



**Boston: The outsiders buy in
New Orleans: Gearing up for NCTA**

Broadcasting Apr 24

The newswEEKly of broadcasting and allied arts Our 47th Year 1978

NEWSPAPER



**#1 EYEWITNESS NEWS
KSTP-TV **

Let your own source material point out the reasons. Powerfully first in audience share.* Dramatically first in every important demographic category. Consistently first in reaching far more viewers in Minneapolis/St. Paul than any other news. Clearly first choice for making things happen.

Eyewitness News has its finger on the pulse of the Twin Cities. Check its credentials. Then go with the leader.

Division of Hubbard Broadcasting, Inc. For more information call Jim Blake, General Sales Manager, Mark Simonsen, National Sales Manager, Dave Garvin, Local Sales Manager at (612) 645-2724, or your local Petry office. *Source: Arbitron Nielsen, February, 1978, 10 p.m./7-day program averages, TSA. Estimates subject to limitations in said report.

57301 HANSON
G L HANSON
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DVA NOV/78

"The Streets of San Francisco"



Karl Malden and Michael Douglas!

Karl Malden is superb as the kind of decent, hard-working cop you trust to clean up your streets before he goes home at night, often late. Not a guy who could win a beauty contest. Just a popularity contest!

Michael Douglas is Malden's partner. Young. Intense. Good looking enough for the both of them. (And rising faster than a skyrocket today!)

Oversized Audiences!

For five strong seasons, 1972-77, "The Streets of San Francisco" was a mainstay in ABC's Thursday night lineup. Drawing oversized network audiences and on-target demographics against hard competition.

In local markets, the series consistently produced big gains over lead-in viewing. Often generating share jumps as high as 10 to 15 points.

Quinn Martin Quality!

All 120 hours bear Quinn Martin's special imprint of quality drama. Presenting the human side of police action and adventure. And the scenic splendor for which San Francisco is famed.

120 Hours for September!

Now, "The Streets of San Francisco" is available for a September start in local markets. It's the only new off-network drama suitable for stripping. And it comes in the perfect-sized package: 120 hours.

Jim Victory Television Inc.

45 East 45 Street, New York, N.Y. 10017
(212) 687-1516



MNC-61A Color TV Camera

FOR TOUGH SHOTS...

From shoe-top to tree-top, this tough-built ENG camera was designed to go where the action is. A rotating eyepiece lets you frame what's happening from almost any angle. While you're shooting, an LED display in the viewfinder keeps you informed of critical camera functions, including tally and video levels, so you can compensate instantly.

White and black balance, bias light, flare and aperture compensation and shading correction are adjusted automatically, so that you can concentrate on capturing the action. You can also use the viewfinder for H and V centering adjustment of R and B channels. In addition, both camera and VTR output can be monitored in the viewfinder, to make sure you get the coverage you came for.

The MNC-61A's rugged, cast-aluminum exterior houses integrated LSI pre-amp, processor, encoder, and sync generator. A weight of 16½ pounds and shoulder-pad

pivot point let you track the action surely and smoothly. Parallel optical systems give accurate registration when you pan and tilt.

You can shoot under almost any conditions, thanks to complete weather and temperature seal protection. Control VTR start/stop from the comfortable handgrip. Run on DC power anywhere with battery belt, since LSI has cut power consumption to 29 watts, extending battery life and reducing internal heat. (Optional AC power convertor is also available.) Whether its sports or spots, rallies or riots, gather it with the camera designed to bring it home. The MNC-61A. Contact: *NEC America, Inc., Broadcast Equipment Division, 130 Martin Lane, Elk Grove Village, Illinois 60007. Phone (312) 640-3792*

NEC

Nippon Electric Co., Ltd.

The Week in Brief

BLACKS BUY IN BOSTON □ RKO moves to extract itself from renewal entanglements of WNAC-TV, sells station for \$59 million to union of challenging groups, including local minority businessmen. **PAGE 29.**

NBC SCORES WITH 'HOLOCAUST' □ Miniseries' numbers rank it behind *Roots* as all-time highest-rated entertainment program. **PAGE 30.**

ROOM TO SHARE? □ FCC proposes letting land mobile use UHF frequencies in Canadian, Mexican border areas. **PAGE 31.**

PEABODY PICKS □ WNET scores a hat trick as 27 awards are handed out by University of Georgia's Grady journalism school. **PAGE 31.**

FOR FEE □ Public broadcasting goes to Congress for more money, thinks one of the best ways to raise it is Van Deerlin's proposal for spectrum-use fees. **PAGE 32.**

NIXON WINS ONE □ The Supreme Court reverses a lower court ruling on the release of White House tapes in the Watergate trial. It stops immediate access by the public and says request must be processed through the GSA. **PAGE 35.**

FERGUSON FOR BUCHAN □ The president of the University of Connecticut will become chief executive officer of Radio Free Europe/Radio Liberty on Aug. 15. **PAGE 35.**

GAO QUESTIONS □ Some 600 station managers receive questionnaires from government agency in its ongoing search for input on how the FCC is regulating their industry. **PAGE 36.**

MORE ENDORSEMENTS □ The Carter administration's plan to increase minority broadcast ownership gets backing from GOP, ABC, NAB, Comint and others. **PAGE 37.**

770 KHZ UNDISTURBED □ The Supreme Court refuses to review a lower court decision affirming the FCC's decision on the 36-year-old clear channel fight. ABC's WABC New York gets to retain its 1-A status, but loser Hubbard may resort to license challenge process. **PAGE 37.**

IS IT FUNNY, McGEE? □ The Supreme Court gets three views on the FCC's version of indecency. They come during oral arguments on the "Seven Dirty Words" case. **PAGE 39.**

IT'S PUT INTO WRITING □ CBS submits a brief to the FCC that restates its admission of error in tennis promotions and explains steps taken to avoid its happening again. **PAGE 40.**

ROOM SERVICE □ That four-way venture to bring pay television and other services via satellite to Holiday Inn guests gets closer to fruition. Launch date is expected by the end of the year. **PAGE 41.**

ARLEDGE MAKES HIS MOVE □ The ABC executive announces Frank Reynolds will be main anchor of *ABC Evening News* plus a series of other major appointments and establishment of main news desks. **PAGE 46.**

TURNDOWN □ The Supreme Court decides not to disturb a lower court ruling that barred Florida press from certain exhibits and discussions in court. **PAGE 47.**

CONSUMER NEWS □ A Ruder & Finn survey finds such reports are becoming more and more a fixture at TV stations. **PAGE 48.**

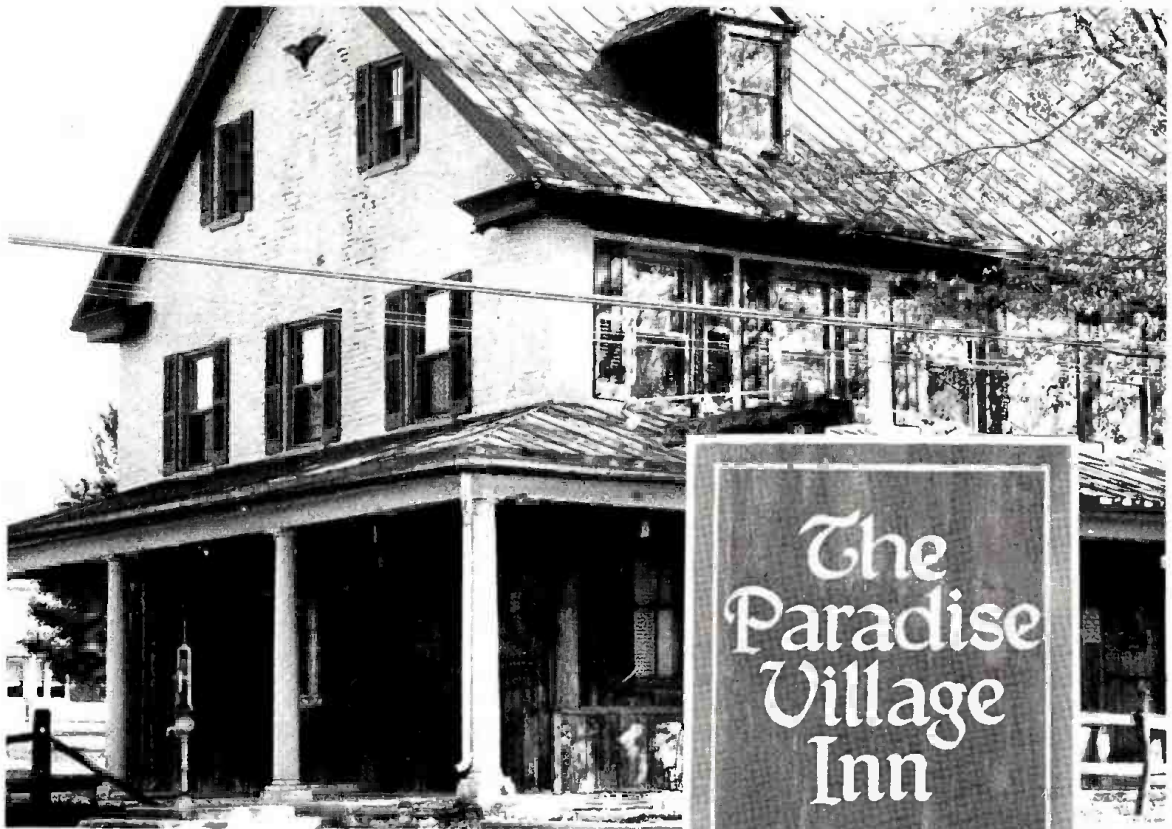
IMAGE ADVERTISING □ The Abourezk subcommittee subpoenas documents from major oil companies and their agencies in an attempt, it says, to determine the effectiveness of regulations of such commercials. **PAGE 49.**

ALL 551 □ In a further refinement of its analyses of 1977 TV network clients, TVB lists every one of the buyers, from Abbott to Ziebart. **PAGE 50.**

COUNTDOWN TO NEW ORLEANS □ The NCTA convention opens next Sunday with an expected 6,000 attendance and an array of top Washington speakers. The hour-by-hour agenda starts on **PAGE 56.** The who and what of the exhibit booths at the Rivergate convention center begins on **PAGE 59.**

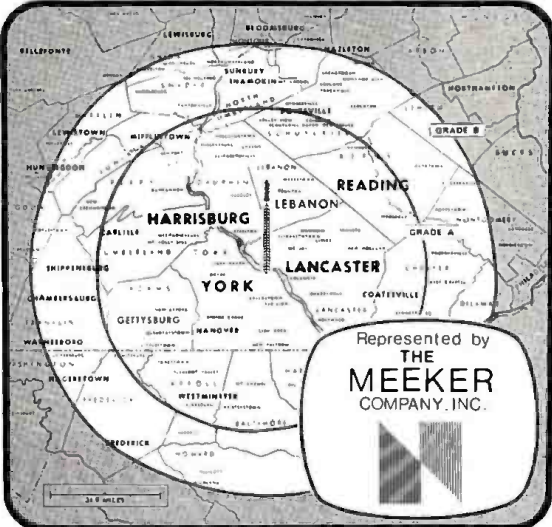
C&W'S CHEVINS □ Back in 1951, Tony Chevins joined Cunningham & Walsh as a copywriter. It began an association that took him up the agency's ladder to the presidency and established him as one of the more astute buyers of radio and television. **PAGE 81.**

Broadcast Advertising... 49	Closed Circuit..... 7	For the Record..... 67	Profile..... 81
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The
Paradise
Village
Inn
~
spirits food

**WGAL-TV is not a
stranger in Paradise**



Far from it. In fact, WGAL-TV is unusually popular in this thriving Lancaster County community. This is typical of the enviable acceptance it consistently enjoys in the hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence R.I.-New Bedford-Fall River, Mass.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Bonanza

Spot-TV business, solid in first quarter, "is really skyrocketing in April," in words of one agency source. Many station-rep executives agree. If momentum holds, some say, second-quarter projections—which had been put unofficially in 12% range (BROADCASTING, April 17)—may prove short by several points. Though longer-term forecasts have anticipated strong spot gains for 1978, there seems to be mounting enthusiasm of kind that led one broadcaster to predict it'll be case of great, greater, greatest—great in 1976, greater in 1977, greatest yet in 1978.

Spot radio appears to be generally strong, too, but in more mixed patterns. One of latest multirep compilations showed January business up 13% from January 1977—which itself was up almost 36% from year before. February was said to have remained fairly strong, followed by some softness in March and intermittent spurts thus far in April. By rep, results vary widely: One said first-quarter business was up 6%-7% from year ago; another said 20%. Others thought over-all average might be around 10%.

Going through motions

View that performer royalty legislation will go nowhere in near future is held by no less a figure than chairman of subcommittee with jurisdiction over it. Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, intends to complete hearings on bill to make broadcasters and other users of recorded works pay royalties to record manufacturers and performers. But he says if Senate isn't interested in moving bill, his subcommittee isn't either. Senate shows no sign of interest.

Rejection slip

FCC is likely to take dim view this week of Motion Picture Association of America's petition for rulemaking to limit use of satellites to distribute television programming to cable television systems (BROADCASTING, Aug. 29, 1977). MPAA, concerned that widespread exposure of member companies' programs through satellite distribution may diminish their value, has raised specter of "super" stations whose programming would blanket country to detriment of commission's policy of "localism." However, Cable Television Bureau is recommending rejection of petition.

Bureau says MPAA has not

demonstrated harm resulting from use WTCG(TV) Atlanta is making of satellites to distribute programming to cable systems. And bureau suggests, at least, commission should not hinder development of new technology. Commission seems likely to accept recommendation, particularly in light of Chairman Charles D. Ferris's emphasis on encouraging development of new technologies.

Right place

Whatever may be said to denigrate Las Vegas, it's good convention site, National Association of Broadcasters feels, and association's second convention there in four years reaffirmed it. NAB officials are particularly pleased with town's capacity to accommodate 21,000 guests (this year's total attendance). In Washington, site of last year's convention, hotels overflowed, and reservations were lost, which led in aftermath to 22 resignations from NAB. This year not one complaint was heard about room reservations, and NAB picked up dozen new members.

Wrong foot

After House Communications Subcommittee hearings last Thursday on funding for noncommercial broadcasting (see page 32), consensus of audience and subcommittee alike was that witnesses from Public Broadcasting Service had won award for worst performances. PBS attitude, which many found to be condescending, so irritated Chairman Lionel Van Deerlin (D-Calif.) that, after returning from floor vote, he elected not to resume chair and let Timothy Wirth (D-Colo.) preside while he silently watched from sidelines.

