608B Corona, Dayton, OH 513-293-8230.
491'm ready to move up to college sports. P.B.P. Base-

I'm ready to move up to college sports. P.B.P. Baseball, Basketball, Football, D.J. Country, M.O.R. Dependable, good voice Terry Boyd. 505-722-4133, 351 Cedar Hills Dr., Apt. H-56, Gallup, NM 87301.

Responsible News Director. Imaginative Award-Winner. Believable, conversational Pro. Strong digger/writer, actualities. Box D-122.

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 E-85.

College Grad, experience writing, production, announcing. Mass Communications, history, education degrees. Great voice, 3rd endorsed. Will relocate. All news job preferred. Box E-83.

Dig I Must! Dependable, hard-working professional reporter needs middle-market position. Prefer South. Box E-71.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

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.

P.D. seeks new challenge. Interested in winning. Degree. Good references. Box E-6.

Creative, Award Winning Program Director. Network, major and small market experience. Rating builder with books to prove it. Paul Mitchell, 215-638-9425.

Classical—B.F.A. Experience in programming, announcing, engineering, production, 3rd endorsed. Superior talent. Responsible for organizing and directing successful FM college classical format. Seeking first position. Box E-114.

Farm Broadcaster—B.S. Agricultural Journalism. Experienced in programming and sales. NAFB. Good production, board experience. 3rd endorsed. Call 214-892-4107, or 713-423-2850.

EEO Blues? Minority automation specialist seeks programming or operations position. Seven years 7th market. Excellent adult shares. Broadcasting B.S. plus technical schools. Michael McIver, P.O. Box 21, Jamaica Plain, MA 02130.

Programming experience in top 40 and News/Talk/MOR. Looking for small to medium market AOR to Program. Roy Stuewe. 216-734-1193.

Producer/Director Problem solver 19 years in top 20 market. Experienced in all areas with all equipment. Heavy commercial background. Box E-88.

Program Director wanted for Top 10 Market. Must have previous experience as R&B program director. Please send resume. Equal Opportunity Employer. Box E-125.

TELEVISION

HELP WANTED MANAGEMENT

Director of Planning to provide assistance to Vice Chairman of PBS Board, PBS New York office, in planning and system analysis, including development and special project funding. Requirements: extensive experience in administration, public affairs and/or communications, with special emphasis on analysis and presentation of complex data. Contact Ms. Betty Ford, PBS Personnel Office, 475 L'Enfant Plaza West S.W., Washington, DC 20024. Application deadline: May 23. M/F. An equal opportunity employer.

HELP WANTED SALES

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.

Wanted Account Executive. Experienced, local television salesman to work good local market. Aggressive, bright and willingness to improve billing with good agency list and to develop new business. CBS affiliated station. Excellent opportunity with sales oriented station for knowledgeable sales directed individual. Send resume and references to Ray Coleman, General Sales Manager, WBEN Television, 2077 Elmwood Ave., Buffalo, NY 14207. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

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.

Immediate opening for First Phone TV engineer. EOE. Contact Karl Black, KRTV, Box 1331, Great Falls, MT 59403.

Transmitter Technicians—Voice of America has opportunities for qualified technicians at VOA stations in California, North Carolina, and Ohio. Duties include operations/maintenance of high power shortwave transmitters and related facilities on shift basis. Minimum qualifications: 3-years broadcast chief engineer 5 to 50 KW, or 3-years supervisor of operations/maintenance high power military transmitting plant, or equivalent. U.S. citizenship required. Salary \$15-19,000. Submit standard government application form, SF-171 to: VOA Personnel Office, Code 05-77, 330 Independence Avenue, S.W., Washington, DC 20547. E.O.E. 32207.

Management Oriented Chief Engineer for leading network affiliate in Gulf Coast area. All new equipment and excellent facilities. Equal Opportunity Employer. Box E-52.

Need persons capable of studio maintenance and some operation of control room. Applications accepted from beginners up to fully experienced. Send resume to KAMR-TV, Box 751, Amarillo, TX 79105, or contact Robert Hardie, Chief Engineer. 806-383-3321, an equal Opportunity employer.

Growing Midwest production facility has opening for senior video position with maintenance experience necessary. Must know Norelco or RCA cameras. Position includes both studio and remote production. E.O.E. Send resume to Scott Kane, V.P.-Operations, Teleation Productions, 3200 W. West, Lake Glenview, IL 60025. 312-729-5215.

Transmitter Engineer First class license UHF experience a must. Experience on Harris preferable. Full responsibility 55 KW UHF, VHF two-way, WX Radar, FCC data. Quality oriented, other maintenance experience, some OPS switching. Not an entry level position. Salary negotiable. Employer health, insurance contribution, group paid life. Technical references required. Contact Henry Osborne WRAU-TV 309-694-4351, extension 34. An Equal Opportunity Employer.

Studio Operations/Maint. Position—must have solid tech training and be willing to learn lots of clean air-year round recreation. Contact J. R. Middleton, Box 2557, Billings MO 59103.

Experienced Engineer. Must have knowledge of and be able to maintain transmitter, tape, and microwave. Also, efficient control room operations and switching duties. Contact: Ken Renfrow, Chief Engineer, KOAA-TV, 2200 7th Avenue, Pueblo, CO 81003.

Asst. Dir. of Engineering—Transmitters Education, extensive experiences and knowledge of television transmitters—1st Class FCC licensure—Supervisory background. Contact: Iowa Public Broadcasting Network, Personnel Office, PO Box 1758, Des Moines, IA 515-281-4500. An Equal Opportunity Employer.

Chief Engineer For public station KUID-TV. Requires FCC First, recent TV station experience, and experience with RF circuits. \$17,000-18,500. Closing date, May 31, 1977. For application procedure and vacancy announcement contact Arthur R. Hook, GM, KUID-TV, University of Idaho, Moscow, ID 83843. An EEO/AA Employer.

HELP WANTED NEWS

Major Midwestern Journalism School seeks faculty/staff member. Prefer management/administrative background, proven TV news experience. Ability to work with young people. M.A. preferred or heavy professional experience. EOE. Box E-23.

HELP WANTED NEWS CONTINUED

Producer needed in major west coast market as soon as possible. Equal Opportunity Employer. Box E-29.

Meteorologist/Weathercaster WTLV Television 12 Jacksonville Florida is interested in receiving applications for a qualified second meteorologist/Weathercaster with TV experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida City now the 59th US market. Contact: Mr. Gert Schmidt, President WTLV P.O. Box 1212 Jacksonville, FL 32201.

Anchor Person for news department. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

TV reporter to cover Washington for some of the top stations in the country. Must have 3 years of TV news experience. Send resume, photo and 3/4 video tape of sample work to Ms. Lane, Suite 811, 400 First Street NW, Washington, DC 20001.

Southeastern major-market TV station opening for experienced news director. Full details and photo to Box E-96.

Top 50 network affiliate wants TV news man. Experience necessary. Photo and resume Box E-101.

Associate Producer with background in radio-TV news reporting. Able to plan and research special projects and investigative reports. Low salary to start, but excellent growth opportunity. Send resume and photo to Box E-111.

SOF cameraman with basic knowledge of camera maintenance and operation for fast-paced Washington news coverage. Must have experience. Send resume and present salary to Box E-110.

Seashells, Balloons and TV Sports! The pros, amateurs, and outdoors. Newscasts and remotes. Experienced air, strong writing, unafraid and unabashed. EOE. Box E-84.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Two faculty positions. (1) law, management, programming. Starts August, 1977; (2) production, sales, announcing. Starts January, 1978. Doctorates preferred. Apply by May 20 to Head, BCA, Central Michigan University, Mt. Pleasant 48059. Nondiscriminatory educational institution/employer.

Promotion Manager: For top 70 midwest market TV station with radio affiliates. Looking for number two individual from large market who wants to run his own show. Must be experienced in all phases of promotion and public relations with strong emphasis on on-air promotion. If you think you are ready for responsibility with lots of work reply to Box E-17.