One source of friction was PBS refusal to answer questions about Van Deerlin-Hollings bill on grounds PBS had no time to study it. Week earlier, it was known, PBS President Lawrence Grossman went on closed circuit to stations to criticize it. Congressmen were surprised by first performance of Newton Minow, one-time FCC chairman and now chairman-elect of PBS. Mr. Minow presented himself as "elder statesman," present at founding of public broadcasting as most subcommittee members were not. His stiff-arming of members' questions was taken as sign of battles to come.

Round-clock cable

Home Box Office Inc., New York, is reported to have developed 24-hour-per-day news and information service for cable TV systems, with distribution via satellite.

News and photo coverage would be provided by Associated Press and bureaus of *Time* magazine (HBO is part of Time Inc.). Target date for start of service, described as "all-news radio with pictures," is Oct. 1, and it's understood that several cable systems already have signed up.

Home grown

Well constructed, highly polished speech FCC Chairman Charles D. Ferris presented at National Association of Broadcasters convention (BROADCASTING, April 17) led to conjecture he had retained outside professional help. Not so, he says. Work was done in his office, with help from staff. Speech was difficult to do because of many points he wanted to touch. But, since it was first he delivered in six months in office, Chairman Ferris had plenty of time to write and polish and write again.

But time and staff assistance were not all he had going for him in writing speech. He's had experience. He wrote speeches for former Senator Mike Mansfield (D-Mont.), then majority leader of Senate, when Mr. Ferris was counsel to Democratic Policy Committee.

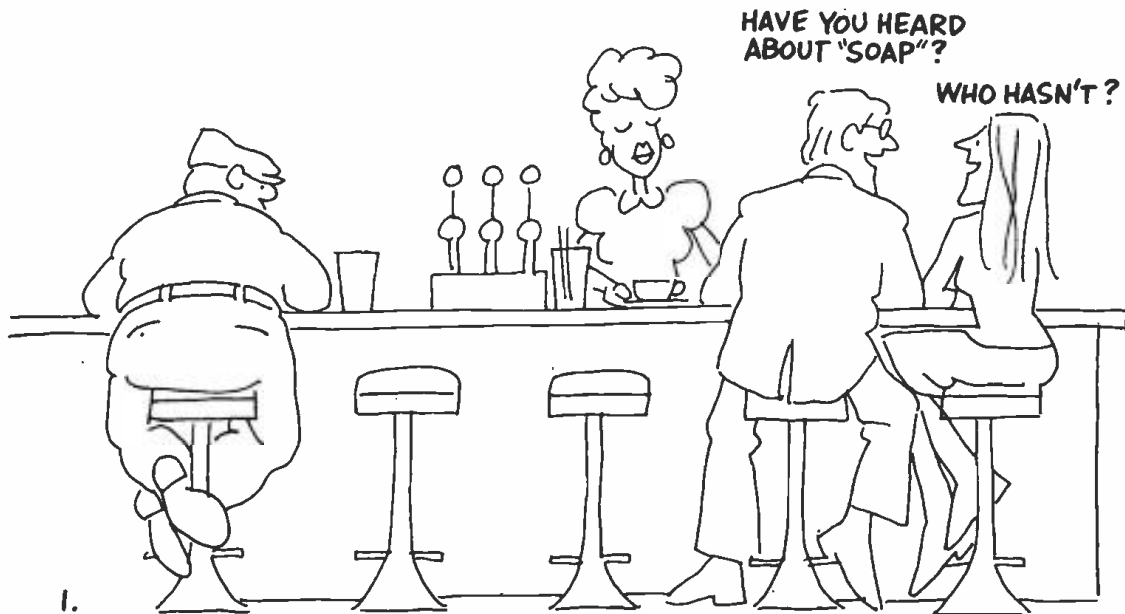
Tit for tat

Amidst praises for NBC-TV's presentation of miniseries, *Holocaust* (see page 30), there were many complaints about both content and placement of commercials. NBC officials reply that they were especially careful in screening spots submitted by advertisers, and some spots were rejected.

As for criticism of John J. O'Connor in *New York Times* that "despite noble intentions on the artistic side of the project, the [broadcast] process is inevitably reduced to marketing," NBC's head programmer, Paul Klein, said he hopes that when Mr. O'Connor next writes about a sensitive subject, his articles will appear on page that carries no advertising.

Pomp and circumstance

Will next convention of National Association of Broadcasters (in Dallas, March 25-28, 1979) see return of honor guard escort and presentation of military colors as prelude to presentation of Distinguished Service Award to year's outstanding broadcaster? It's likely new convention committee, to be designated in June, will go for it, based on comments of members at Las Vegas convention, who missed pageantry.



... AND FINISHED THE SEASON 13TH AMONG ALL PRIME TIME SHOWS?

WITH THE "PRO" LETTERS OUTNUMBERING THE "CONS"!



NOW THAT THE DUST HAS SETTLED, MOST VIEWERS LOVE IT.

EVEN THE CRITICS ARE STARTING TO COME AROUND.



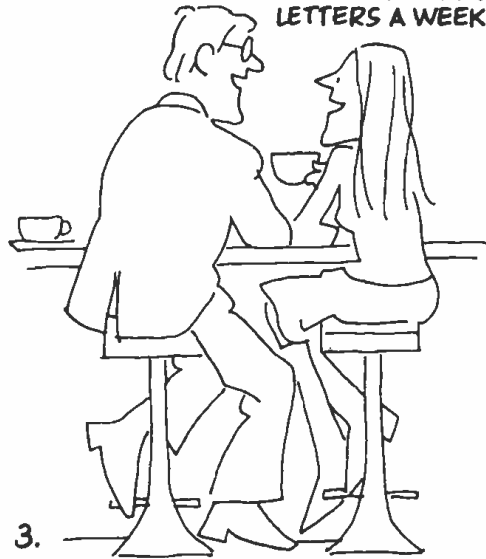
NOT HOW IT STARTED
THE SEASON, BUT HOW
IT FINISHED?

MOST PEOPLE THOUGHT
IT WAS FINISHED BEFORE
IT STARTED!



2.

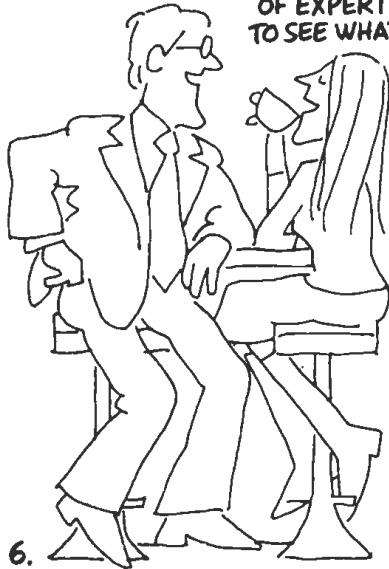
DID YOU KNOW IT
AVERAGED A 34 SHARE?...
NOT TO MENTION
A FEW THOUSAND
LETTERS A WEEK.



3.

IN FACT, ABC IS
GOING TO RE-RUN THE
WHOLE SERIES DURING
LATE NIGHT THIS
SUMMER.

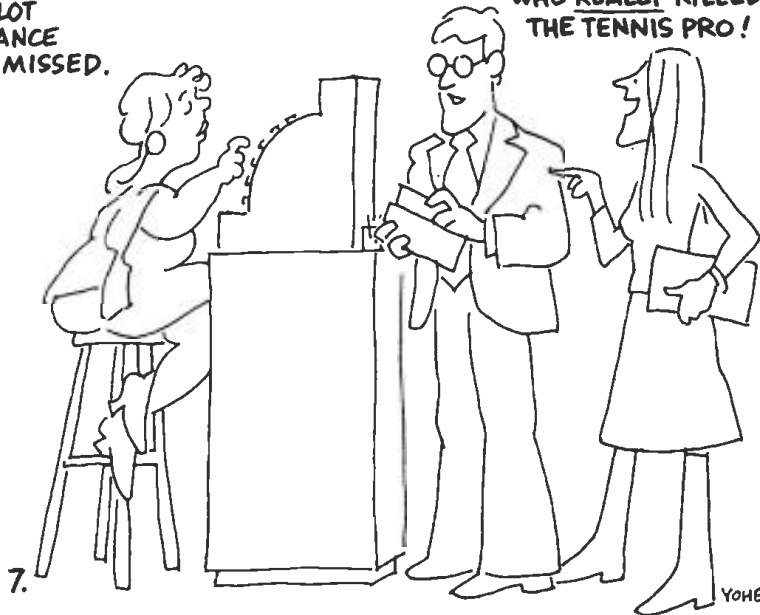
THAT'LL GIVE A LOT
OF EXPERTS A CHANCE
TO SEE WHAT THEY MISSED.



6.

THERE'S ONLY ONE
THING THAT STILL
BOTHERS ME...

I KNOW. YOU'RE STILL
TRYING TO FIGURE OUT
WHO REALLY KILLED
THE TENNIS PRO!



7.

YOHE

Business Briefly

TV only

Mrs. Paul's Kitchens □ Seafood and frozen vegetables will receive four-month TV promotion starting in early May. SFM Media, New York, will select spots in 10 markets during daytime. Target: women, 18-49.

Bachman □ Food group features its new Tor-Ticos tortilla chips in 14-week TV campaign beginning May 1. Cunningham & Walsh, New York, will schedule spots during day, fringe and prime time in 12 Northeast markets. Target: women, 18-54.

Tobin Packing □ Meat packer arranges three-week TV push for its First Prize franks starting in early May. Weightman Advertising, Philadelphia, will select spots in seven markets during fringe and prime time. Target: women, 25-54.

Stroh □ Brewery begins 10-week radio buy for Stroh's beer in late May. Doyle Dane Bernbach, New York, will schedule spots in more than 50 markets including Baltimore, Chicago, Nashville and St.

Rep appointments

- WILX-TV Onondaga, Mich.: Peters, Griffin, Woodward, New York.
- WINR(AM) Binghamton, N.Y.: Schutz & Co., New York.
- WCGL(AM) Jacksonville, Fla.: R.A. Lazar & Co., Chicago.
- WEBI(FM) Camilla, Ga.: Jack Bolton Associates, Atlanta.

Louis. Target: men, 18-34.

Johnson & Johnson □ Personal care products division focuses on its sunscreen product, Sundown, in two-month TV push beginning in early May. Young & Rubicam, New York, will buy spots in 14 markets. Target: women, 25-49.

Alpo □ Division of Liggett & Myers plans eight-week TV push for its Alpo beef flavored dog food starting in early May. Weightman Advertising, Philadelphia, will handle spots in about 20 markets during fringe time. Target: women, 25-54.

Seneca □ Food company features its Seneca grape juice in two-month TV campaign starting in early May. Mathieu, Gerfen & Breaner, New York, will arrange spots in 11 markets during day and fringe time. Target: women, 18-49.

Pittsburgh Corning □ Affiliate of PPG Industries, Corning Glass Works schedules eight-week TV flight for its Glass Block product beginning in early May. Ketchum, MacLeod & Grove, Pittsburgh, will select spots in Detroit, Pittsburgh, Philadelphia and St. Louis during early and late fringe time. Target: men, 25-54.

Glidden □ Division of SCM plans eight-week TV campaign for its Glidden paint beginning in early July. Meldrum & Fewsmith, Cleveland, will seek spots in 81 markets during day, fringe and prime time. Target: total adults.

ADA □ American Dairy Association slates seven-week TV flight beginning in early May for its milk. D'Arcy-MacManus & Masius, Chicago, will pick spots in at least 50 markets during fringe and day time. Target: women, 18-49.

Plough □ Subsidiary of Schering-Plough launches six-week TV promotion for its new Maybelline product, Kissing Sticks, beginning this week. Lake-Spiro-Shurman, Memphis, will buy spots in 14 markets during early fringe time, spending approximately \$150,000. Target: teen-agers.

Campbell's Soup □ Company starts six-week TV flight for its canned soup in early May. BBDO, New York, will pick spots in about 12 markets during prime time. Target: women, 18-49.

Mr. Steak □ Restaurant chain starts five-week TV push this week. Winfield Advertising, St. Louis, will buy spots in St. Louis, Kansas City, Mo., and Cleveland during fringe, day and prime time. Target: adults, 25-49.

Pennzoil □ Oil company features its Gumout carburetor cleaner in four-week TV buy beginning in late May. Eisaman, Johns & Law, New York, will handle spots in 27 markets during fringe time. Target: men, 25-49.

Barclays □ Banking firm plans four-week TV promotion for its travelers checks starting in early May. Cunningham & Walsh, San Francisco, will arrange spots in approximately 30 markets during fringe time. Target: men and women, 25-54.

General Cigar □ Tiparillo cigars get two

WINNING ATTITUDE

The Symbol of Community Involvement

the gilmore group

Represented by (HR) Television, (P/M) PRO/Meeker

WEHT-TV (HR) Evansville (HR) WREX-TV (HR) Rockford (HR) KODE-TV (HR) Joplin (HR) KODE (P/M) Joplin (P/M) WQPO (P/M) Harrisonburg (P/M) WSWA (P/M) Harrisonburg (P/M)

KIRO Newsradio 71

THE NORTHWEST'S NEWS AND SPORTS AUTHORITY...
REACHING MORE ADULTS 18+
THAN ANY OTHER RADIO STATION.*

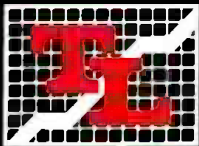
KSEA Stereo 101

BONNEVILLE'S BEAUTIFUL MUSIC FOR SEATTLE...
THE #1 FM STATION IN THE MARKET.*

THE WINNING COMBINATION THAT
DELIVERS THE LARGEST RADIO AUDIENCE
IN SEATTLE/EVERETT/TACOMA.*

*(Arbitron Oct.-Nov. '77, 6AM-12M, Mon.-Sun., TSA Cume.)