Assistant/Associate Professor for outstanding Radio-Television Department at major midwestern University. Ph.D. required, plus teaching and professional experience in broadcasting. Research, criticism, writing possible areas for teaching. Women and minorities actively encouraged. Salary negotiable; 12 month position. Starts August 15. Send full details, resume, publication record to Dr. Charles T. Lynch, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901 by July 1st.

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.

Pacific Northwest Group owner seeking to update files of qualified persons in areas of news, production and engineering. Qualified women and minorities are encouraged to apply. Box E-45.

Broadcast Writer/Producer. A creative performer, able to conceive, write and produce commercials for Radio and Television. Work in Pittsburgh office of multi-office agency with strong record of growth. Provable experience required. Seniority unimportant. Salary: very competitive. Write Box E-93.

SITUATIONS WANTED MANAGEMENT

Professional auditor of 4 years in broadcast trade association seeks staff accounting or divisional controllership. Degreed, late 20's, single. Will relocate. Resume and references cheerfully furnished. No telephone calls. c/o: Jardine, 218-10 43rd Ave Apt 3-D Bayside, NY 11361.

Experienced General Sales Manager seeks relocation. 32. successful major market track record. Sales expertise: solid local, strong national background. Effective quality competitor. Dedicated professional. Box E-79.

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.

SITUATIONS WANTED ANNOUNCERS

Daytime Talk Show Hostess: major Midwest market reporting experience. Heavy consumer/entertainment background Box D-213.

First Phone with twenty years experience in most phases. Lower or Mid-South area. Employed. Box E-76.

SITUATIONS WANTED TECHNICAL

Experienced Broadcast Engineer—Transmitter supervisor with 25 years installation and operation experience on VHF-UHF TV, FM, Microwave, Two-Way, Radar, seeking position in same capacity, assistant chief or field service representative. Box E-68.

SITUATIONS WANTED NEWS

Top Rated Anchorman/News Director in top 80's market seeking anchor position in larger market. Qualified and Experienced. 417-744-2048.

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.

Meteorologist: Four years television and radio experience forecasting for New England. Professional Member of A.M.S. VTR available. Box E-36.

Anchor-Producer looking for News Director spot. Currently second man in Number Two operation. My goal Number One. Salary upper teens. Box E-24.

Former NBC News Vietnam correspondent, writer/producer (Chicago) seeks Anchor or Anchor/ND slot California, Arizona, Nevada, Oregon, Utah or Colorado. Have looks and background, mid-thirty, married. Salary open. Cassette available. Replies confidential. Box E-62.

Sportscaster. 8 years experience desires challenging Radio/TV opportunity. PBP. Prefer far West or Midwest. Box E-19.

Reporter, heavy consumer, background would like to be general reporter on strong TV news operation. Resume, cassette available. Box E-10.

Seeking News Directorship, anchor, or large market reporting job. Prefer Midwest. Employed. Box E-9.

Meteorologist currently producing half hour daily weather show on PBS affiliate. Wishes return to local news. Tape on request. Box E-8.

Talk Program Producer/Host. Into all phases "talk" past ten years in St. Louis, New Orleans, Milwaukee plus NBC News Vietnam correspondence. Strong female demos! Can anchor/report too. Will audition my expense. Replies confidential. Box E-61.

Documentary, Mini-Doc, News Feature creator—write, shoot, edit: film and ENG—Art Cabot, 1166 North Shadow Drive, Charleston, SC 29464 803-884-2479.

Sportscaster, 12 years TV-Radio experience. Strong delivery/commentary. College degree. Pbp football, basketball, baseball. Family, top references, resume, tapes. Box E-97.

I've got it. You use it. Hard working, attractive blonde with brains wants reporter position. No prima donna. Good communicator with writing skills. Part-time considered. MA Radio-TV-Journalism. Worked in print and PR. Box E-115.

Atlas held up the word, I can hold up your ratings. Have: experience writing, announcing, production; talent, personality, energy, desire: mass communications, history, education degrees. Haven't: job. Will relocate, accept entry position. Box E-84.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Have Network News experience and Master's Degree in Television/Radio; Female NIS casualty seeking position in Television Public Affairs, News, Local Production. Big Bucks not necessary, willing to relocate. Box D-186.

Production Specialist: Direct, switch, audio, lighting, camera, projection, film, ENG; BS, MS, 26, creative, ambitious, intelligent; management potential, excellent references. Now. Box E-46.

PTV Producer/Director/Administrator 10 years experience. If you're hiring on the basis of race or sex, forget it. But, if you're hiring the best qualified person, I'd like to compete for your job. I'd also like to shake your hand. Box E-116.

Woman Director, 5 years experience, wants directing job or job with advancement possibilities. Write or call for resume Darla Doshier, KXII-TV, Sherman, TX 75090. 214-892-8123.

Writer/Producer/Director: MA Broadcasting, 1st Phone. Over three years experience with tape and film. Presently with top research firm. Now seeking entry into broadcasting. Looking for challenging opportunity. Box E-108.

WANTED TO BUY EQUIPMENT

Wanted to Buy: Used automation equipment. Controllers, carousels, instacarts, top prices. Call now! 206-577-1681.

FOR SALE EQUIPMENT

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.

300 ft. G-32 inch Fort Worth tower, \$4,900. 200 ft. Windcharger, \$2,000.00. 260 ft. AM

TV High Band VHF 50 KW Transmitter \$15,500. RCA TT50 AH. Excellent condition. Presently on air. Includes VSBF and cutback kit. Contact: T. Arthur Bone, Poole Broadcasting Co., 25 Catamore Boulevard, East Providence, R.I. 02914. Telephone: 401-438-7200.

Norelco PC-60 Color Camera Chains, 2, complete, excellent condition, pair for \$32,500.00 MATEC, Inc. 205-956-2200.

PC70, Super FET Preamps, CBS Contour Enhancer, Evershed shot-box, 15:1 servo lens, good condition, needs blue tube. \$10,000. John Kramer, Service Electric Cable 215-821-4929.

Channel 3 (or 2) Superturnstile, RCA TF3EL, condition good, location easy. Karl Black, KRTV, 406-453-2433.

RCA Model TR22HB video tape recorder, Model TR70 color recorder, Model TK42 color television camera. Contact Carland, Inc. 816-842-6098.

3 RCA CB9 Sample Loops and one Clark Instruments 108C Phase Monitor. \$400.00 F.O.B. 803-427-2411, ask for C.E.

3 RCA CB9

Stereo FM Transmitters: Collins 830-H1A-20 KW Collins 831-G2B-20 KW, Gel FM-15A-15 KW, Collins 830-1A-10 KW, Collins 830F-1B-10 KW, CCA FM-1000DS-10 KW, Visual FM-1000-KA-10 KW, Gates FM-5B-5 KW, RCA BTF-5D-5 KW, RCA BTF-5B-5 KW, ITA FM-1000-D-1 KW, Collins 830-D1A-1 KW, ITA FM-250B, Gates FM-250B. Communication Systems, Inc. Drawer C Cape Girardeau, MO 63701. 314-334-6097.

FOR SALE EQUIPMENT CONTINUED

1000 Hour MOR tape library, 2 track stereo, segmented. \$2500. KLEM 712-546-4121.

Tektronix Model 514D Oscilloscope \$400; CBS Dynamic Presence Equalizer Model 450, like new \$500. 804-946-5210.

Closeout Sale—Items new in original cartons. Moseley PCL-303 mono. STL tuned to 945.00 MHZ \$1,500. Shure SE-30 Gated Compressor/Mixer \$350 Electrovoice 655C \$100. 649B Lavalier \$70. Call 215-497-5100.

Vinyl Bumper Stickers! Send For Free Sample. P.O. Box 292. Crystal River, FL 32629.