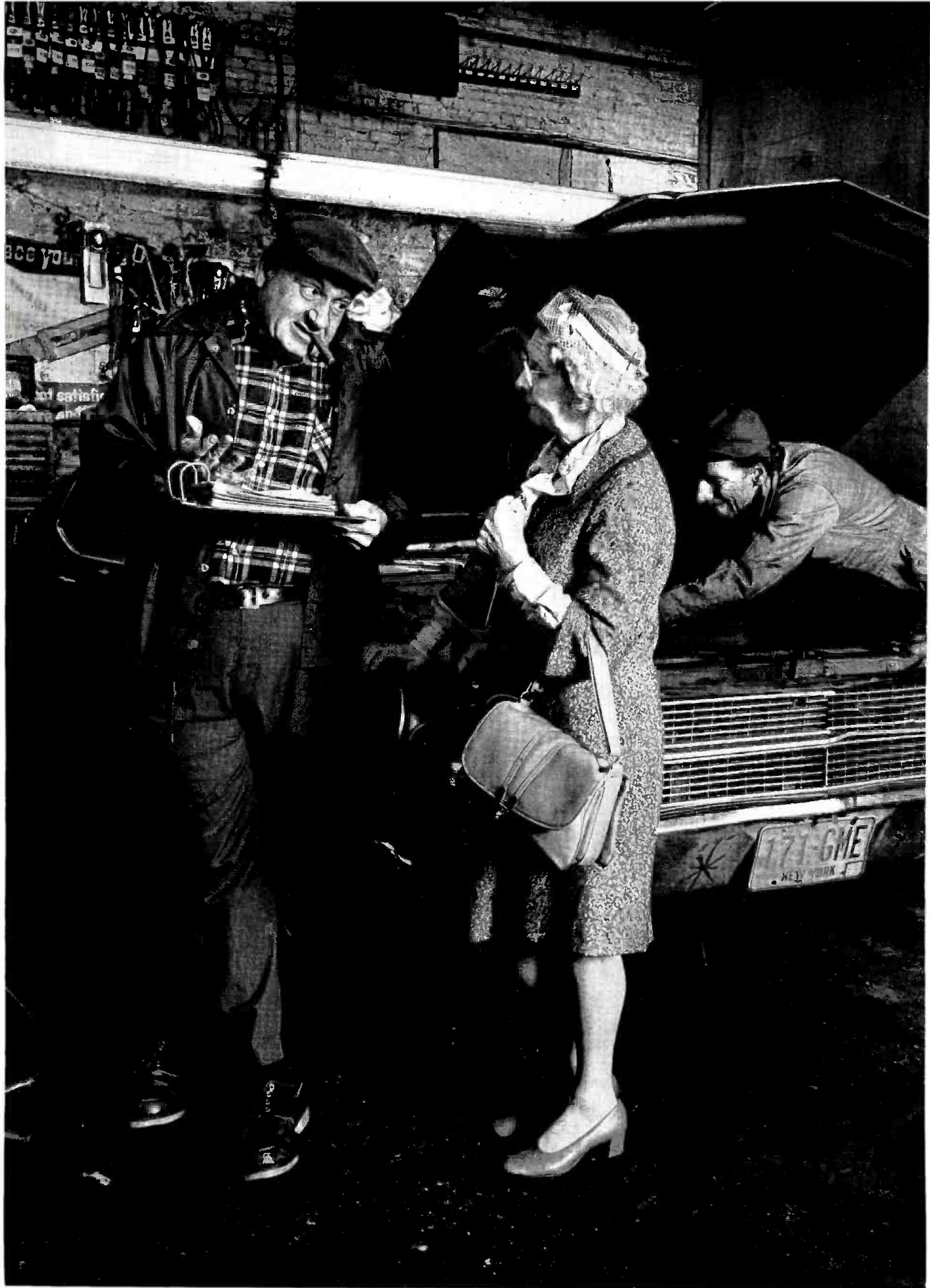
Join



TORBET-LASKER, Inc.

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

New York Chicago Detroit Atlanta Memphis Dallas
Denver Los Angeles San Francisco Portland Seattle



HIGHWAY ROBBERY DOESN'T ALWAYS TAKE PLACE ON A HIGHWAY.

Storer Stations are concerned about ripoffs and are doing something about it.

Ripoff! It's virtually become an American way of life.

A Florida woman driving through Georgia, for example, was told by a gas station attendant that she needed two new shock absorbers. He installed four instead and charged her \$82.40. Back home, her own garage figured she paid *nearly double* what the job was worth.

In Texas, a chain of specialty stores discovered not one, but two theft rings inside the stores. Employee stealing was costing them more than shoplifting.

Each year medical quacks bilk Americans of some \$2 billion. Ripoffs of tax-supported health care programs waste an estimated \$4 billion more each year.

TV repairs. Land frauds. Shoddy merchandise. Deceptive practices by mail order firms and travel agencies. Complaints about these and other abuses have inundated federal and state agencies.

Nearly 2,000 a month are received by the White House alone!

Believing that "forewarned is forearmed," Storer Stations in their programming and editorials regularly alert their communities to the problems.

A typical example is WAGA-TV in Atlanta. Several times a day for an entire week they recently aired a series of five special reports entitled "Ripoffs in Atlanta?"

The first segment dealt with car repairs. Before the program, WAGA-TV made a slight alteration to a car, then visited numerous local garages to see what repairs were recommended. Result? Most tightened the right part on the spot and billed nothing. However, a few made unrelated repairs and charged for them.

Tuesday's segment focused on TV repairs and sales and gave professional tips on what to look for when seeking a reputable repairman.

Subsequent reports covered rental agency abuses, health spas and their questionable recruitment procedures, and advised how to

deal with bothersome telephone solicitations.

Throughout the series, WAGA-TV offered its viewers pamphlets with advice on how to avoid ripoffs.

The series was so successful, WAGA-TV followed it up two months later with a five-part mini-series called "Buyer Beware!" Topics included car repair and mail order ripoffs, TV repairs, phony telephone surveys that lead to sales pitches, and what to watch for when obtaining consumer credit.

Other Storer Stations across the country have been waging similar campaigns against consumer frauds in their communities.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

two-week spot-TV flights starting in early May and June. Young & Rubicam, New York, will place spots in 25 markets during fringe time. Target: men, 18-49.

Sambo's □ Restaurant chain arranges four-week TV promotion beginning in early May. Larson/Bateman, Santa Barbara, Calif., will buy spots in about 25 markets during day and early news time. Target: adults, 35 and over.

American Tourister □ Luggage company begins four-week TV buy in late May. Doyle Dane Bernbach, New York, will seek spots in approximately 40 markets during fringe time. Target: men and women, 25-49.

Winter Garden □ Food products group focuses on its Dulany frozen vegetables in four-week TV push beginning in late April. Campbell-Mithun, Chicago, will schedule spots in about 20 markets during daytime. Target: women, 25-64.

Albertsons □ Supermarket chain places four-week TV push starting in early May. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in 12 markets during day, fringe and prime time. Target: women, 25-49.

Opryland U.S.A. □ Amusement park schedules four-week TV drive beginning in early May. Eric Ericson & Associates, Nashville, will select spots in approximately 15 markets during all day parts. Target: total adults, children and teen-agers.

Buick □ Opel cars get three-week TV drive starting this week. McCann-Erickson, Troy, Mich., will handle spots in 10 markets during fringe and prime time. Target: adults, 18-49.

Atlantic Richfield □ Oil firm kicks off three-week TV buy in May for its Arco Graphite motor oil. Needham, Harper & Steers, Los Angeles, will schedule spots

in about 10 markets during fringe, prime and prime access time. Target: men, 18-49.

Classic Labs □ Company features its Classic Nails in three-week TV flight beginning this week. A. Eicoff & Co., Chicago, will select spots in Chicago, Los Angeles, Detroit and San Diego during all day parts. Target: women, 18-49.

Brioschi □ Effervescent antacid begins three-week TV flight this week. Pettinella Advertising, Franklin Lakes, N.J., will schedule spots in 21 markets during prime and late fringe time. Target: adults, 35 and over.

Helmac Products □ Pet grooming brush is featured in three-week TV push beginning this week. A. Eicoff & Co., Chicago, will handle spots in Denver and Chicago during all day parts. Target: total adults.

Sunbeam □ Appliance division salutes three-week TV flight beginning this week. Foote, Cone & Belding, Chicago, will handle spots in 22 markets during fringe time. Target: adults, 25-54.

Stokely-Van Camp □ Gatorade drink is highlighted in three-week TV drive starting in early May. Clinton E. Frank, Chicago, will place spots in 63 markets during fringe time. Target: adults, 18-34, and teen-agers.

K-Tel □ Company features its Miracle Brush-O-Matic product and Blitzhacker game in two-week spot-TV flight starting this week. Commonwealth Advertising, Minnetonka, Minn., will schedule spots in approximately 70 markets during day, fringe and prime time. Target: women, 18-49.

Dollar General Stores □ Retail chain starts one-week TV push this week. Buntin Advertising, Nashville, is seeking spots in about 35 markets during day,

fringe and prime time. Target: women, 25-49.

Buick □ Division of General Motor sponsors CBS-TV special, *Johnny Cash: Spring Fever*, May 7 (10-11 p.m. NYT) through McCann-Erickson. Special will feature Waylon Jennings, Jessi Colter and members of Cash family.

Radio only

Carling-National □ Brewery highlights its Colt 45 malt liquor in 20-week radio promotion starting this week. W.B. Doner, Baltimore, will select spots in about 15 markets including Memphis and Washington. Target: adults, 18-34.

Pizza Hut □ Restaurant chain launches six-week radio buy beginning in early May. Pringle Dixon Pringle, Atlanta, will handle spots in North and South Carolina, Georgia, Tennessee and Louisiana. Target: adults, 25-54.

Jos. Huber □ Brewing company makes four-to-eight-week radio buy beginning in mid-May for its Rhinelander beer. Zechman & Associates, Chicago, will buy spots in Chicago and Milwaukee. Target: men, 18-49.

3M □ Aerosol Scotchgard fabric protector gets four-to-six-week radio promotion beginning this week. Young & Rubicam, New York, will select spots in six markets including Albany, N.Y., Louisville, Ky., and Oklahoma City. Target: women, 25-64.

Brick Institute of America □ Organization starts four-week radio push beginning in May. Henry J. Kaufman & Associates, Washington, will schedule spots in nine markets including Atlanta and Birmingham, Ala. Target: adults, 25-54.

Lifesavers □ Candy manufacturer begins three-week radio push for its Bubble Yum bubble gum this week. BBDO, New York, will pick spots in six markets including Atlanta, Minneapolis and San Diego. Target: teen-agers.

Radio-TV

Austin, Nichols & Co. □ Division of Liggett introduces Sotto Voce Italian white wine this month in two markets—New York and Miami. Compton Advertising, New York, will place spots on radio and TV running four-to-six weeks.

Ferrero U.S.A. □ Confectionery company highlights its Tic-Tac candy in three-week radio and TV campaign beginning in mid-May. SFM Media, New York, will handle spots in about 15 markets during fringe time. Target: adults, 12-34.

BAR reports television-network sales as of April 2

ABC \$347,912,800 (36.1%) □ CBS \$324,941,800 (33.7%) □ NBC \$291,123,700 (30.2%)

Day parts	Total minutes week ended April 2	Total dollars week ended April 2	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	163	\$ 1,120,800	1,899	\$ 12,721,500	\$ 11,196,600	+13.6
Monday-Friday 10 a.m.-6 p.m.	949	15,001,700	13,099	212,265,400	193,143,200	+10.0
Saturday-Sunday Sign-on-6 p.m.	322	8,218,800	4,357	119,050,700	116,017,300	+ 2.6
Monday-Saturday 6 p.m.-7:30 p.m.	102	4,287,800	1,314	55,579,000	50,883,500	+ 9.2
Sunday 6 p.m.-7:30 p.m.	21	1,229,500	292	18,878,500	16,385,500	+15.2
Monday-Sunday 7:30 p.m.-11 p.m.	406	40,844,500	5,399	492,005,400	457,367,100	+ 7.6
Monday-Sunday 11 p.m.-Sign-off	215	3,904,600	2,759	53,477,800	55,576,600	- 3.8
Total	2,178	\$74,607,700	29,119	\$963,978,300	\$900,569,800	+ 7.0

Source: Broadcast Advertisers Reports

How to get a head start on prime time.

Get "Please Stand By" for your fall access schedule. It's like starting prime-time programming at 7:30! This new first-run family sitcom from William Bickley and Michael Warren (Happy Days, The Partridge Family, What's Happening?, Room 222) gives you top network quality in access time. Plus the program format proven repeatedly to attract the largest all-family audiences.



Call Viacom now.
For the best thing that's ever happened to 7:30.

"Please Stand By"



Monday Memo[®]

A broadcast advertising commentary from Howard Imhoff, VP/art director, and Tom Ballantyne, associate creative director, Doremus & Co.

Can-do cartoons for Dime Bank of New York

At first glance it may appear somewhat incongruous for a sophisticated and dignified banking organization to enlist the help of an assortment of animated birds and bunnies in an advertising campaign. However, an examination of the results produced for The Dime Savings Bank of New York will immediately dispel any question of the advantages of animated spokespersons.

The Dime has been a Doremus client for more than 14 years. For the first nine of those years we concentrated our energies on print. Five years ago it was decided that a combined television and radio campaign would be an important additional support to our print program. After analyzing our market and our product, we agreed that animation presented a distinctive and powerful method of creating a positive and lasting image for The Dime.

Why animation? For one thing, we felt that the celebrity spokesman was out because The Dime's chief competitor was using one. Also, few stars have the across-the-board popularity and believability we were shooting for. We thought animation was not only an enormously popular medium, but that it had a timeless quality that would give our spots an especially long life.

We began our initial campaign with a wave of four 30-second spots early in 1972. Employees at The Dime excitedly reported on terrific reactions from their customers, and the commercials enjoyed a very successful run for the next three years.

By 1975 we felt it was time for a fresh approach. Just about then "The Magic Show" hit Broadway and began playing to packed houses. We devised a new package of commercials—live action spots focusing on a series of spectacular magic tricks. It was a good, solid campaign, but with a short life. And, interestingly enough, we found viewers actually missed our animated characters. So, we literally went back to our drawing boards. The original spots had proved so popular that we decided to bring them back while we worked on our new campaign.

Although we had been very pleased with that first flight of commercials, we wanted to bring a richer, more colorful look to the new spots. Because our highest standard of excellence in animation was the full, classic Disney style, we went looking for an animation house that could re-create that look.



Howard Imhoff (l.) has been with Doremus & Co., New York, specialists in financial advertising for 25 years. He was named VP/art director in 1962. Tom Ballantyne, associate creative director, joined Doremus 13 years ago after a career as a broker with Bache & Co., New York, and other investment firms.

It wasn't long before we found ourselves talking with a young fellow named Mark Zander of Zander's Animation Parlour. Among the many impressive spots on the Zander reel was a commercial for Clairol Herbal Essence shampoo which was exactly what we had in mind. This animation was light years away from the cartoony look, and it would have made Walt Disney proud. The figures moved smoothly, the lines were soft and the background was alive. It had a true depth of field rather than a stiff, one-dimensional backdrop. We went with Zander's.

A fully animated 30-second commercial with real depth takes about 10 weeks to produce. We worked closely with Mark and his designer, Dean Yeagle, on all the spots. Our clients at The Dime were fascinated by the process, and we kept them fully informed as we went through each stage, from rough sketches to pencil tests, inking and finally shooting.