Gates BC-5P 5 kilowatt AM transmitter currently on the air at WWEL, Medford, MA. Available July. \$6,000. Contact Christopher J. Hall, Chief Engineer 617-396-1430.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for less than \$9,000. Contact Broadcast Specialties, 206-577-1681.

Used Automation: All types and sizes. Various condition. Contact Broadcast Specialties Today, 206-577-1681.

Special: Gates SP-10 with two Scully 270-2, one carousel, racks and fully operational, \$8,000. Call Broadcast Specialties 206-577-1681.

Autogram Automation System in excellent condition. Used just three years to execute beautiful music format. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Manufacturer can supply parts or update if required for your format. Price \$8,000 cash. Contact Charles Fletcher WLN, Jackson, MS 601-982-7336.

Collins 5KW FM Stereo Transmitter, 830-EIA, tuned and tested to your frequency. Perfect! \$8500. 601-362-2790 after 5 P.M.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126

Original comedy for radio entertainers. Free Sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

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.

Wanna Be Funnier than Barbara Walters? Request complimentary snack: Lola's Lunch, 2434 Lake In Woods Blvd, Suite 902, Ypsilanti, MI 48197.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

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.

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.

F.C.C. Inspectors Checklist for A.M. and F.M. station inspection. Latest edition. With Rules citations and full page of ATS checks. Anchor Associates, 1326 North St., Walpole, MA 02081. \$20.

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.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure, Command, Box 26348-B, San Francisco 94126.

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 37 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.

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. benefit!

No FCC License? Tried every way but the rig way? It's time for Genn Tech. Free catalog. Hor Study, 5540 Hollywood Blvd., Hollywood, CA 9007.

RADIO

Help Wanted Management

BROADCAST GROUP COMPTROLLER

Two VHF, 5 Radio Group Seeking Experienced Comptroller.

You are either number two in a large group, ready to be number one, or number one in a smaller company.

BIG CHALLENGE. BIG OPPORTUNITY.

Minimum seven years experience. Send resume, references, salary requirements to Box E-94, BROADCASTING. All replies held strictly confidential.

TOP 40 MARKET

GENERAL MANAGER

Contemporary rocker seeks background of aggressive successful manager to increase ratings and our \$1,000,000.00 billing. Top salary, fringes, plus success incentives. Midwest area. Send resume and recent photo to Box E-58.

EOE/MF

Help Wanted Sales

Missouri, small market, needs experienced salesman with future. Prove you're able, stable, loyal, and be salesmanager in two years. Then manager, then begin acquiring ownership in \$500,000 property. Resume, compensation method and amount, references. Reply to Box D-124.

Help Wanted Announcers

SUNNY SOUTHERN CALIFORNIA

Bright A.M. DJ for major market. Adult contemporary. Send resume including exp., ratings, references, salary requirements. Unusual OK. Box E-124 BROADCASTING.

CAN YOU THINK & TALK?

Ohio's only full-time talk station has opening for talk host. Must be knowledgeable, well-read, glib and opinionated. News background helpful. Send resume, tape, salary to:

WAVI, 1400 Cincinnati St.,
Dayton, OH 45408. Attn: PD
An equal opportunity employer

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

EXPERIENCED AUDIO ENGINEER

Primary responsibility will be audio processing and quality standardization for Southeastern Radio and TV chain. We're looking for someone who knows how to deliver top quality air sound. Send resume and salary requirements to Box E-27.

Help Wanted News

REPORTER-ANCHOR

A strong street reporter who can gather and report news accurately and concisely. Also, must be able to write and anchor drive time news. Salary competitive. EOE. M/F. Tape and resume to: Dave Douglas, News Director, KSTT Radio, Box 3788, Davenport, Iowa 52808.

Situations Wanted Management

FM sales trainer, sales manager, station manager

RETIREMENT IS NOT FOR ME!

Experienced, energetic 44 yr old broadcaster wants to get back into the business with station(s) that especially need local, direct & regional sales management help. If this sounds interesting, contact me now. Write Box E-60.

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.

Situations Wanted Technical

4 years experience. Currently station manager/engineer. I'm tired of breaking my butt doing everything for an owner who couldn't care less. Is there an honest owner who wants a CE who cares? Preferably in the north-east. Minimum 13K in a decent town that doesn't hate the station owner. Box E-81.

CHIEF ENGINEER TECHNICAL DIRECTOR

22 years experience AM, FM, TV, and major broadcast equipment manufacture. Installation, proofs, troubleshooting. Formal technical and management training. Will invest in right situation. All inquiries answered. Box E-122.

Situations Wanted News

Top Quality Experienced Radio Sports caster seeks station with desire to present more than yesterday's results and tomorrow's schedule. Knowledgeable in all sports with ability to handle any assignment. Reply Box E-120.

TELEVISION Help Wanted Management

OPERATIONS DIRECTOR

Public TV station WIPB has an opening for an Operations Director. Responsibilities include the coordinations of production, operations, regular, special events and remote broadcast; compiling daily program logs. BS in radio and TV, with 2-3 years experience as a producer-director of TV programs required. Educational opportunities. 18 days paid vacation. Application deadline 5/18/77. Send resume to: Ball State University, Personnel Services Office, Muncie, IN 47306.

Equal Opportunity/Affirmative Action Employer

Help Wanted Management Continued

Growth Potential

If you can offer dynamic, proven & enthusiastic sales skills, maturity and the motivation to grow in responsibility, we want to talk to you about a new position with a growing local sales team. Excellent earnings and growth potential. Send resume and letter to Gene Robinson, Manager, WMBD-TV, 212 SW Jefferson, Peoria, IL 61602.

Equal Opportunity Employer.

TV PROMOTION MANAGER

WTVJ/Miami (CBS affiliate), highest rated Television station in top 15 markets, is seeking an audience promotion Manager. Qualified candidates will have broadcast promotion supervisory experience. Challenging opportunity. Send resume in confidence (No phone calls) stating salary requirements to:

MANAGER OF EMPLOYMENT
306 North Miami Avenue
Miami Florida 33128

Females Minorities Encouraged to Apply
Equal Opportunity Employer M/F

Help Wanted Sales

CUSTOMER SERVICE REP

We are looking for someone who is searching to get into a new and dynamic company which is developing and marketing a computerized broadcast business system for the TV industry. This person must learn the system inside and out so that the customers can be provided efficient and effective service. Extensive travel will be involved. If you think you are the one for this position, send us a resume explaining why.

Box E-106

An Affirmative Action Employer M/F

Help Wanted Technical

MAINTENANCE TECHNICIAN

WCVB-TV (Channel 5 in Boston) seeks a full time maintenance technician who will be responsible for the repair and preventive maintenance of TV Broadcast equipment. Background in digital electronics and operation is highly desirable.

Candidates must have a first class license and a minimum of 3-5 years experience in TV system maintenance and operation.

Qualified applicants should send resume to Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An equal opportunity employer M/F

Help Wanted Technical Continued

FIELD ENGINEER— Helical VTR Equipment

Immediate opening in the greater New York area. Position requires a minimum of three years experience with Broadcasters. BS Degree or equivalent and a generous exposure to VTR maintenance. We offer excellent salary and complete benefits. Send resume in complete confidence to: John Lynch, Robert Bosch Corporation, 279 Midland Avenue, Saddle Brook, N.J. 07662.

NEEDED — Broadcast allocation engineer experienced in FCC practice and allied telecommunications matters. Must have several years experience. Degree and professional registration preferred. Salary open depending upon qualifications and experience. Excellent benefits and top working conditions. Reply Box E-87.

Help Wanted News

METEOROLOGIST/ WEATHERCASTER

W T L V

TeLeVision 12 Jacksonville, Florida

is interested in receiving applications for a qualified second meteorologist/weathercaster with TV experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida city now the 59th U.S. market. Contact:

Mr. Gert Schmidt, President, WTLV
P.O. Box 1212, Jacksonville, FL 32201

FRANK N. MAGID ASSOCIATES, INC. IS STILL GROWING

and we are looking for extraordinary individuals to grow with us. You must be an extremely creative person with a strong background in television news, public affairs, programming or promotion. You must be able to work with management, and be willing to work hard. If you meet all of these requirements and are also a highly motivated, self-starter send a resume to:

Mr. Leigh T. Stowell
Frank N. Magid Associates, Inc.
One Research Center
Marion, Iowa 52302

Help Wanted News Continued

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 Programing, 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 Sales

Young-aggressive person seeking local sales position. Management experience with network O&O and major group broadcaster. Local television sales experience in creative and retail sales with outstanding sales development record. The best of references. Box E-109.

Situations Wanted News

Play By Play

Major League Baseball, Basketball, Golf, Pro Boxing, Tennis, Horseracing, Interviews anchor sports. TV or Radio. Could invest in right situation up to \$150,000. 35 yrs. old-Successful executive. NETWORKS Please Notice. Reply Box E-86.

Miscellaneous

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W/ 5 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
For All Media
Write or call Today
for Catalog Sheet
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618-273-3376

Miscellaneous Continued

HERE'S AN IDEA

Got your attention, right? Do you agree that ideas help make sales? Then read on! We are a new innovative, progressive, and dynamic company that has a fresh new approach to help stations increase their billing. We offer a subscription service that provides a completely packaged, exciting, easy-to-sell promotion a month. It's ready to hit the streets! More good news—The low price will astound you!! Write for our free unique brochure.

DARING MANAGEMENT, INC.
4031 Delgado Drive
New Orleans, LA 70119

Free Golf, Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two. \$30 per day until December 14. With greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS. Write or call.

VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fla. 33064
(305) 782-3400
SORRY, NO PETS

Radio programing

THE BIG BANDS ARE BACK!

★ GOODMAN ★ DORSEY
★ HERMAN ★ MILLER
★ and many others
One 55 minute program weekly.

PROGRAM DISTRIBUTORS
1001 SPRING STREET • LITTLE ROCK ARKANSAS 72202
(501) 376-9292

HAVE YOU MET YOUR

"IDIOTORIALS"™

REQUIREMENT YET > NOV
Broadcasting in the public interest is as easy as playing an "IDIOTORIAL" with Radio's wildest Cardiod Commentator — MIKE SOLACE!
□ **sixty seconds - 65 segments**
★ **unlimited air play**
□ **commercial availability**
★ **priced by market size**
□ **needed comic relief**
★ **proven in 10 markets**
Send today for FREE DEMO: CASINO LOOT PRODUCTIONS.
232 8th St Brooklyn NY 11215 (212) 768 1587

Employment Service

THE BEST JOBS
are often EXCLUSIVELY referred to us!!



Box 1115, Daytona Beach, FL 32019

The new Number "One" Nationwide Radio Jobs Weekly. With a telephone "Hotline," and a GUARANTEE: YOUR MONEY BACK if you can find a better jobsheet. \$10 (12 issues-3 mo.) \$30 (50 issues-12 mos.)

STATIONS!! YOUR ADS ARE FREE!
904-761-6920

Management Consultant

HOTCHKISS & OLIVER, INC.

Radio Management Advisors

Send for your free copy of our survey for owners, sellers, and buyers:

"You and Radio"

8200 Preece Drive Post Office Box 5124
Boise, Idaho 83705 208-376-4088

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
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • CUCKA, BCN

Equipment For Sale

TV BROADCASTING EQUIPMENT for SALE

6-Norelco PC-100A Cameras
(2-W/34x1 Canon Lens—\$55,000 each)
(1-W/15x1 Anux. Lens—\$50,000)
(3-W/10x1 Anux. Lens—\$45,000 each)
Ampex HS-100 Slo-Mo—\$55,000
Ampex 1200B tape machine—\$45,000
CDL video switcher 860-16 Input
2 Mix-Eff—\$15,000
Electrodine 10x2 audio mixer—\$7,500
Chiron character gen. W/record memory—\$7,500
1968 Mack tractor M5709T—\$5,000
1972 40 Greet Dane trailer W/air ride—\$5,000.
Lots of cable and other misc. equipment

For Further Information, Contact:
H. Leon McGee, P.O. Box 2236
High Point, NC 27261
Phone: 919-886-4811

ENG VAN FOR SALE

1976 GMC VANDURA TRUCK (20'), 7 1/2' x 9' equipment area, 2' deep storage area in rear, chassis and box air conditioned, fully carpeted to ceiling production area, mileage 10,300, mint condition. Send inquiries to Robert Bosch Corporation/Fernseh Group, 279 Midland Avenue, Saddle Brook, N.J. 07662.

Wanted To Buy Stations

AM Daytimer

Parties interested in buying small-market AM daytimer in central of Southeastern Kentucky. Reply Box E-92.

We Are Buying Stations

AM, FM, any market. Will consider partnership with present ownership or management. We're private investors, deal directly with management or owners only. Replies held in absolute confidence. Box E-123. Or call 713-623-4710.

Wanted To Buy Stations Continued

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.
Reply Box E-69.

Serious buyer seeks California small or medium market station. R. Halbeck, 2800 Lake Shore, Chicago 60657. 312-248-1459. Will consider other areas.

For Sale Stations

- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
 - AM/FM within 25 miles of Meridian, Miss. \$225,000. Small down payment.
 - Class "C" stereo in Miss. \$335,000 for 75%. \$435,000 for 100%.
 - AM/FM in central Tenn. \$225,000. Terms.
 - Daytimer with real estate that covers Charlotte, N.C. metro area. \$300,000. Terms.
 - Black programmed daytimer in small town. Northern N.C. \$90,000.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

MEDIA BROKERS APPRAISERS

RICHARD A. **SHAHEN**
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20038
202-223-1553



Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations Continued



STATIONS

STATIONS	CONTACT
NW Med Profitable \$400K \$116K	Ray Stanfield (213)363-5764
MW Med FM \$300K \$ 87K	Alan Jones (312)354-3340
SE Med Fulltime \$500K \$145K	Bill Chapman (404)458-9226
N Eng Met Power \$700K \$203K	Art Simmers (617)837-6711
SE Med FM \$250K \$ 63K	Paul Crowder (615)298-4986

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341.

FOR SALE.

Seventy-two to one hundred percent stock. Small radio station. Contact BROADCASTING Box E-74.

Full time AM

Sunbelt
Top 100 growth market
Excellent potential
\$600,000
Principals only
Apply to: Box E-90.

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, CDD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing Wed. May 4	Closing Wed. April 27	Net change in week	7 change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
ARC	N	45 7/8	44	+ 1 7/8	+ 4.26	45 7/8	37	11	17,696	811,804
CAPITAL CITIES	CCB	47 3/4	45 5/8	+ 2 1/8	+ 4.65	57	44 3/4	10	7,484	357,361
CBS	N	59	58 1/2	+ 1/2	+ .85	60 3/8	55	10	28,395	1,675,305
COX	N	28 1/4	28 3/8	- 1/8	- .44	33 5/8	28 1/4	8	5,872	165,884
GROSS TELECASTING	GGG	15 1/2	15 1/8	+ 3/8	+ 2.47	15 1/2	13 5/8	8	800	12,400
KINGSTIP COMMUN.	KTVV	4 1/8	4	+ 1/8	+ 3.12	4 5/8	3 7/8	7	461	1,901
LIN	O	17 5/8	18	- 3/8	- 2.08	19 1/8	16 3/4	7	2,725	48,028
MOONEY	MOON	2 5/8	2 1/2	+ 1/8	+ 5.00	2 5/8	1 7/8	9	425	1,115
RAHALL	O	15 1/4	14 3/4	+ 1/2	+ 3.38	18 1/2	8 5/8	18	1,281	19,535
SCRIPPS-HOWARD	SCRP	34	35	- 1	- 2.85	36 1/2	31 1/2	8	2,589	88,026
STARR**	SM	6 5/8	6 3/4	- 1/8	- 1.85	7	3 1/2	7	1,202	7,963
STORER	SRK	23	23 1/4	- 1/4	- 1.07	26 7/8	23	8	4,876	112,148
TAFT	TFR	27 1/2	27 1/2		.00	33 7/8	27 1/2	7	4,070	111,925
TOTAL									77,876	3,413,395