It's been said that good clients make good advertising possible. Certainly in the case of The Dime commercials we have to agree. Barney McDermott, the advertising manager of The Dime, has been deeply involved and cooperative at every step of the way. When approvals were needed quickly, he was there with decisive and immediate answers. The entire venture has been a cooperative one in the very best sense, with

client, agency and production house making constructive contributions.

We found it a good idea to give the folks at Zander's a lot of creative elbow room. Animators are a very special breed. They have to draw, color and film thousands of individual cells for a single 30-second spot. In doing this they develop a keen awareness of methods to bring new life and ideas to a board. Dean Yeagle for example, is in love with the idea of drawing animals.

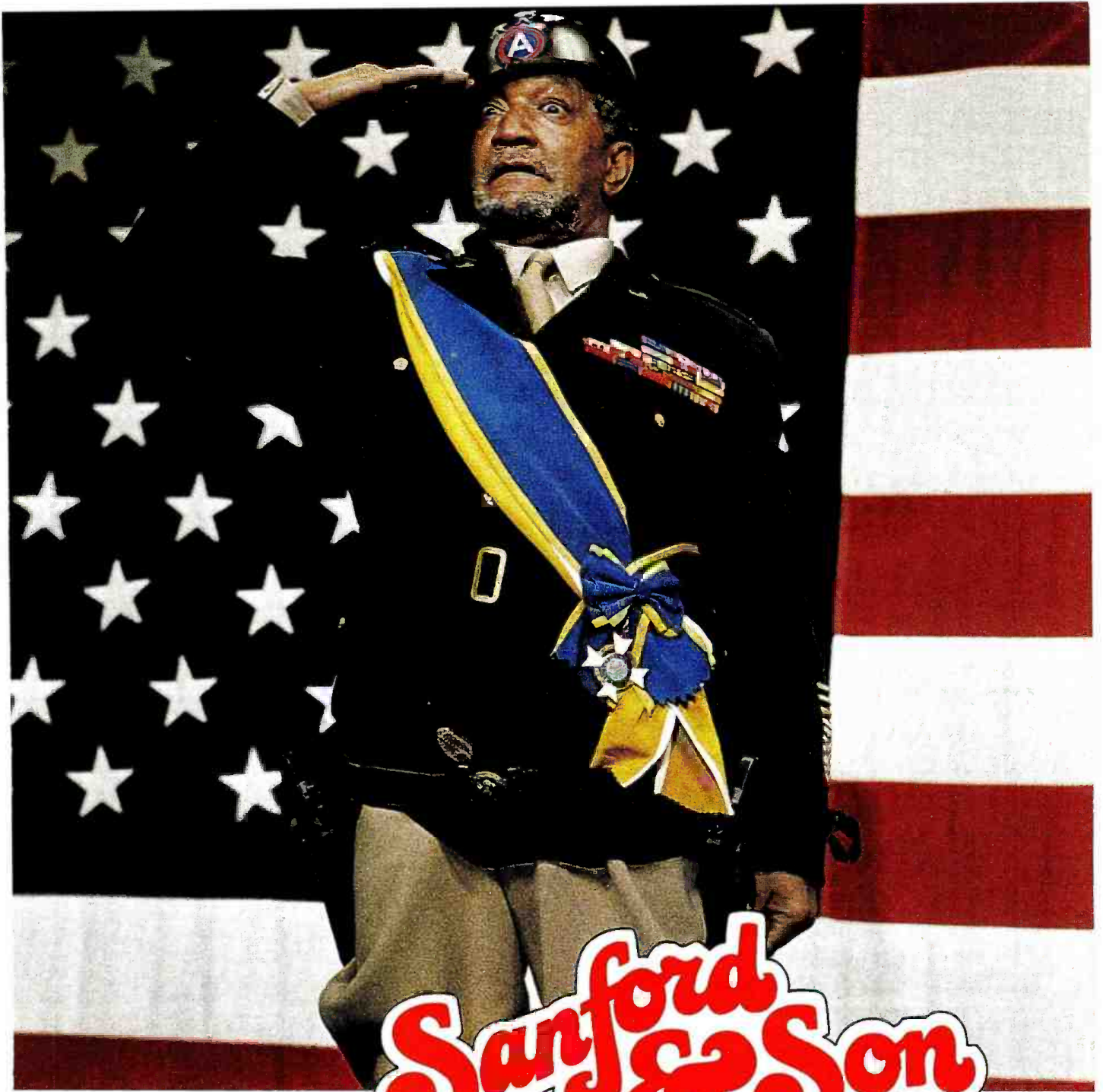
The original board for our Cinderella-style spot, entitled "Castle," focused on a prince and princess traveling the "road to riches" to their "castles of dreams-come-true." Dean suggested we add a lively bunny to the spot and have it hop throughout the commercial. The bunny ended up dotting the "i" in our Dime logo at the close of the spot, and he adds that feeling of warmth and good humor that we are so anxious to integrate into all our spots.

Because we planned to tie our television campaign in directly to our radio spots, we worked closely with composer John Murtaugh to develop a music track that would fit both media and create an instant identification. Our TV spots are 30's and 10's, our radio commercials are all 60's. We prepared six prerecorded spots which we serviced to all the major New York radio stations and we continuously send out new live copy for on-air announcer delivery. All our spots have the same musical intro and from the very first note there is never a doubt in any listener's mind about who we are.

Animation has proved successful for us for a number of reasons. In addition to the impact of the on-air campaign, the design of the spot lends itself perfectly to special displays created for bank windows, metro bus transportation and Long Island Railroad posters. In fact, some of our outdoor advertising has proved an ability to win awards as well as awareness.

We plan to increase the number of Zander animated commercials in our current campaign, and we're already working on a new package of spots. We have found animation an effective, natural, sophisticated and fun method of bringing The Dime's message to New York. New Yorkers like our style.

Our animated commercials have proved themselves to have longevity and an extremely positive reaction. There is no question about their ability to stand out from the clutter of stand-up spokespeople and so-called slice-of-life campaigns that dominate the screen. All in all, we'd say our little group of animated characters has acquitted itself pretty well, and all its fans at The Dime agree.



**Patton yourself after
these fine stations!**

WPIX New York City
 KCOP Los Angeles
 WFLD Chicago
 WKBS Philadelphia
 WLVI Boston
 KBHK San Francisco
 WKBD Detroit
 WDCA Washington, DC
 WUAB Cleveland
 KDOG Houston
 WTCG Atlanta
 WTTV Indianapolis

WKRC Cincinnati
 WRET Charlotte
 WHBQ Memphis
 WSPA Greenville
 Spartanburg
 Asheville
 WDRB Louisville
 WKEF Dayton
 WPEC West Palm Beach
 WDEF Chattanooga
 WJHL Bristol, Kingsport
 Johnson City

WCTI Greenville, New
 Bern, Washington
 WLPX Columbia
 WBRZ Baton Rouge
 WDBC El Paso
 WCSC Charleston
 KMTH Las Vegas
 WJCL Savannah
 WKAB Montgomery
 WBBJ Jackson, TN.
 WABG Greenwood, Greenville

TANDEM

PRODUCTIONS

Distributed by
 P★I★T★S Films

1901 Avenue of the Stars
 Suite 666
 Los Angeles CA 90067
 (213) 553-3600

Datebook

■ indicates new or revised listing

This week

April 21-27—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 23-25—*Washington State University's* Edward R. Murrow broadcast journalism symposium. Washington State University, Pullman. Contact: Hugh Rundell, Department of Communications (509) 335-5058.

April 23-27—*Seventh American Institute of Aeronautics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

April 24—New date for comments in FCC rulemaking to amend Form 395 and instructions—annual employment report (Docket 21474). Old date was March 24. Reply comments are now due May 24. FCC, Washington.

April 24—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board was to hold its spring meeting on preceding day (Sunday). Reitz Union, campus, U. of Florida, Gainesville.

April 24—*Women in Communications Indianapolis chapter* "Matrix Dinner" Stouffer's, Indianapolis.

April 24—Symposium on television in the courtroom,

sponsored by *Alpha Epsilon Rho, the National Honorary Broadcasting Society*. Lawson Hall, Southern Illinois University, Carbondale.

April 25—*Tennessee Association of Broadcasters* Eddie Allgood sales seminar. Hilton Airport Inn, Nashville chairman: Jack Mayer WDXN Clarksville, Tenn.

■ **April 26**—Seminar on "Television, the Book and the Classroom," sponsored by the *Center for the Book in the Library of Congress* and the *U.S. Office of Education*. Frank Stanton and Mortimer J. Adler will be featured speakers. Coolidge Auditorium of the Library of Congress, 8 p.m. Washington. Reception to follow in Whittall Pavilion.

April 26-29—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

April 27—*Southern California Broadcasters Association's* 17th annual radio broadcasting and community leadership seminar. FCC Commissioner Margita White will be keynote speaker. Baxter Hall, California Institute of Technology, Pasadena, Calif.

April 27-29—Spring meeting of the *Louisiana Association of Broadcasters*. Diamondhead, Miss.

April 27-29—Human resources workshop of *Broadcast Financial Management Association*. Hyatt Regency, Chicago.

April 28—Revised deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. Reply comments will be due May 26. FCC Washington.

April 28—Biannual convention of *Broadcasters Association of Puerto Rico*. Condado Holiday Inn, San Juan, PR.

April 28-29—*Society of Professional Journalists, Sigma Delta Chi*, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Bel Air hotel, St. Louis.

April 28-29—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

April 28-May 2—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

April 29—*White House Correspondents Association* 64th annual dinner in honor of the President. Washington Hilton hotel, Washington.

April 29—*Radio Television News Directors Association* region four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: Bob Rogers, KENS-TV San Antonio, Tex.

April 29—*Wisconsin Broadcast News Council* and *Radio Television News Directors Association* joint seminar. University of Wisconsin campus, Stevens Point, Wis.

April 29-May 2—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

■ **April 30**—Tenth anniversary celebration in honor of *Action for Children's Television*. The Concert Hall John F. Kennedy Center for the Performing Arts, Washington.

Experience Counts

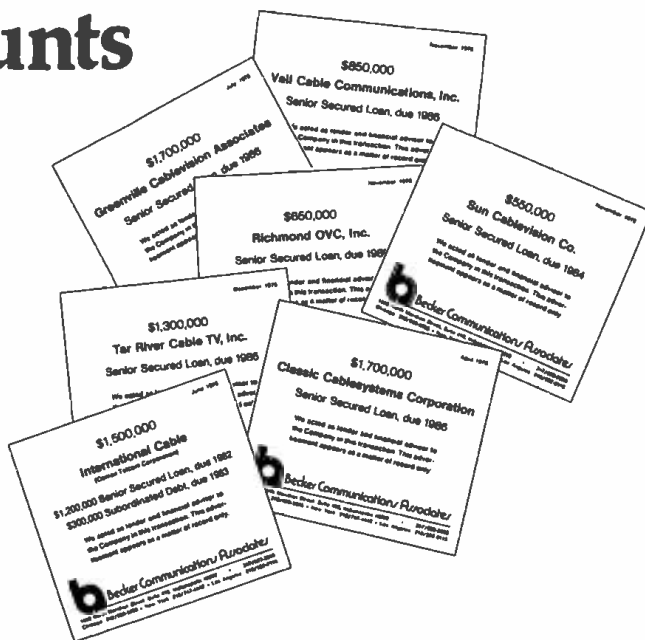
BCA has made loan commitments totalling more than \$65,000,000 to cable systems like yours over the past five years. Since cable system and communications financing is our only business, we have to know the industry and can mold the terms of our loan to best meet your requirements.

At the right are a few of the companies we've served. Give us a call. You'll find that we provide answers quickly and are oriented to serving your needs.

See you in our suite
at the New Orleans Hilton

Becker Communications Associates

1800 North Meridian Street, Suite 410 / Indianapolis 46202 Telephone: 317/923-2353
First National Plaza / Chicago, Illinois 60603 Telephone: 312/630-5035



Mobil Showcase presents

BETWEEN



THE WARS

"A classy, first rate series...serious, provocative and certainly worthwhile."

New York Times

"An exemplary series and one in which The Sponsor can take unqualified pride."

Washington Post

"Clearly written scripts and carefully selected images. The series is good."

Variety

"Marvelous stuff. Vivid and fascinating historical record of America from Versailles to Pearl Harbor."

Los Angeles Times

"First-class...Eric Sevareid is masterful!"

New York Daily News

"The quality of the production is superb. Be glad it's on!"

Washington Star

THANK YOU ERIC SEVAREID!

AND OUR THANKS TO
ALAN LANDSBURG AND TONY POTTER
STAN MOGER
and
FRANK GOODMAN

Mobil

Also in April

April 30-May 2—Action for Children's Television seventh annual symposium on children's TV. Kennedy Center and Marvin Center (George Washington University). Washington.

April 30-May 2—Annual meeting of *The Copyright Society of the U.S.A.* examining problems already encountered under the 1976 Copyright Act. Buck Hill Inn, Pa.

April 30-May 3—Annual convention of the *National Cable Television Association*. Rivergate Convention Center. New Orleans.

May

■ **May 1**—Meeting of *Society of Cable Television Engineers* board. Rivergate Convention Center. New Orleans.

May 1-3—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

■ **May 1-5**—Eighteenth annual *National Press Photographers Association/University of Oklahoma TV Newsfilm* workshop. Norman, Okla.

May 2—*Television Bureau of Advertising* retail workshop. Waldorf-Astoria, New York.

■ **May 3-4**—*Senate Communications Subcommittee* hearing on public broadcasting legislation. Room 1224 Dirksen Senate Office Building, Washington.

May 4-5—Spring meeting of *Minnesota Broadcasters Association*. Leamington hotel, Minneapolis.

May 4-5—Annual meeting of *Public Broadcasters Organization of Michigan*. Beyne Highlands, Mich.

May 4-6—Human resources workshop of *Broadcast Financial Management Association*. Waldorf-Astoria, New York.

May 4-6—Human resources workshop of *Broadcast Financial Management Association*. Waldorf-Astoria, New York.

May 5—Second media law seminar, co-sponsored by *National Association of Broadcasters, Radio Television News Directors Association, Reporters Commit-*

tee and Society of Professional Journalists, Sigma Delta Chi. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music. SESAC, Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 5-7—Spring convention, *Illinois News Broadcasters Association*. Sheraton Motor Inn, Rock Island.

May 7-10—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 10—FCC's new date for reply comments in its "saturated" cable systems inquiry (Docket 21472). FCC, Washington.

May 11—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.

May 11-14—*Western States Advertising Agencies Association* Western advertising conference. Canyon hotel, Palm Springs, Calif.

May 12—FCC's new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21505). Replies are now due June 12. FCC, Washington.

May 12-13—*UPI Ohio Broadcasters Association* annual convention. Marriott hotel, Columbus, Ohio.

May 15—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hyatt on Union Square, San Francisco.

■ **May 15**—Deadline for applications for H.V. Kaltborn scholarship in radio-television at the *University of Wisconsin* 1978-79. Seniors and graduate students may apply. Applications and information: Assistant Professor Carol Brown Ellber, communications program, University of Wisconsin, Madison, Wis. 53706.

■ **May 15**—New deadline for comments in FCC inquiry into commission policy in enforcing Section 312 (a) (7) ("reasonable access" for candidates for federal office) of Communications Act. Old deadline was May 1. New deadline for reply comments is May 30. FCC, Washington.

May 16—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

May 16—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

May 16—*New Hampshire Association of Broadcasters* sales seminar. New England Center, Durham, N.H.

May 17—*NBC Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17—*National Radio Broadcasters Association* "radio sales day" Airport Sheraton hotel, Philadelphia.

May 17—World Telecommunications Day of *International Telecommunications Union* of the United Nations, Geneva.

May 17-18—*Ohio Association of Broadcasters* spring convention. Program will include FCC Commissioner Margita White; Jack Perkins, NBC News and Tony Orlando. New Marriott East, Beachwood-Shaker Heights (Cleveland).

May 18—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Marriott at Kansas City Airport, Kansas City, Mo.

May 18-19—*Arizona Broadcasters Association* spring convention. Little America, Flagstaff, Ariz.

May 18-20—Third annual *Upper Midwest Communications Conclave* for record people and broadcasters. Radisson Inn Plymouth, Minneapolis. Information: Box 6303, Minneapolis 55406.

May 18-20—Human resources workshop of *Broadcast Financial Management Association*. Marriott, New Orleans.

The Choice Is Yours!

Jim Bakker
President,
PTL Television
Network

Robert Schuller **Oral Roberts**
Rex Humbard **James Robison**

24-Hour Christian Programming

The PTL Satellite Network is now feeding Christian programming 24-hours a day via RCA Satcom II, Transponder #2. Programs on the network represent a wide variety of denominational backgrounds. The PTL Club with host Jim Bakker heads the list. Also available are Oral Roberts, Robert Schuller, Jerry Falwell, Rex Humbard, James Robison, Ralph Wilkerson, Chico Holiday, Tammy Faye Bakker, Don Storms, George Otis, Demos Shakanian, Christopher Close-Up, This Is The Life and many more.

See us at the NCTA Convention in New Orleans (Booth 859) or contact Gary Deaner, PTL Satellite Network, Charlotte, NC 28279. (704) 527-5350. Heritage Village Church & Missionary Fellowship, Inc.

Broadcast Electronics moves to automation

CONTROL 16 moves out front



among microprocessor program automation and it should—it's the "INTELLIGENT ONE"

Only with Control 16 do you have all the benefits of the intelligent radio program automation system

LIKE . . .

5 INTELLIGENT AND INNOVATIVE CRT DISPLAYS—YES FIVE!

It is absolutely amazing the ease with which you have full system control.



Exclusive Assignment Table display for easy change of source assignment (Time Announce, Dead Roll, etc.) from the Keyboard instead of being hardwired directly.



Exclusive Diagnostic Logging display for instant review of last 10 logging lines. From anywhere in the station you can see if events as scheduled did actually play.



Exclusive Program display for monitoring on-air programming while at the same time (and on same display) you can make program changes.

PLUS 2 MORE EXCLUSIVE REVIEW DISPLAYS

You can look ahead at any 96 Program Events at one time. Or look at any 72 Compare Time Entries at one time. Both available for making Intelligent programming decisions.

AND THESE "OUT FRONT" FEATURES

Intelligent and Attractive Portable Keyboard

This low, clean keyboard design eliminates all those unnecessary keys that cause confusion. Control 16's self teaching keyboard makes automation operation a real snap.

Intelligent and Versatile Memory System

Innovative memory concept with SEQUENTIAL, MAIN/SUB, and TIME INSERTION PROGRAMMING. Plus a unique 12/24 hour self correcting digital clock system. With a powerful 500 entry Compare Time memory with 17 programmable functions!

There is a lot more that Control 16 offers. To learn what modern automation equipment is capable of, send for our brochure on Control 16. Or call John Burtle at (217) 224-9600 and tell John you want to know more about "THE INTELLIGENT ONE."



BROADCAST ELECTRONICS, INC.

PRODUCERS OF *Spelmac* TAPE CARTRIDGE EQUIPMENT
4100 NORTH 24th STREET, QUINCY, ILLINOIS 62301

May 19—*Missouri Public Radio Association* spring meeting. Hilton Plaza Inn, Kansas City, Mo.

May 19-20—*Public Radio in Mid America* spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

■ **May 19-20**—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

May 21-23—*Washington State Association of Broadcasters* spring meeting. Sheraton Spokane hotel, Spokane, Wash.

May 21-24—Tenth annual *Southern Educational Communications Association* conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

May 22-23—*Virginia Cable Television Association* spring meeting. Technical sessions will be set up with cooperation of *Society of Cable Television Engineers*. Holiday Inn, Roanoke, Va.

■ **May 22-24**—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 23—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

May 23—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Red Coach Convention Center, Portland, Me.

May 23-25—Electro/78 international electronics show and convention, sponsored by *New England and New York chapters of Institute for Electrical and Electronic Engineers* and *Electronic Representatives Association*. Hynes auditorium and Sheraton-Boston hotel, Boston.

May 26-27—Annual convention of *UPI Broadcasters Association of Texas*. Hilton Inn, Amarillo, Tex.

May 28-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

May 29-June 1—*Canadian Cable Television Associ-*

ation 21st annual convention. Queen Elizabeth hotel, Montreal.

June

June 1-3—*Associated Press Broadcasters* annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes. Stouffer's Twin Towers, Cincinnati.

June 1-3—*International Idea Bank* convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

June 1-3—*Iowa Broadcasters Association* meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

June 1-3—Human resources workshop of *Broadcast Financial Management Association*. Sir Francis Drake, San Francisco.

June 4-8—*National Association of Broadcasters* third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 4-7—Workshop on reporting of government and economy jointly sponsored by *National Association of Broadcasters*, *American Newspaper Publishers Association*, *National Newspaper Association* and *National Association of Manufacturers's Foundation for Economic Freedom*. NAB headquarters, Washington.

June 6—*NBC Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

June 8-9—Third Asian-Pacific television conference, sponsored by *The Cultural and Social Centre for the Asian and Pacific Region*, Seoul, Korea, with *San Francisco State University* as co-host. Satellite communications will be the theme. San Francisco State University, San Francisco.

June 7—*NBC Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

June 7—*Advertising Research Foundation* midyear conference. Hyatt Regency O'Hare, Chicago.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul.

June 8-10—*Alabama Broadcasters Association* spring convention. Gulf Park Resort, Gulf Shores, Ala.

June 8-10—*Florida Cable Television Association* annual convention. Dutch Inn at Lake Buena Vista, near Orlando, Fla.

■ **June 8-10**—*Hawaiian Association of Broadcasters* convention. Kauai Surf hotel, Kauai, Hawaii.

June 8-11—*Mississippi Broadcasters Association* annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

June 8-11—Combined meeting of *Missouri Broadcasters Association* and *Kansas Association of Broadcasters*. Marriott, Kansas City International Airport.

June 11-13—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

June 11-13—*New Jersey Broadcasters Association* annual convention. Resorts International hotel, Atlantic City.

June 11-14—*Electronic Industries Association/Consumer Electronics Group* 1978 International Summer Consumer Electronics Show. Chicago.

■ **June 12-13**—Fourth annual New York cable television technical seminar, presented by *New York State Commission on Cable Television* and *State University of New York at Albany* in cooperation with *New York State Cable Television Association* and *Upstate New York chapter of Society of Cable Television Engineers*. Empire State Plaza Convention Center, Albany, N.Y.

June 12-14—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

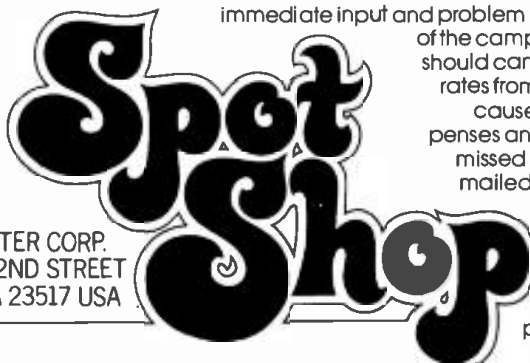
June 13—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

June 13-17—*American Women in Radio and*

It'll Pay You \$162,562 To Read This Ad!

At the end of February, Studio Center introduced its latest service. The Spot Shop. Station sales managers have called it a production service ... new business service ... profit machine and sales motivation service. Well, it's all of these. But more important, the Spot Shop is making money for over 100 stations. Big money! Stations have reported a weekly average of \$3,126.20 in sales directly from Spot Shop presentations during the first month. That projects to a whopping \$162,562.40 annual average covering single-station markets up to the top ten. And if you've read our ads over the past weeks, you've seen names, call letters and comments like, "After investigating nearly 75 different sales aids, the Spot Shop — without a doubt — has been the best buy for us ..." And, "Your campaigns have breathed new life into our sales department who fight like cats and dogs for the privilege of taking these campaigns out to their clients!" And, "The Spot Shop has already paid for itself ... great sounding spots plus new interest in radio ... things look absolutely super." So what's the Spot Shop and why are all these people saying such nice things about it? Well, each Friday we ship Spot Shop stations a coordinated campaign kit for unlimited and exclusive use in

STUDIO CENTER CORP.
200 WEST 22ND STREET
NORFOLK, VA 23517 USA



CORPORATE NAME/CALL LETTERS _____

ADDRESS _____

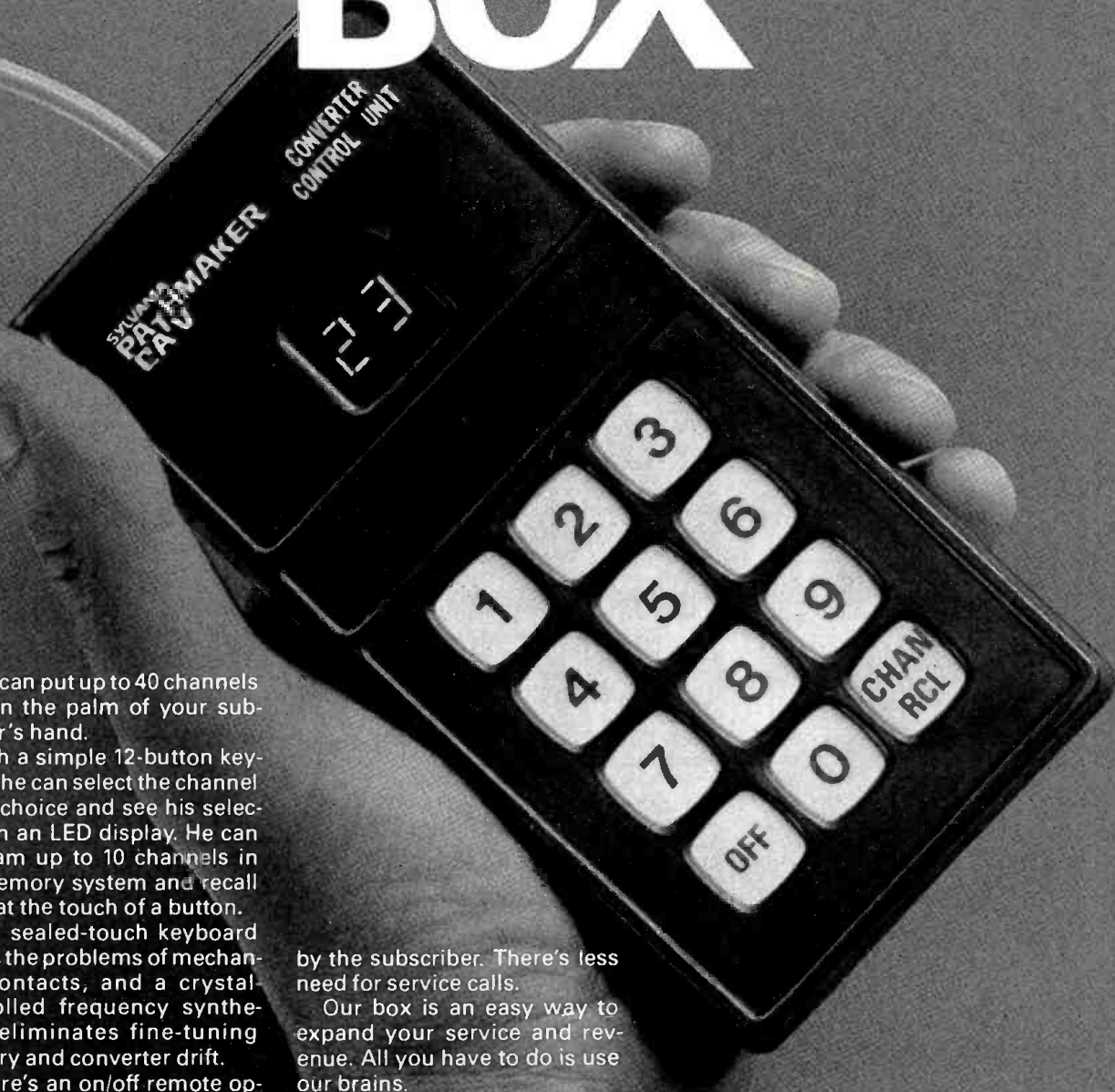
CITY _____ STATE _____ ZIP _____

NAME (Print or Type) _____

their market. Each kit contains a reel of production cuts, a copy portfolio, production and sales directions and, often, related artwork and other aids. Some campaigns are for a specific type of client. Others are for theme sales or seasonal events. Still more are designed as client contests and promotions. And each week offers a different format including comedy, nostalgia, slice-of-life, jingles, institutional, etc. And there are some other touches people say nice things about.

Like a 90-day cancellation clause if you're not making money with the Spot Shop program. Or an unlisted hot line number direct to the Studio Center executive producer for immediate input and problem solving. Like permanent use of the campaigns received, even if you should cancel the service. And weekly rates from \$25.00 made possible because we have no salesmen's expenses and commissions to pay. If you missed the presentation and demo mailed your station ... if you want to build billings and profits ... if you want a better commercial sound, media leadership, improved rates and nearly a hundred new people working in your sale's promotion department for as low as 25 cents a week ... then rush the coupon for a complete presentation while your market is still available! Or call Warren Miller (804) 622-2111 right now. We're averaging a new market every six hours!