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/8	5 3/8	- 1/4	- 4.65	5 1/2	3 3/4	9	1,234	6,324
AVCO	AV	N	15	14 1/8	+ 7/8	+ 6.19	15 5/8	13 3/8	3	23,792	356,880
JOHN RLAIR	RJ	N	15 7/8	16	- 1/8	- .78	16	11 1/8	6	2,414	38,322
CHRIS-CRAFT	CCN	N	4 5/8	4 5/8		.00	7 3/8	4 5/8	4	4,396	20,331
COMBINED COMM.	CCA	N	22	22 1/4	- 1/4	- 1.12	23	19	8	6,493	142,846
COWLES	CWL	N	15 1/4	15 1/4		.00	15 1/4	12 1/2	19	3,969	60,527
DUN & BRADSTREET	DNR	N	28	28 1/4	- 1/4	- .88	30 1/2	26 1/4	16	26,447	740,516
FAIRCHILD IND.	FEN	N	9 3/4	10	- 1/4	- 2.50	11 1/4	9 1/2	9	5,708	55,653
FUQUA	FOU	N	10 1/4	9 1/8	+ 1 1/8	+ 12.32	13	9 1/8	7	8,844	90,651
GANNETT CO.	GCI	N	33 3/8	33 5/8	- 1/4	- .74	40 3/4	33 3/8	15	22,430	748,601
GENERAL TIRE	GY	N	28 3/8	27	+ 1 3/8	+ 5.09	28 5/8	24 3/4	6	22,242	631,116
GLOBE BROADCASTING	GLBTA	O	3 3/4	4	- 1/4	- 6.25	4 3/8	2 1/8	42	2,783	10,436
GRAY COMMUN.	O	10	10		.00	11	8	5	475	4,750	
HARTE-HANKS	HHN	N	27 3/8	27 3/8		.00	29 3/8	26	11	4,470	122,366
JEFFERSON-PILOT	JP	N	27 1/2	27 1/8	+ 3/8	+ 1.38	32 3/8	26 5/8	10	24,128	663,520
KAISER INDUSTRIES	KI	A	18	17 3/4	+ 1/4	+ 1.40	18 5/8	14 3/4	9	28,119	506,142
KANSAS STATE NET.	KSN	O	5 7/8	5 5/8	+ 1/4	+ 4.44	6	4 3/4	9	1,716	10,081
LEE ENTERPRISES	LNT	A	23 5/8	23 1/2	+ 1/8	+ .53	28 1/8	22 1/4	12	5,010	118,361
LIBERTY	LC	N	19 1/8	19 1/4	- 1/8	- .64	19 3/8	18	6	6,762	129,323
MCGRAW-HILL	MHP	N	17 5/8	17 1/4	+ 3/8	+ 2.17	17 5/8	15 5/8	11	24,655	434,544
MEDIA GENERAL	MEG	A	16 5/8	16 1/2	+ 1/8	+ .75	20	16 1/2	7	7,272	120,897
MEREDITH	MDP	N	18 1/2	17 3/4	+ 3/4	+ 4.22	20 1/4	17 3/8	5	3,067	56,739
METROMEDIA	MFT	N	28 1/8	30 3/8	- 2 1/4	- 7.40	31 1/8	27 1/8	6	6,771	190,434
MULTIMEDIA	MMD	O	22 1/4	22	+ 1/4	+ 1.13	23 1/2	21 1/2	10	4,391	97,699
NEW YORK TIMES CO.	NYKA	A	18 5/8	18 7/8	- 1/4	- 1.32	18 7/8	15 3/4	9	11,207	208,730
OUTLET CO.** *	OTU	N	24 1/8	22 7/8	+ 1 1/4	+ 5.46	24 1/4	17 3/4	8	1,437	34,667
POST CORP.	POST	O	18	18		.00	19 1/4	16 1/4	8	869	15,642
REEVES TELECOM	RRT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	17 5/8	17 3/4	- 1/8	- .70	24 1/4	17 1/8	10	13,404	236,245
RIEST CRAFT	RIUS	A	11 1/8	11 1/8		.00	11 7/8	8 1/2	8	2,291	25,487
SAN JUAN RACING	SJR	N	8	8 1/8	- 1/8	- 1.53	9 3/8	7 3/4	7	2,509	20,072
SCHERING-PLAUGH	SGP	N	34 3/8	33 1/2	+ 7/8	+ 2.61	44 3/4	33 1/2	12	54,047	1,857,865
SONDERLING	SNR	A	9 3/4	10	- 1/4	- 2.50	10 7/8	9	4	1,096	10,686
TECH OPERATIONS**	TO	A	3 1/8	2 3/4	+ 3/8	+ 13.63	3 3/8	2 3/8	1	1,344	4,200
TIMES MIRROR CO.	TMC	N	21 7/8	22	- 1/8	- .56	23	20 3/4	11	33,927	742,153
WASHINGTON POST CO.	WPD	A	22 1/2	21 3/4	+ 3/4	+ 3.44	25 1/8	21 3/4	8	8,876	199,710
WOMETCO	WDM	N	11 1/2	11 1/4	+ 1/4	+ 2.22	12 3/4	10 7/8	7	9,437	108,525
TOTAL									390,417	8,826,991	

Cablecasting

ACTON CORP.	ATN	A	4 1/2	4	+ 1/2	+ 12.50	4 3/4	3 1/8	10	2,676	12,042
AMECO**	ACQ	O	1/4	1/4		.00	1/2	1/4		1,200	300
AMERICAN TV & COMM.	AMTV	O	21 1/4	20 1/4	+ 1	+ 4.93	25 1/2	19 3/4	16	3,374	71,697
ATHENA COMM.** *	O	1/8	1/8		.00	1/8	1/8			2,125	265
BURNUP & SIMS	RSIM	O	3 3/8	3 1/2	- 1/8	- 3.57	4 1/8	3 3/8	23	8,319	28,076
CABLE INFO.	O	3/4	3/4		.00	3/4	1/2	4		663	497
COMCAST	O	4 3/8	4 1/4	+ 1/8	+ 2.94	4 3/8	3 3/4	8		1,708	7,472
COMMUN. PROPERTIES	COMU	O	5	5 1/4	- 1/4	- 4.76	5 1/2	3 5/8	15	4,761	23,805
COX CABLE	CXC	A	21 1/2	21 5/8	- 1/8	- .57	22 1/4	16 1/2	21	3,566	76,669
ENTRON	ENT	O	1 5/8	1 5/8		.00	2	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRU	N	19 1/2	19 1/2		.00	21 3/4	18 1/2	21	7,178	139,971
GENEVE CORP.	GENV	O	8	7 1/2	+ 1/2	+ 6.66	9 1/4	7 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	4 1/2	4 3/4	- 1/4	- 5.26	5 1/8	2 7/8	64	5,281	23,764
TELEPROMPTER	TP	N	7 5/8	7	+ 5/8	+ 8.92	9 3/8	7	254	16,785	127,985
TFXSCAN	TFXS	O	1 1/2	1 1/2		.00	2	1 3/8	10	784	1,179
TIME INC.	TL	N	35 7/8	34 1/4	+ 1 5/8	+ 4.74	38 1/4	33	11	20,306	728,477
TOCOM	TOCM	O	3	3		.00	3	2 1/4	11	617	1,851
UA-COLUMBIA CABLE	UACC	O	17 1/2	17 1/2		.00	18	15 1/2	13	1,700	29,750
UNITED CABLE TV**	UCTV	O	4	4		.00	4 5/8	3 7/8		1,879	7,516
VIACOM	VIA	N	13 1/4	13	+ 1/4	+ 1.97	15 5/8	9 1/2	13	3,736	49,502
TOTAL									88,760	1,341,376	