BRAIN BOX



We can put up to 40 channels right in the palm of your subscriber's hand.

With a simple 12-button keyboard he can select the channel of his choice and see his selection on an LED display. He can program up to 10 channels in the memory system and recall them at the touch of a button.

The sealed-touch keyboard solves the problems of mechanical contacts, and a crystal-controlled frequency synthesizer eliminates fine-tuning circuitry and converter drift.

There's an on/off remote option — and more important to you — there's a hard-security option that gives up to three channels of tiered, premium programming.

And the hand-held remote control unit is rugged. It can survive drops and jolts that could send it to the repair shop. Even the tough detachable control cord can be easily replaced

by the subscriber. There's less need for service calls.

Our box is an easy way to expand your service and revenue. All you have to do is use our brains.

To find out how, contact your area salesman, or call toll free (800) 351-6010 within the continental United States except Texas. From Alaska, Hawaii or Texas, dial (915) 544-7550. Ask for Ray Pawley.

SEE US AT THE NCTA
SHOW BOOTH 505

SYLVANIA

GTE

MIKE WORKS AROUND THE CLOCK AROUND THE COUNTRY!

NO. 1 WITH WOMEN LATE AFTERNOON

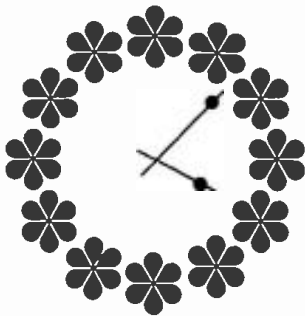
in such markets as
NEW YORK
PHILADELPHIA
DETROIT*
PITTSBURGH
ST. LOUIS
ATLANTA
INDIANAPOLIS
KANSAS CITY
BUFFALO
PHOENIX
SYRACUSE*
JACKSONVILLE

AFTERNOON

in such markets as
GRAND RAPIDS
LOUISVILLE
HONOLULU

MORNING

in such markets as
WASHINGTON
MIAMI
TAMPA - ST. PETERSBURG
LANCASTER-HARRISBURG
SAN ANTONIO
AND MANY MORE



Source: Feb. 1978 NSI

*T-6

The audience figures shown are estimates, subject to the techniques and procedures used by the service agency.

**THE MIKE
DOUGLAS SHOW**
**GROUP W
PRODUCTIONS**
 INC./WESTINGHOUSE BROADCASTING COMPANY
 90 PARK AVENUE, NEW YORK, NEW YORK 10016

Major meetings

April 21-27—MIP-TV 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 26-29—American Association of Advertising Agencies annual meeting. Cameback Inn, Phoenix.

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

May 9-10—Annual meeting of CBS-TV affiliates. Century Plaza hotel, Los Angeles.

May 22-24—Annual meeting of ABC-TV affiliates. Century Plaza hotel, Los Angeles.

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

June 7-10—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

June 13-17—American Women in Radio and Television's 27th annual convention. Los Angeles Hilton. Los Angeles.

June 17-20—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of NBC-TV affiliates. St. New York Hilton, New York.

Sept. 17-20—National Radio Broadcasters Association annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel,

Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—Broadcast Financial Management Association's 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—Radio Television News Directors Association international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—National Association of Educational Broadcasters annual convention. Sheraton Park hotel, Washington.

Nov. 13-15—Television Bureau of Advertising annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of Society of Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

March 10-14, 1979—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas. Future conference: March 8-12, 1980, Nob Hill complex, San Francisco.

March 25-28, 1979—National Association of Broadcasters annual convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

Television's 27th annual convention. Los Angeles Hilton, Los Angeles.

June 14—Virginia Association of Broadcasters meeting. Mariner Resort Inn, Virginia Beach, Va.

June 15-16—Oregon Association of Broadcasters spring conference. Salishan Lodge, Gleneden Beach, Ore.

June 15-17—South Dakota Broadcasters Association meeting. Holiday Inn, Mitchell, S.D.

June 16-17—Broadcast Financial Management Association/BCA quarterly board of directors meeting. Opryland hotel, Nashville.

June 16-18—Annual convention and awards banquet of Chesapeake AP Broadcasters Association. Hunt Valley Inn, Cockeysville, Md.

June 17-20—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of NBC-TV affiliates. New York Hilton, New York.

June 19-23—Workshop on community broadcasting and public access, sponsored by Department of Communication Media, Bemidji State University. Bemidji, Minn.

June 21-23—Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fountainsbleau Inn and Spa, Ocean City, Md.

June 20-22—Armed Forces Communications and Electronics Association 32d annual convention. Senator Harrison H. Schmidt (R-N.M.), member of Senate Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

June 21-23—National Broadcast Editorial Association, eighth annual convention. Mayflower hotel, Washington.

June 21-24—Florida Association of Broadcasters 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—Broadcast Financial Management Association/BCA quarterly board of directors meeting. Opryland hotel, Nashville.

June 22-24—Wyoming Association of Broadcasters annual convention. Holiday Inn, Cody, Wyo.

June 23-24—National meeting of Radio Television News Directors Association of Canada. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VPCM St. Johns, Newfoundland A1B 3P5.

June 24-28—Georgia Association of Broadcasters convention. Callaway Gardens, Ga.

June 25-28—Public Broadcasting Service's annual membership meeting. Fairmont hotel, Dallas.

June 25-30—National Association of Broadcasters joint board meeting, together with board of Canadian Association of Broadcasters. Hotel Toronto, Toronto.

July

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by The University of Wisconsin-Extension Communications Program Unit. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 9-12—New England Cable Television Association convention. Wentworth by the Sea, Portsmouth, N.H.

July 12-16—Combined Colorado Broadcasters Association/Rocky Mountain Broadcasters Association meeting. Manor Vail, Colo.

July 15-18—Television Programmers Conference 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—California Broadcasters Association midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

July 16-19—National Association of Farm Broadcasters summer meeting. Fairmont hotel, San Francisco.

July 16-19—New York State Broadcasters Association 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 16-28—Eleventh management development seminar sponsored by National Association of Broadcasters. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

August

Aug. 10-11—Arkansas Broadcasters Association summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 20-23—*National Association of Broadcasters* radio programing conference. Hyatt Regency hotel, Chicago.

■ Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 25—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

■ Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Kearney, Neb.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

Oct. 7—*Florida Association of Broadcasters* fall con-

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The newsweekly of broadcasting and allied arts

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MORE 18-49 WOMEN FOR MIKE!

FEB. 1978 vs. NOV. 1977

Including such significant increases as:

+ 12%	NEW YORK
+ 65%	LOS ANGELES*
+ 54%	BOSTON
+ 36%	SAN FRANCISCO
+ 29%	DETROIT
+ 37%	PITTSBURGH*
+ 43%	ST. LOUIS
+ 40%	MINNEAPOLIS-ST. PAUL
+ 50%	SEATTLE
+ 39%	ATLANTA
+ 6%	TAMPA
+ 30%	BALTIMORE
+ 8%	HARTFORD-NEW HAVEN
+ 171%	DENVER
+ 11%	CINCINNATI
+ 18%	SACRAMENTO
+ 43%	KANSAS CITY
+ 52%	BUFFALO
+ 22%	PROVIDENCE
+ 40%	PHOENIX
+ 44%	GRAND RAPIDS
+ 43%	LOUISVILLE
+ 83%	LANCASTER-HARRISBURG
+ 17%	SAN ANTONIO
+ 100%	RALEIGH-DURHAM
+ 75%	WICHITA-HUTCHINSON
+ 150%	KNOXVILLE
+ 35%	JACKSONVILLE
+ 25%	ROCHESTER, N.Y.
+ 33%	FRESNO
+ 80%	CHAMPAIGN-SPRINGFIELD-DECATUR
+ 22%	HONOLULU
+ 50%	LINCOLN
+ 150%	GREENVILLE-NEW BERN-WASHINGTON
+ 17%	YOUNGSTOWN
+ 20%	LEXINGTON
+ 67%	FARGO-VALLEY CITY
+ 50%	DULUTH-SUPERIOR
+ 25%	LAFAYETTE
+ 33%	CHARLESTON, S.C.
+ 33%	TRAVERSE CITY-CADILLAC
+ 33%	MASON CITY-AUSTIN-ROCHESTER
+ 25%	YAKIMA
+ 33%	LAS VEGAS
+ 11%	BANGOR
+ 60%	PRESQUE ISLE

and others

*half-hour time difference, all others same time period
Source: NSI

The audience figures shown are estimates subject to the techniques and procedures used by the service used.

THE MIKE DOUGLAS SHOW GROUP W PRODUCTIONS

INC., WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, NEW YORK 10016

IT'S MIKE FOR THE BIGGEST BITE OF THE BIG APPLE!

NO. 1 SHARE

The Mike Douglas Show scores with the biggest Share—20 per cent—of the audience in highly competitive New York, 4:30-6 PM on WCBS-TV.

NO. 1 WITH WOMEN

Mike averages the Most Women—518,000—in the time period. Up 36 per cent from November! In fact, he's gained impressively in every demographic category.

NO. 1 SHOW

Of all 14 daily talk and talk-variety shows in the nation's No. 1 market, The Mike Douglas Show reaches the Most Households—573,000. That's
101,000 More than Johnny
279,000 More than Merv
308,000 More than Phil
409,000 More than Dinah



Source: Feb. 1978, Nov. 1977 NSI

The audience figures shown are estimates. Subject to the techniques and procedures used by the service used.

THE MIKE DOUGLAS SHOW
GROUP W PRODUCTIONS
 INC. WESTINGHOUSE BROADCASTING COMPANY
 90 PARK AVENUE, NEW YORK, NEW YORK 10016

ference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering* and *Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New

York.

November

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*, Hyatt House, Birmingham, Ala.

Nov. 26-20—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

December

■ **Dec. 5**—*Advertising Research Foundation* Western conference. San Francisco.

Dec. 12-14—*Midcon/78* electronics show and exhibit. Dallas Convention Center, Dallas.

Open Mike®

Self-limiting

EDITOR: It's good to see the National Association of Broadcasters asking the FCC to initiate a rulemaking that would eliminate monitoring of commercial time on AM and FM stations [BROADCASTING, April 10]. Fifteen years ago the House Commerce Committee heard testimony from Missouri broadcasters and many others that the commission had no authority to impose standards with respect to the length or frequency of broadcast commercials. We said in those hearings that common sense dictates frequency.

No radio station can hold an audience when it consistently exceeds the rules of good taste.—*Don C. Dailey, president, Mark Twain Media, Springfield, Mo.*

Misplaced

EDITOR: Your March 20 story on the Hollywood Radio and Television Society's International Broadcasting Awards relocated us to Chicago. Northlich, Stolley is in Cincinnati, and we wouldn't have it any other way.—*Ced Frederickson, director, public relations, Northlich, Stolley, Cincinnati.*

(The agency won the top radio award for commercials for Baldwin Piano & Organ Co.)

Former husband?

EDITOR: The question is: "Do I laugh or cry?" re BROADCASTING's April 3 report of the sale of the four radio stations owned by the Hercules Broadcasting Co.

You could have said the company is owned by Manning and Bernice Slater—or as the local newspaper said, "Manning

Slater and his partner, Bernice Slater"—or even Manning Slater, president, and Bernice Slater, vice president and general manager of KRAK and KEWT in Sacramento, and you chose "former wife." Shame.—*Bernice G. Slater, vice president-general manager, KRAK(AM)-KEWT(FM) Sacramento, Calif.*

(As stated, Mrs. Slater is Mr. Slater's former wife.)

Plea on programing

EDITOR: This is an open letter to the television networks that I hope BROADCASTING will print.

You are presenting many excellent family situation programs, comedy programs, programs dealing with nature, travel, science and news events. But in your race for ratings, you are in many cases degrading social and moral standards.

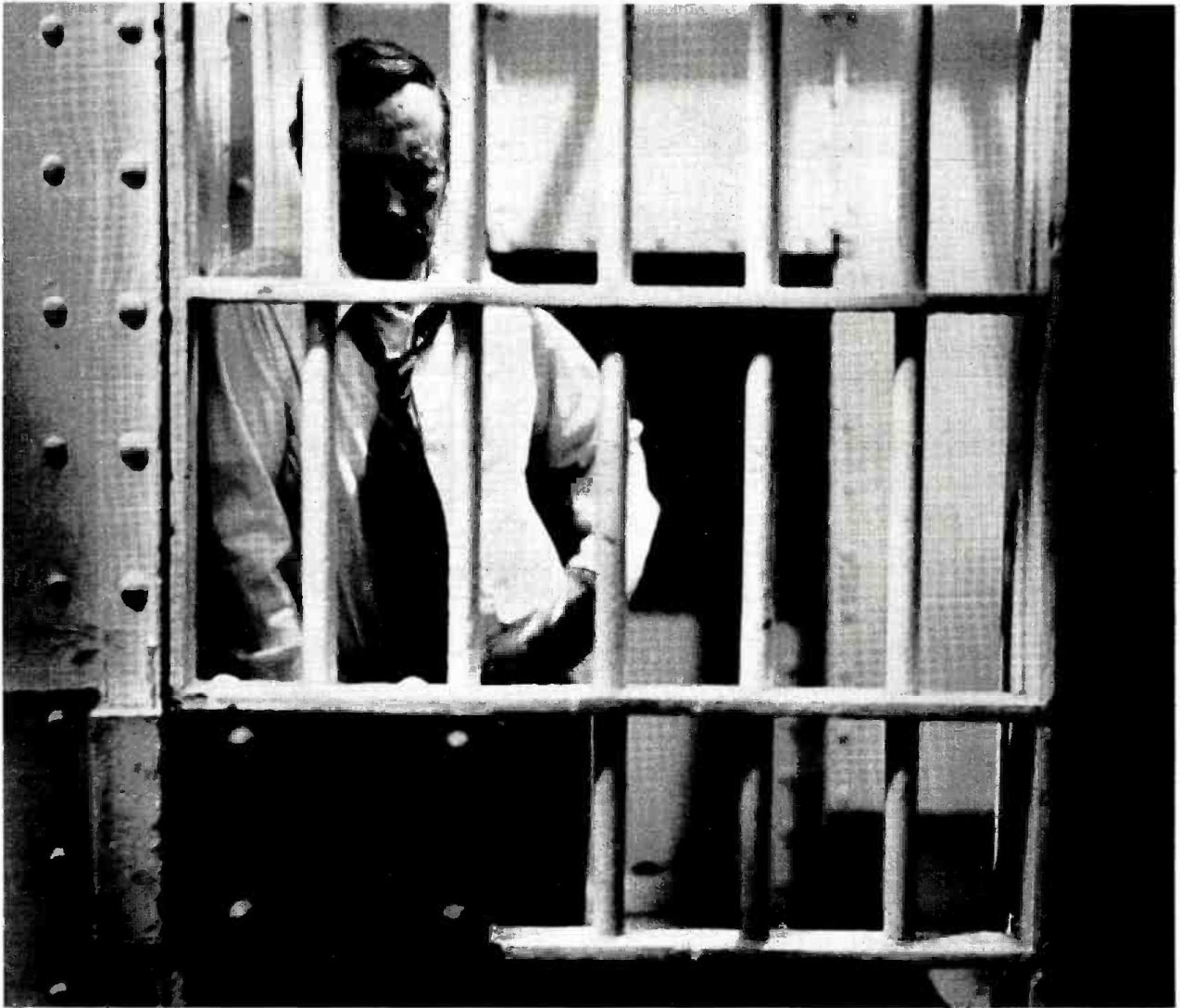
There is still too much crime, violence and sex.