Stock symbol	Exch.	Closing Wed. May 4	Closing Wed. April 27	Net change in week	% change in week	1977 High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	10 1/8	9	+ 1 1/8	+ 12.50	11 3/4	7 3/8	4	6,748	68,323
DISNEY	DIS	N	36	34 1/2	+ 1 1/2	+ 4.34	47 5/8	34 1/2	15	31,917	1,149,012
FILMWAYS	FWY	A	9	8 1/2	+ 1/2	+ 5.88	9 7/8	6 7/8	8	2,397	21,573
FOUR STAR			1	1		.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 3/4	13 1/4	+ 1/2	+ 3.77	18 3/8	13 1/8	3	48,269	663,698
MCA	MCA	N	38 1/8	37	+ 1 1/8	+ 3.04	42 1/2	36 3/8	8	17,974	685,258
MGM	MGM	N	20	19 3/8	+ 5/8	+ 3.22	20 1/8	16	9	13,102	262,040
TELETRONICS INTL.		O	5 1/4	5 1/4		.00	6 1/2	5	8	968	5,082
TRANSAMERICA	TA	N	14 3/8	13 7/8	+ 1/2	+ 3.60	15 1/4	13 5/8	8	67,238	966,546
20TH CENTURY-FDX	TF	N	11 1/2	11 3/8	+ 1/8	+ 1.09	12 1/4	10	8	7,761	87,756
WARNER	WCI	N	29 1/2	29 1/8	+ 3/8	+ 1.28	29 5/8	26 1/4	7	14,436	425,862
WRATHER	WCO	A	5 7/8	5 5/8	+ 1/4	+ 4.44	6 3/4	4 1/2	9	2,229	13,095
TOTAL									213,576	4,348,912	

Service

BBDO INC.	BBDO	O	28 1/4	27 1/2	+ 3/4	+ 2.72	28 1/4	22 1/2	9	2,513	70,992
COMSAT	CO	N	36 1/8	35 1/8	+ 1	+ 2.84	36 1/8	29 3/8	9	10,000	361,250
DOYLE DANE BERNBACH	DOYL	O	19 1/4	19 1/4		.00	19 7/8	16 3/4	6	1,866	35,920
FOOTE CONE & BELDING	FCB	N	15 5/8	16	- 3/8	- 2.34	16 5/8	14 3/4	8	2,304	36,000
GREY ADVERTISING	GREY	O	21	20 1/2	+ 1/2	+ 2.43	21	16 1/2	6	729	15,309
INTERPUBLIC GROUP	IPG	N	33	33		.00	34	28 1/2	7	2,387	78,771
MARVIN JOSEPHSON	MRVN	O	11 3/4	12	- 1/4	- 2.08	14	10 1/4	5	1,896	22,278
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2	- 1/8	- 6.25	2 1/2	1 3/4	13	19,985	37,471
MOVIELAB	MOV	A	1 3/8	1 3/8		.00	2	1 1/4	6	1,409	1,937
MPO VIDEOTRONICS	MPO	A	5 7/8	6 3/4	- 7/8	- 12.96	9	4	7	520	3,055
NEEDHAM, HARPER	NDHMA	O	12 1/2	12 1/4	+ 1/4	+ 2.04	12 1/2	11 1/8	7	823	10,287
A. C. NIELSEN	NIELB	O	21 3/8	20 1/2	+ 7/8	+ 4.26	22 1/8	20 1/8	13	10,762	230,037
OGILVY & MATHER	OGIL	O	31	31 1/4	- 1/4	- .80	33 1/2	31	8	1,805	55,955
J. WALTER THOMPSON	JWT	N	16 3/8	15 3/4	+ 5/8	+ 3.96	18 1/2	15 1/8	8	2,649	43,377
TOTAL									59,648	1,002,639	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5	4	+ 1	+ 25.00	5	2 3/8	23	1,672	8,360
AMPEX	APX	N	7 3/4	7 3/4		.00	9 3/8	7 3/8	11	10,885	84,358
ARVIN INDUSTRIES	ARV	N	15 5/8	15 1/4	+ 3/8	+ 2.45	19 1/4	15	4	5,959	93,109
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	560
CETEC	CFC	A	3 1/8	2 3/4	+ 3/8	+ 13.63	3 1/8	1 3/4	13	441	1,378
COHU, INC.	COH	A	2 3/4	2 5/8	+ 1/8	+ 4.76	3 1/8	2 1/8	16	1,779	4,892
CONRAC	CAX	N	26 3/4	26 1/8	+ 5/8	+ 2.39	27 1/4	23 3/4	8	1,433	38,332
EASTMAN KODAK	EASKO	N	62 1/2	63 1/8	- 5/8	- .99	86 3/4	62 1/2	16	161,371	10,085,687
FARINON ELECTRIC	FARN	O	8 1/2	8 1/2		.00	12	8	10	4,267	36,269
GENERAL ELECTRIC	GE	N	55 1/8	52	+ 3 1/8	+ 6.00	55 7/8	49 1/4	13	184,581	10,175,027
HARRIS CORP.	HRS	N	38 3/4	36 1/2	+ 2 1/4	+ 6.16	38 3/4	28	15	12,261	475,113
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 1/8	1 1/4	- 1/8	- 10.00	2 3/8	7/8	8	2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	22	21 1/2	+ 1/2	+ 2.32	24 1/2	20 1/4	10	1,320	29,040
3M	MMM	N	50 1/8	48 1/2	+ 1 5/8	+ 3.35	57	48 1/2	17	115,265	5,777,658
MOTOROLA	MOT	N	43 3/8	43 1/2	- 1/8	- .28	56 7/8	43 3/8	14	28,353	1,229,811
N. AMERICAN PHILIPS	NPH	N	32 3/4	32 1/2	+ 1/4	+ .76	36	31 5/8	7	12,033	394,080
OAK INDUSTRIES	OAK	N	16 3/4	17 3/8	- 5/8	- 3.59	17 7/8	9 5/8	12	1,639	27,453
RCA	RCA	N	30 3/8	29	+ 1 3/8	+ 4.74	30 3/8	25 3/8	13	74,807	2,272,262
ROCKWELL INTL.	RDK	N	33	31 5/8	+ 1 3/8	+ 4.34	34 5/8	30 7/8	9	32,400	1,069,200
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2	1 5/8	8	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	17 3/8	17 3/4	- 3/8	- 2.11	21 1/8	16 3/4	11	1,668	28,981
SONY CORP.	SNE	N	9 1/2	9 5/8	- 1/8	- 1.29	10 3/8	8 1/8	18	172,500	1,638,750
TEKTRONIX	TEK	N	59 1/4	58 1/4	+ 1	+ 1.71	68 1/2	56 1/2	14	8,671	513,756
TELEMATION	TIMT	O	1/2	5/8	- 1/8	- 20.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	19	18 3/4	+ 1/4	+ 1.33	19 3/8	14 3/4	14	6,838	129,922
WESTINGHOUSE	WX	N	21 1/2	20 1/2	+ 1	+ 4.87	21 1/2	16 1/4	8	87,492	1,881,078
ZFNITH	ZE	N	21 3/8	21 7/8	- 1/2	- 2.28	28	21 3/8	10	18,818	402,234
TOTAL									954,271	36,407,080	
GRAND TOTAL									1,784,543	55,340,393	

Standard & Poor's Industrial Average

110.7 108.6 +2.1

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.

Happy the man: Jim Shaw of ABC

A year ago, when ABC-TV officials introduced their 1976-77 prime-time schedule, ABC had moved out of what once had seemed permanent possession of third place in the prime-time ratings and had ranked first for 11 straight weeks. Jim Shaw, presiding at the introductory ceremonies, called this feat to the attention of the ballroom full of advertiser and agency people in typically lighthearted and roundabout fashion. "We come before you," he said, "in humble arrogance."

Two weeks ago, when ABC introduced its 1977-78 schedule from a position of unchallenged supremacy in the prime-time ratings, Mr. Shaw recalled 1976's "humble arrogance" bit but did not try to match it. Recognized leadership, he said, calls for a more serious approach. Or, as he put it in another context, "we at ABC are enormously aware of and concerned with our responsibilities as the clear-cut leader of this industry."

However serious are ABC's new responsibilities of leadership, men who have dealt with Mr. Shaw and against him over the years will be surprised if it dims the jolly approach he takes to life and business. Nor are they much misled by that approach.

John Beebe, director of radio and television advertising for Sears, Roebuck, calls the six-foot-two-inch Jim Shaw "the largest living leprechaun," who "throws you off with his airy-fairy ways," but adds: "He has a flip approach—he's always kidding—but deep down he's one of the shrewdest, smartest guys in the business."

It was Jim Shaw, says Mr. Beebe, who worked out a plan that enabled Sears to make big up-front network buys for the first time. "He worked out a schedule for us that treated us, in effect, not like a retailer but like a Procter & Gamble or a Gillette—like a hard-goods manufacturer."

For any cynics who recall that Mr. Shaw started his business life at Sears—as an advertising trainee over 30 years ago—it may be noted that similar tributes have come from companies that he has only pitched to, never for. An official of one of the country's biggest advertisers, for one instance, says that "our experience indicates that he understands problems and objectives of his clients nearly as well as he grasps the business of his network." And a leading agency executive calls him "inventive" in seeking solutions to hard problems, and adds: "He cares about clients and agencies and their problems. But that doesn't mean he's a patsy."

A man who has sold against ABC gives him brownie points as "a superior representative" of the broadcasting business:



James Thompson Shaw—vice president in charge of sales, ABC-TV Network; b. Nov. 3, 1923, Gary, Ind.; U.S. Army, 1942-43; BS in advertising, Indiana University School of Business, 1946; trainee, later assistant group advertising manager in Dallas and then copywriter and assistant copy chief in national advertising department, Sears, Roebuck & Co., Chicago, 1946-48; producer and writer, Brand Productions, Chicago, 1948-50; writer-producer and later director of radio-TV department, Henri, Hurst & McDonald, Chicago, 1950-56; salesman, later vice president and New York sales manager, Ziv Television, 1956-61; partner, Miller-Shaw Productions, New York, 1961-63; with ABC-TV since 1963 in various capacities starting as assistant daytime sales manager, later general account executive, vice president in charge of central division sales 1968-70 and in present post since March 1970; m. Margaret Baker Oct. 15, 1949; children—James III, 26; Robin, 23, and Rebecca, 22.

"It doesn't matter whether ABC is down or up in the ratings, Jim never slips into a partisan tone where you do nothing but sell your own network."

He brought a lot of diverse experience to the ABC-TV sales vice presidency, and that's one of the reasons he got the job, according to President Jim Duffy, who put him in it. Besides which, Mr. Duffy adds, "he has a particularly persuasive personality."

Mr. Shaw considers himself "a professional persuader." He says he picked advertising for a career because of "an aptitude as a writer and a personal bent for talking too much—and for persuasion." So after World War II service in the infantry he went to Indiana University and got a BS in advertising, then was accepted in the Sears training program. He was a Sears copywriter in Toledo, Ohio, and later in

Dallas, then won a national copy contest and was promoted to Sears headquarters in Chicago. There he met and married his wife. "She worked in the department that censored our copy," he explains. "She used to send me snotty memos about mine."

From there he moved to Brand Productions as writer-producer on one of the first network TV shows to originate from Chicago: *Action Autographs*, which ran for a year on ABC. As he recalls it, the network had about 11 stations in its line-up in those late-1940's days. Next stop was the Chicago agency, Henri, Hurst & McDonald, where he started as a writer-producer and rose to director of the radio-TV department about half-way through a six-year stay.

Ziv Television, one of the leading syndicators of the day, lured him away from the agency business in 1956 to concentrate on selling syndicated programs to regional advertisers. A year later he was made sales manager in New York, where he was in charge of sales not only to regional advertisers but to network advertisers as well.

It was a successful period for Mr. Shaw but it ended, he says, because he was laid up for a year with hepatitis and while he was in bed the networks, reacting to the quiz scandals that had rocked them, "pretty much closed the door on accepting advertiser-supplied programs." Mr. Shaw recovered but found that his "business was dying," and he cast about for other work.

He found it in a partnership with Jack Miller in Miller-Shaw Productions. The firm carried on a business established earlier by Mr. Miller to provide New York services to out-of-town agencies and also produced and sold programs for children. One of their shows was *Magic Midway* and they sold it to NBC-TV.

"It was a good show, but over-all we were not terribly successful," Mr. Shaw says, and when he came across an opening at ABC he signed on as assistant daytime sales manager.

That led him in time back to Chicago, as vice president in charge of sales for the TV network's central division. Under his guidance the division's sales—increased by 25% during his tenure—led him back to New York and into the network sales vice presidency when that post became open in 1970.

Business has changed a lot since then. With specials, miniseries and all, Mr. Shaw says, "we have to sell 280 different things now, counting a series as one 'thing.'"

All those 'things' have to be serviced as well as sold, and selling has become less of a seasonal activity, more of an ongoing process. One other difference: Who in 1970 would have thought of ABC-TV as entitled to be called "humbly arrogant"?

Public interest

For the American public the television season traditionally begins in the fall, with the introduction of new network program schedules. For television broadcasters the season begins in May, with conventions at which networks and affiliated stations get down to the serious business of preparing for the fall.

The 1977-78 season can be said to get under way this week, with the ABC-TV meeting in Los Angeles. When it emerges for public inspection, the new season promises to be among the liveliest in years. Never have the networks been under more competitive pressure to identify and please public tastes. Isn't that what the system's all about?

Natural wonders

Radio programmers and advertisers will find much to interest them in the McGavren-Guild analysis of the relative popularity of radio formats, reported in *BROADCASTING* a week ago. The station representative's work also provides a bonus that may have been unintended. It is a real-world argument in support of the FCC's decision, now contested in the courts, to keep its hands off format changes.

The McGavren-Guild work documents the vitality of the unrestricted marketplace. It is, in short, a confirmation that the FCC was right when it said: "In our society, public tastes are subject to rapid change. The people are entitled to expect that the broadcast industry will respond to these changing tastes—and the changing needs and aspirations which they mirror—without having to endure the delay and inconvenience that would be inevitable if permission to change had to be sought from a government agency."

With not a little courage, the FCC issued its policy statement of intention to leave formats alone (*BROADCASTING*, Aug. 2, 1976), in a direct confrontation with the U.S. Court of Appeals, which had kept remanding individual cases that the FCC had tried to leave to the function of the marketplace. It is the same court that in the past couple of months has overridden one FCC decision after another.

This publication finds it hard to believe that the Court of Appeals will be permitted to go on indefinitely substituting its judgment for that of the agency that Congress created to make communications regulation. If that court rules against the FCC in the format case—as could happen, considering its recent performances—the agency must persevere before the Supreme Court with the full support of broadcasting. The McGavren-Guild analysis proves that the interplay between broadcaster and audience guarantees the programing trial and error that can only be discouraged, and more probably abandoned, if the government lets itself be euchred into second-guessing format changes.

Sunshine and shadow

It is probably sacrilege for anyone who believes in media freedom to question the new law decreeing government in the sunshine, ergo: no closed meetings except for overweening reasons having to do with the nation's well-being.

We question it.

The experience to date proves it unworkable. The objective is to provide open covenants, openly arrived at. The result, at an agency such as the FCC, is to drive decision-making more deeply underground.