There are many excellent entertainers, black and white, whose performances we enjoy, but you also send us the shaggy-haired, bearded rock types whose music and gyrations have no social value.

This comment applies to radio as well as TV: Stop presenting recordings or live performances of comedians, DJ's and rock performers who use filthy language. The writers of the First Amendment were God-loving people who never had any intention that their great document would be used to protect the presentation of filth.

Stop the obvious attempts to discredit the FBI, the CIA and the defense.

You should be programing with a view toward raising the moral tone and standards of the people of this country.—*Paul H. Lee, captain, U.S.N. (retired), Thousand Oaks, Calif.*



Is putting drunk drivers behind bars the only way to teach them a lesson?

There are many ways to punish drunk drivers. Jail them, fine them, suspend their licenses, or sometimes all three.

One of these, says the California Department of Motor Vehicles, appears to have a particularly strong educational effect.

The department recently studied a group of drivers with multiple drunk driving convictions who received various combinations of punishments. Drivers who lost their licenses in addition to fines or jail had better records when they got their licenses back. Over six years, they had 40% fewer reckless driving convictions, fewer crashes and fewer moving violations than drivers who kept their licenses.

The agency doesn't see suspension as a panacea. But for the moment, it seems the best lesson for drinkers should include license suspension.

A lot of people think there's nothing much to be done about the problem of drunk driving. But that's no reason to stop trying. We'd like to know what you think. Just write The Travelers Office of Consumer Information, One Tower Square, Hartford, Connecticut 06115. Or dial, toll-free, weekdays from 9 to 5 Eastern Time, 800-243-0191. In Connecticut, call collect, 277-6565.



THE TRAVELERS
Raising our voice, not just our rates.

**THE TOP 5 HALF-HOUR ACCESS SHOWS
IN THE TOP 50 MARKETS (ARB, 2/78)**

RANK	TITLE	ADI RATING	AVERAGE WOMEN 18-49
1	The Muppets	16.9	82,000
2	FAMILY FEUD	15.0	81,000
3	The Price Is Right	14.7	64,000
4	\$100,000 Name That Tune	14.1	59,000
5	The Gong Show	14.1	76,000

Rookie of the year!

"Family Feud," in its first syndicated season, has moved up to the Number 2 spot among all half-hour access series.

Drawing bigger ratings and a lot more young women than a long list of veteran performers.

And easily outranking all other new access shows.



In fact, "Family Feud" has risen so high so fast in its rookie season, it's an odds-on favorite to win the top access ranking in its second season.

Couldn't you use this superstar in your access lineup?

Or, even in prime time?

"Family Feud"

Source: ARB, Feb. 1978. Rankings exclude one-hour and strip programming. Audience estimates are subject to qualifications available on request.



Top of the Week

RKO sells TV in Boston to group with major black involvement

Two competing applicants band together and buy WNAC-TV for what some consider fire-sale price of \$59 million; minority stake is said to be upwards of 10%

The nine-year legal battle over WNAC-TV Boston appeared to be headed toward a resolution last week as RKO General announced that it had reached an agreement in principle to sell the station to a new company formed by two competing applicants for \$59 million—a record price for a single station but significantly below what industry sources say the channel 7 CBS affiliate is worth. The sale is also noteworthy because a substantial share of the buying company, New England Television Corp., is held by black businessmen.

If the FCC approves the assignment of WNAC-TV's license, it will become the only top-10 market VHF facility with so much of its control in the hands of blacks. New England Television was formed by the merger of Community Broadcasting of Boston Inc. and The Dudley Station Corp., two companies that filed competing applications for channel 7 in 1969. David G. Mugar, president of the new company, said the exact breakdown of the interests of Community and Dudley is "confidential and finite" at this time, but, in answer to a question, he added that New England is not owned equally by the companies. Dudley is owned principally by Bertram M. Lee, a black Boston business consultant who was named senior vice president of New England Television. Other principals in the buying company are Melvin B. Miller, the publisher of *The Bay State Guardian*, a local black-oriented weekly, and Henry M. Morgan, a professor at the Boston University School of Management. In all, six of 30 shareholders of the new corporation are black.

According to Mr. Mugar, the final breakdown of ownership percentages has not yet been established. He said, however, that

blacks will own a share "much greater than 10%" although probably not as much as 25%. Mr. Mugar's family formerly owned a regional supermarket chain (sold in the mid-sixties), and he is now a private investor with considerable real estate holdings in the Boston area and elsewhere on the East Coast. His only broadcast experience, he said, was a two-year position at noncommercial WGBH-TV Boston where he served as assistant to the president for cable television research and other projects.

Mr. Miller said, too, that "nobody knows yet" what the final ownership percentages will be. He pointed out as well that the black population of the Boston market is "relatively small," but the black ownership share in WNAC-TV will be significantly greater than the population percentage would indicate.

According to Mr. Mugar, the principals in New England Television are "very, very financially qualified" to purchase the station on their own. There are, however, fi-

the station. One, for example, said that it had been "no secret" in the brokerage world that RKO was moving toward a sale of the station to the competing applicants. He called the transaction an "excellent" deal for the buyers. Another called the \$59 million figure a "low price" for a station which he felt was worth something in the \$80-million range.

An RKO official, too, said he thought the buyers got an "outstanding" deal for the station. He called it an "awful cheap price" that was agreed on, in part, to "clear the license situation."

WNAC-TV has been running second, by a slight margin, in evening hours in Boston and third, also narrowly, on a broadcast-day basis. In the February Arbitrons it averaged a 15 rating in the 7:30-11 p.m. period, ahead of WBZ-TV's 14 but behind WCVB-TV's 20. From sign-on to sign-off, WBZ and WCVB-TV were tied for first with 8 ratings while WNAC-TV came in with a 7.

Mr. Mugar defended the sale price, saying he felt "very strongly this is a fair mar-



The newcomers. Major stockholders of New England Television Corp. announced the \$59-million purchase of WNAC-TV Boston at a news conference there last Wednesday. L to r: Thomas Brown, assistant to the chairman of Polaroid Corp.; Henry M. Morgan, professor at Boston University; David G. Mugar, president; Bertram M. Lee, senior vice president, and Melvin B. Miller, vice president. *Photo: Boston Herald American.*

ancial institutions that are "quite interested" in providing capital for the venture, Mr. Mugar said.

"This change in ownership of a major network-affiliated television station dramatically advances the recently announced objective of the [National Telecommunications and Information Administration] and the White House staff to expand minority ownership in broadcasting," Mr. Mugar said.

Some media brokers were concerned over the news of the sale, however, due to what they saw as an unusually low price for

ket price." He said the \$59 million figure resulted from "lengthy and intensive negotiations" between New England Television and RKO.

In answer to the suggestion that RKO may have been forced into selling the station in order to get out of its license renewal troubles with the FCC, Mr. Mugar said that was "absolutely not" the case. He said the decision to sell was "almost mutual" although, as he remembered, "we approached them first."

RKO's official announcement of the sale seemed to indicate that the company

expected some questions about the sale price. The announcement said the transaction would terminate more than eight years of litigation "in addition to realizing the fair market value for the station agreed upon by the parties." The announcement also said the sale should also "expedite FCC approval of the previously announced plan of RKO General's parent, The General Tire & Rubber Co., to spin off to its shareholders the stock of RKO General."

(That spin-off has been held up at the commission for over a year, in part because of the WNAC-TV litigation and also because GT&R has been involved in a number of federal securities-law investigations, including illegal payoffs to officials of foreign governments and political contributions in the U.S.)

In a letter to the FCC, RKO's Washington attorney, Harold David Cohen of Pierson, Ball & Dowd outlined the basic terms of the agreement between RKO and New England Television. According to those terms, the transaction is conditioned on an FCC grant of WNAC-TV's renewal application as well as a commission determination "that in all other respects RKO possesses the requisite qualifications to be a broadcast licensee." RKO is also requesting a tax certificate.

As a practical matter, RKO could not have sold WNAC-TV to any group other than the competing applicants as long as their challenge remained viable. An FCC administrative law judge issued an initial decision last year recommending that the station's license be renewed, but Dudley and Community contested the ruling (BROADCASTING, May 16, 1977).

For RKO, more than the fate of WNAC-TV is involved in the decision the FCC reaches. Two of its other stations—KHJ-TV Los Angeles and WOR-TV New York—have survived challenges by competing applicants, but only on condition of a successful conclusion of the WNAC-TV case.

'Holocaust' ranks behind 'Roots' as TV's top-rated entertainment show

Average rating of 31 means 120 million people saw program, and Paul Klein feels vindicated

There was no question what the four-night showing of the miniseries, *Holocaust*, meant to NBC-TV, and in particular to its head programmer, Paul Klein: a definite victory. As for what the program meant to television as a medium, there was somewhat less agreement, although there, too, most observers called it a significant achievement.

The ratings were not of *Roots*ian proportions, but they were strong enough to make *Holocaust* the most-watched entertainment program in NBC's history and,



Principals: The main players in *Holocaust* (l-r): Michael Moriarty as SS officer Erik Dorf; Fritz Weaver and Rosemary Harris as Dr. Josef Weiss and his wife, Berta; James Woods and Meryl Streep as Karl Weiss and his wife, Inga, and Joseph Bottoms and Tovah Feldshuh as Rudi Weiss and his wife, Helena.

the network said, the second most-watched entertainment program ever on TV, behind *Roots*. *Holocaust* averaged a 31 rating and 49 share for its run and reached an estimated audience of 120 million; *Roots* averaged a 44.9/66 for eight episodes and was seen, ABC said, by 130 million people.

Night-by-night, April 16-19, *Holocaust* scored shares of 43, 51, 49 and 54. That was considerably better than what the network had been projecting for advertisers—a 31 share at first and something less than that when "somebody got a little chicken" a bit closer to air time, Mr. Klein said. The network also backed off its original asking price for 30-second spots in the show (there were 130 in all), which Mr. Klein said started out at about \$45,000 and ended up at about \$42,000. Nonetheless, with a commitment to one rerun (probably two years from now, Mr. Klein said) and an option for another, plus the benefits of being the co-publisher, with Bantam Books, of a best-selling paperback version, NBC should easily turn a profit on the \$6 million production, Mr. Klein believes. To him, it all adds up to "a little vindication."

"I've been taking a terrible beating about this event programing," he said, "but I feel very strongly that the only thing that really happened this year was the concentration of miniseries and quality programing. I think it's good for television as a medium and as an advertising medium. Sure, I failed on a couple,—not everything will work, but on the average it works better than your regular programing. I think we've demonstrated that you can do this kind of thing."

The pressure to do so was immense. Not only was Mr. Klein facing the imminent arrival of a new boss, but he also found *Holocaust* being held up by critics around the country as a sort of last chance for "quality" television. "This is a pivotal moment for television," wrote Tom Shales of the *Washington Post*. "The ratings of *Holocaust* could affect program decisions for years to come... Network competition has grown too relentless to allow for philanthropic gestures that don't draw viewers in the required tens of millions."

Many members of the industry scoffed at that theory, but Paul Klein did not. "I think [the quality of TV] suffered a serious blow after *King*," he said. "Nobody would buy anything for the next

three months. Now it will probably go overboard the other way."

In fact, NBC specifically geared its advertising to emphasize the more "personal" aspects of the plot, hoping to avoid having it come across as a history (or morality) lesson. "Heinz Muller's story," read one ad, "he knew being a prison guard meant privileges—and one of them was the prisoners' wives." NBC was also sensitive to the problem of drawing non-Jewish viewers to the show, especially after the network analyzed the audience pulled by *King*. That miniseries attracted only 9.6% of the nation's white TV households, while an amazing 66% of the black TV homes tuned in.

Mr. Klein acknowledged that the advertising had its sensational tinges—"we tried to get people into the tent," he said—but he believes the show's success really grew from the extraordinary support NBC was able to draw from the nation's religious and educational leaders. Because of the sensitive nature of the program's subject matter, nobody in NBC's publicity department is anxious to take credit for actually promoting it, but the consensus was that *Holocaust* probably received the greatest amount of press and personal endorsements ever devoted to a single program before it aired.

Not every religious leader supported *Holocaust*. Some said that television, no matter how good its intentions, simply can't deal with a subject as complex and as important as the extermination of six million people. Representative of those holding that view was Elie Wiesel, a respected authority on the Holocaust who wrote a Sunday (April 16) *New York Times* article criticizing the program. The article was headlined, "Trivializing the Holocaust; Semi-Fact and Semi-Fiction," and concluded, "The Holocaust *must* be remembered. But not as a show."

To that charge, Theodore Freedman, director of the national program division of the Anti-Defamation League, replied, "I think he makes a very important point—I think someone needs to take a purist viewpoint. But having said that, I also think that there must be some way to present this story to a large number of people."

With an audience as large as 120 million, that much, at least, was accomplished.

FCC considers opening UHF to more sharing

In eighth notice in WARC inquiry, commission raises possibility of giving land mobile, satellites some of that spectrum space for use in areas along U.S. borders

The FCC has signaled a possible change in its long-range view regarding the maintenance of the UHF portion of the spectrum for television. It decided last week to consider sharing 470-890 mhz (chs. 14-83) among television, land mobile and fixed services including satellites, in 200-mile strips of territory along the Canadian and Mexican borders.

The decision, in the form of a proposal, was contained in the eighth notice of inquiry issued as the commission prepares for the 1979 World Administrative Radio Conference. The proposal, one of a number on which the commission is seeking comments, was adopted unanimously in what is being called a "compromise."