At the FCC—as at practically all government commissions—

each controversial problem precipitates a crisis of major or minor proportions.

In closed sessions, there's the give and take of discussion, horse-trading, arm-twisting and, finally, compromise. This interplay evaporates in those so-called sunshine sessions. Few officials will say publicly what they expound privately when there's no audience of press, lobbyists, lawyers, and others with special interests.

To us, that does not serve the ends of justice. It lengthens the adjudicatory process. It encourages inefficiency in government.

There may be another answer—one that would save time and money. But we're not sure it would improve the regulatory process.

At one extreme it could be accomplished without modifying or repealing the sunshine law. Congress could decree that all independent agencies be placed under one-man policy control. He or she could hold sunshine sessions at will after privately reaching a unilateral decision. Or there could be for existing commissions an intermediate step wherein "conferences" of commissioners might be held prior to "sunshine" meetings. But that would simply lengthen the process without changing the results.

Long count

John A. Schneider, president of the CBS/Broadcast Group, has challenged the divinity of the word on television violence issued annually by Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania. Mr. Schneider has dared to suggest that Dr. Gerbner's latest "Violence Profile," the eighth of a series funded by the federal government, is at best a distorted measurement of what is on the air.

The details of Mr. Schneider's devastating criticism of the Gerbner studies appeared in this publication a week ago. It remains to be seen whether Mr. Schneider, who addressed his thoughts to members of the House Communications Subcommittee, which listened with customary reverence to Dr. Gerbner at a hearing two months ago (*BROADCASTING*, March 7), will be given equal consideration. So far, Mr. Schneider trails on PR points. He has had little coverage in the newspapers that last March gave Dr. Gerbner his usual play of headlines and stories.

Mr. Schneider deserves better, and so does the American public which, whatever it may privately think about television content, is being incessantly told by other media that excessive violence is on the air. The subject is too serious to be treated with academic inflation that is additionally blown up by politicians and the press.



Drawn for *BROADCASTING* by Jack Schmidt

"Our thanks to Kenny who just called in to tell us we had read the wrong weather forecast."

KFI is Los Angeles

"The Angel Squadron" — 40 teenage girls of the Civil Air Patrol Glee Club of Burbank — rehearsed for one month recently to perform at a statewide conference in San Francisco. They had their accommodations. They were excited. But the day before the singers were to leave, their transportation was can-

celled. The disheartened "Angels" even agreed to ride in a 2½ ton truck to get to San Francisco the next day. But that transportation didn't work out either. Paulette Poe, a regular KFI listener, called the station and explained the problem. KFI immediately began broadcasting "The Angel Squadron's" plight. Listeners responded, including individuals willing to take 3 or 4 girls in their cars. One of the calls was from Jim Zupke of a local Civitan Club, who arranged for transportation for the entire group. The happy "Angels" arrived on time. "The girls gave an excellent

performance and thoroughly enjoyed themselves," reported Paulette Poe. "They were really determined to get there but had so many disappointments. I'm glad KFI was able to make it happen." On a continuing basis, KFI helps individuals and groups in the Los Angeles area. Concerned listeners respond. That's why we say KFI is Los Angeles.

KFI RADIO **640**

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIICTV
Pittsburgh

KTVU-TV
San Francisco-Oakland

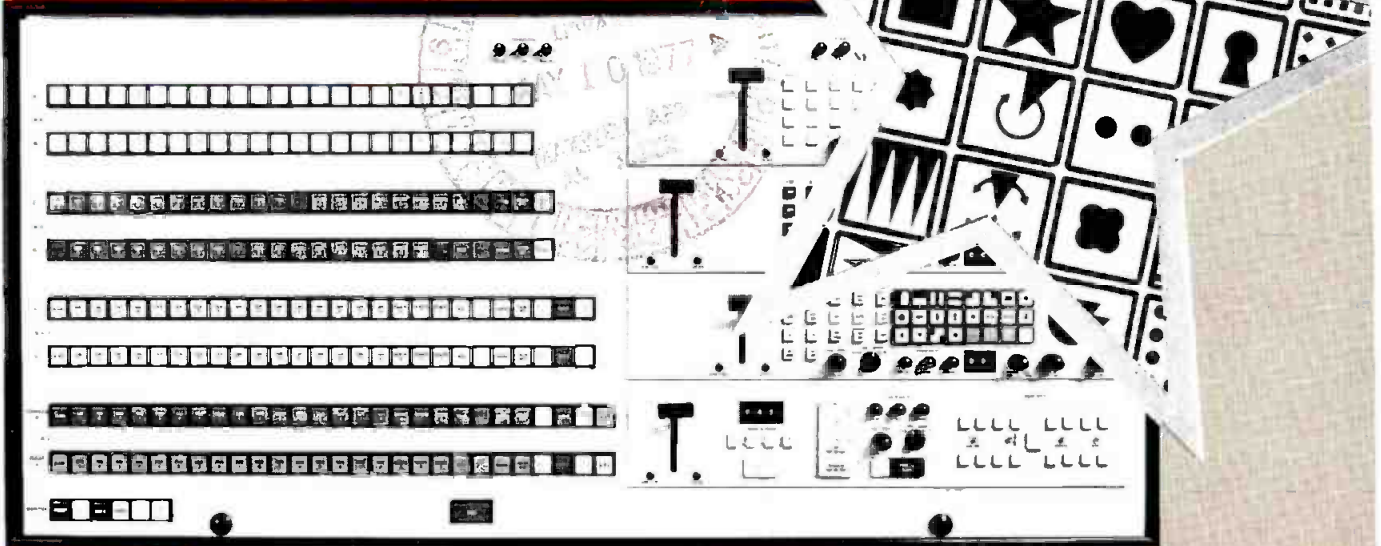
WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles



SQUEEZOOM

*new high technology
entry in switching
from VITAL*



VIX-114

- 12, 16, 20, or 24 inputs. 4 bus, 6 bus, 8 bus or more bus systems.
- All digital waveform and quad split generators.
- Digital key edging, border, shadow and outline available on all ME's.
- Vari-key. Soft, hard, shadow, or see-thru key.
- Digital quad split. Wipe or dissolve in each quadrant.
- Electronic vignette. Adjustable soft pattern edges.
- Superb linear chroma keyer. RGB or encoded.
- Automatic transition control on each ME.
- Ready to interface for computer aided operation.
- Many more state of the art and operational features described fully in series 114 brochure.

Do not fear to discover a superior product in the VIX-114 series switchers. Ask to see the demo tape for a sample of what we can do for users of switching equipment. You'll like it.

SQUEEZOOM® VMU-1

- Synchronizes up to 4 non-synchronous NTSC color video signals simultaneously to studio sync.
- Continuously corrects variations in subcarrier phase from remotes or doppler effects from satellite transmissions.
- Full frame real time compression and zooming of pictures to any size.
- Joystick positioners place up to 4 compressed pictures anywhere on the screen.
- Microprocessor control for wider mode of operation.
- Real time freeze frame.
- Horizontal and vertical compression yield multiple effects.
- Zero delay in switcher.
- Eliminates tedious use of chroma keys in most cases.

PSAS*

***Production Switching Automation System**

Ask us what it can do for you.

HI TECHNOLOGY PRODUCT INNOVATORS



VITAL INDUSTRIES, INC.

MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 • Phone 904/378-1581

MORRELL BEAVERS Midwest
2644 North Seventh St.
Terre Haute, Indiana 47804
Phone 812/466-3212

ROBERT McALL Northeast
34 Autumn Lane
Hicksville, N. Y. 11801
Phone 516/735-0055

GORDON PETERS Southwest
P. O. Box 912
Arlington, Texas 76010
Phone 817/261-6855

ERIC KING
Fox Hill Road
Lynchburg, Va. 24503
Phone 804/384-7001

BARRY HOLLAND West Coast
7960 West Beverly Blvd.
Los Angeles, California 90048
Phone 213/653-9438