Last year, in adopting the fifth notice of inquiry in connection with WARC, the commission rejected by a 4-to-3 vote the arguments of most of its staff—Safety and Special Radio Services, the Office of Plans and Policy, Common Carrier, and the chief engineer's office—in favor of a "flexible" approach, one that would leave the door open to UHF-land mobile sharing anywhere in the country. It proposed that no change be suggested in the international table of allocations (BROADCASTING, May 23, 1977)—the position urged by the Broadcast Bureau.

Last week, the line-up within the staff was the same. But advocates of the flexible approach had new ammunition—among them, comments filed in response to the fifth notice and the results of the Texas Instruments project aimed at developing a high-performance TV receiver designed to permit the establishment of more stations within communities than current receiver technology allows.

The resulting debate, in which Commissioner Robert E. Lee took the lead in opposing the flexible approach, produced what was described as a "compromise." However, Commissioner Lee said he felt like a "loser." And some officials suggested that feeling was not unfounded.

One source noted that it would not be necessary to obtain an international agreement to change the status of channels in parts of the country where, say, land-mobile operations would not cause interference with other countries' use of the spectrum. The commission, for instance, has provided for UHF-land mobile sharing of channels 14-20 in 10 markets.

For that matter, even if the international allocations table were changed as contemplated in the eighth notice, the U.S. would still need the consent of Mexico or Canada before modifying American use of the spectrum in a manner that would affect either neighbor. And Commissioner Lee draws comfort from the fact that Canada, with its concentration of population along the border, has shown little inclination to agree to land mobile use on UHF channels in the northern portion of the U.S. But a change in the international table, officials said, would strengthen the United States negotiating position.

The deadline for comments in the inquiry is June 30. Replies are due by July 21.

WNET wins three of 27 Peabodys

Grady School's annual awards for TV and radio programming will be handed out next week

Twenty-seven George Foster Peabody awards will be presented May 3 at a luncheon sponsored by the Broadcast Pioneers at the Hotel Pierre in New York.

The awards are given annually for radio and television achievements and are administered by the Henry W. Grady School of Journalism of the University of Georgia in Athens.

For achievement in 1977, 20 awards will be presented in television categories, seven in radio. WNET(TV) New York was the only multiple winner, with three awards.

Radio winners are WXYZ(AM) Detroit for *Winter's Fear: the Children, the Killer, the Search*; Paul Hume of WGMS(AM) Bethesda, Md., for *A Variable Feast* (series); noncommercial WHA(AM) Madison, Wis., for *Earplay* (series); non-commercial; KSJN(FM) St. Paul, for *The Prairie was Quiet*; noncommercial KPFA(FM) Berkeley, Calif., for *Science Story* (series); National Public Radio, Washington, for *Crossroads: Sea Island Sketches*, and WHLN(AM) Harlan, Ky., for coverage of the April 1977 floods there.

Named to receive awards in television are KABC-TV Los Angeles for "Police Accountability," part of *Eyewitness News*; KCMO-TV Kansas City, Mo., for "Where Have All the Flood Cars Gone?," a part of *Eyewitness News*; WNBC-TV New York for "F.I.N.D. Investigative Reports," a part of *News Center 4*; WNET and noncommercial WETA-TV Washington for *The MacNeil-Lehrer Report*; WBTV Charlotte, N.C., for *The Rowe String Quartet Plays on Your Imagination*, and Lorimar Productions for the *ABC Theater* presentation of "Green Eyes."

Also, David Wolper for ABC-TV's presentation of *Roots*; Norman Lear for *All in the Family* on CBS-TV (series); London Weekend Television for *Upstairs Downstairs* on the Public Broadcasting Service (series); MTM Productions for *The Mary Tyler Moore Show* on CBS-TV (series); Steve Allen of noncommercial KCET(TV) Los Angeles for *Meeting of Minds* on PBS (series) and NBC-TV for *Tut, The Boy King*.

Also, Metropolitan Opera Association, New York, for *Live from the Met* (series), exemplified by performances of "La Boheme" and "Rigoletto;" WNET for *A Good Dissonance Like a Man*; Multimedia Program Productions, Cincinnati, for *Joshua's Confusion*; NBC-TV, Arthur Rankin and Jules Bass for *The Hobbit*; WCBS-TV New York for *Camera Three* (series); WPIX New York for "The Lifer's Group—I Am My Brother's Keeper," a part of WPIX's *Editorial Report*; WNBC-TV New York for *Buyline: Betty Furness* (series) and WNET for *Police Tapes*.

Spreading the gospel. FCC Chairman Charles D. Ferris says the creation of "eight or 10" television networks would help assure diversity and excellence of programming, as well as "a greater sense of contentment" on the part of viewers. And he sees his job as paving the way for that kind of television service.

Chairman Ferris expressed those views—an extension of the remarks he made in his speech to the National Association of Broadcasters convention two weeks ago (BROADCASTING, April 17)—in an interview on NBC-TV's *Today* last Friday.

Radio and television should be freed from the regulatory framework that "freezes" the status quo, he said. Greater competition should be introduced; let the marketplace govern, he said.

Chairman Ferris drew a parallel with major-market radio, where 50-odd stations, in seeking their own respective audiences, provide a wide variety of programming. At present, the three networks cater to the "lowest common denominator" in seeking mass audience, he said. With "eight or 10 networks," he said, "you'd see a different type of psychology and a greater drive for diversity—and a greater sense of contentment on part of the American public with respect to programming."

Furthermore, he said, the commission is taking actions "consistent" with that view. He noted the work being done—through a development contract with Texas Instruments—to produce a more sensitive, high-performance television receiver, which, he said, would make possible a doubling of "UHF and even VHF outlets." (Some commission officials thought the estimates overly optimistic. They said there would probably be some improvement—more in UHF than in VHF—but that definitive studies of what the new receiver will do have not yet been made.) The number of networks—four, including the public broadcasting system—"can go to eight," he said.

Then, too, there are other means of increasing diversity of programming, he said—fiber optics, which could deliver "unlimited" variety of programming into the home, and direct satellite broadcasting to the home.

"Let competition determine the level of excellence of programs," he said. "That's not the government's doing." His role at the commission, he said, "is not to hold back technology," but "to open up the medium to true competition."

Money's still magic word for public broadcasting

Van Deerlin subcommittee begins hearings on new legislation; spectrum fee is popular item

"More money," was the repeated plea of public broadcast representatives and supporters appearing before hearings of the House Communications Subcommittee last week. Chairman Lionel Van Deerlin's (D-Calif.) suggestion of a use fee on users of the commercial broadcast spectrum was a repeated idea.

All the representatives of the public broadcasting community—the Corporation for Public Broadcasting, Public Broadcasting Service, National Public Radio and individual station operators—endorsed the spectrum fee concept, and the administration's spokesman, Henry Geller, assistant secretary-designate of the new National Telecommunications and Information Administration, pronounced the proposal "well worthy of consideration."

Discussion of the fee usually came on the heels of urgings by the public broadcasting representatives for more money from Congress—more than has been suggested in the two bills pending before the Van Deerlin Subcommittee, the adminis-

tration's and the new version by Mr. Van Deerlin and his Senate counterpart, Ernest Hollings (D-S.C.) (BROADCASTING, April 17). Representatives of CPB, PBS and NPR all supported the proposed five-year extension of CPB's authorization in President Carter's bill (the Van Deerlin-Hollings bill calls only for three), and an increase in the federal funding level yearly, up to \$300 million in year five. Both pending bills level off at \$200 million the second year. They also endorsed decreasing the matching-funds level in the two bills from \$1 of federal money for every \$2.25 raised from private sources to \$1 for \$2 (the present ratio is \$1:\$2.50).

The hearings, which put public broadcasting under the subcommittee's microscope for three days last week, also drew out other areas of controversy in the new bills, including: the administration's proposed requirement that 25% of the federal funds for public broadcasting be set aside for national programming; the same bill's proposal for limiting CPB's programming role to making block grants for program production; both bills' provisions for tighter financial management of CPB as well as strengthened enforcement of equal employment laws.

CPB and PBS continued their disagreements about how programming decisions should be made. CPB President Henry Loomis contending that CPB should remain deeply involved in that arena. "The whole name of the game is programming," he said. "I strongly recommend that programming remain the corporation's purpose." Under the prodding of such sub-



Van Deerlin

committee members as Henry Waxman (D-Calif.), who argued that CPB's and PBS's programming functions were "parallel, duplicative and bureaucratic," Mr. Loomis held fast to his contention that there is "not just one way" to do a job. "Maybe A is the best way for one set of programs and B is the best for another."

But PBS President Lawrence Grossman urged that CPB's direct involvement in individual program decision-making be diminished. "We want to see CPB [take on an] oversight, evaluative, critical, reviewer role in programming," he said, and leave responsibility for selection and scheduling of programs to PBS and the stations.

But while both entities seemed far from agreeing about their proper programming roles, both agreed that the problem is not one for Congress. Both said they can work things out between themselves.

There was a third suggestion to take CPB completely out of the programming business. George H. Strimel Jr. of wVIA-FM-TV Scranton, Pa., and Hazen J.

In Brief

"A Punch and Judy show" is what ABC commentator **Howard K. Smith** reportedly thinks the news *ABC Evening News* format (page 46) will look like. Speaking to Insurance Agents of Dallas Thursday, 17-year ABC newsman said revisions are "a mistake." He said "there are too many anchorpeople ... too many faces popping up introducing other people" and wasting broadcast time.

Two **minority-owned AM applicants** last week were granted requests for **expedited FCC consideration** of their filings. Brothers Broadcasting seeks power increase for wxvi(AM) Montgomery, Ala.; BDT&W Broadcasting is applying for new station at Domondale, Mich. Commission noted applications have been on file at least nine months due to processing backlog and said its decision is in line with court and commission precedent for dealing with minority applicants.

FCC last week **denied objections** filed against 22 Los Angeles-area radio and TV stations and in process **expressed impatience** with petitioners who file what staff characterized as "**spurious**" petitions. Staff noted that 11 petitions filed by three residents of area contained same broad allegations, word for word. Chairman Charles Ferris directed staff to determine means to dispose of such petitions summarily. Said Commissioner James H. Quello: [such pleadings are] a gross and inexcusable waste of both public and private funds. ... They raise serious questions of possible malicious intent and gross abuse of our administrative processes which, I believe, should serve to prompt a general review of our procedures for dealing with such petitions."

CBS Radio Network has obtained exclusive rights to broadcast 36 **National Football League** games annually during 1978 and 1979

seasons, including **Super Bowl** and nine other post-season games. Cost of rights is believed to be about \$1.5 million for two years; Mutual Broadcasting System paid \$500,000 for rights in 1976 and 1977.

Chairman **Leonard H. Goldenson** was ABC Inc.'s highest-paid officer-director for 1977, receiving \$250,000 salary and \$500,000 incentive for total \$750,000, up marginally from \$747,077 total for 1976, according to proxy statement for May 16 annual meeting. President **Elton H. Rule** was next highest, with \$600,000 (\$200,000 salary, \$400,000 incentive), down from \$649,423 in 1976. **Frederick S. Pierce**, president of ABC Television, was third at \$437,038 (\$165,038 salary, \$272,000 incentive) compared with \$401,923 for 1976. **Everett H. Erlick**, senior vice president and general counsel, was fourth highest paid at \$262,500 (\$122,500 salary, \$140,000 incentive), and **Michael P. Mallardi**, vice president and chief financial officer, was fifth at \$232,000 (\$100,000 salary, \$132,000 incentive). Messrs. Goldenson's and Rule's totals compare with \$500,000 each for CBS's Chairman **William S. Paley** and President **John D. Backe** and with \$475,000 for President **Edgar H. Griffiths** of RCA, NBC's parent.

In separate filings **Motion Picture Association of America** asked FCC (1) **to deny** application of Satellite Communications Systems Inc. to distribute KTVU-TV Oakland, Calif., to cable systems via satellite and (2) **to adopt** policies that "encourage orderly development of and healthy competition within" subscription television industry. In KTVU filing, MPAA said grant of SCS's application "without first reconciling [commission's] policy of localism with its satellite policy would be contrary to the public interest and unfair to the affected parties." In STV filing association said "one-to-a-community rule serves no public interest purpose and should be deleted."

Golden Gate Radio, pivotal party in **transfer case involving three San Francisco FM stations**, has pledged to adopt format of 1920's through 1950's music now heard on KMPX(FM). Golden Gate, which hopes



Geller

Schumacher Jr. of WUOM(FM) Ann Arbor, Mich., representing a group of 16 non-commercial licensees and permittees, proposed a system under which CPB would pass out the federal funds, no less than 60% in direct grants to the stations, and up to 40% in a new "program and services fund," which would also be at the stations' disposal. But the stations and PBS would do all the program planning and scheduling and CPB would do none—"to minimize waste [and] eliminate the pernicious effects of possible political influence," the proposal states.

During give-and-take with subcommittee members, Mr. Loomis (appearing with CPB Chairman W. Allen Wallis, board member Lucius P. Gregg Jr. and CPB vice president for finance, Bruce Cardwell) opposed the proposal for setting aside 25% of federal funds to support national programming. It would "reduce the independence of the board of the corporation, which was set up to make those decisions," he said. He supported having CPB administer funds for construction of new public



Minow

broadcast facilities (the administration bill would authorize \$30 million a year to be administered by CPB, while the Van Deerlin-Hollings bill would authorize \$40 million under the control of the Commerce Department's NTIA) and added that CPB fully supports the development of nonbroadcast technologies to spread public programming. It would not be over-protective of conventional broadcasting technology, as some have predicted, Mr. Loomis said.

One of Mr. Loomis's strongest statements was against the "consistent negligence—bordering on irresponsibility" of presidents in naming people to the 15-member CPB board. Since 1970, every board position has been vacant an average of 21.5 months; currently six terms are expired (five for the past month, the sixth for two years). Mr. Loomis recommended establishing a council of five past CPB, PBS and NPR chairmen to advise the President on nominations. He also suggested reducing the board from 15 to nine members.



Wirth

PBS's Mr. Grossman defended public broadcasting's record of minority employment against charges from such members as Barbara Mikulski (D-Md.), who lashed out at public broadcasting's "abysmal" EEO history. The percentage of minorities in public television is 13.9 he said, better than the 10.9% in the national workforce. Women's representation in public broadcasting is the same as in the national workforce, at 35.2%.

Mr. Grossman also defended PBS's record of using programs from independent programmers, representatives for whom had testified prior to Mr. Grossman's appearance that public broadcasting was virtually off limits to independents.

Four independent program producers documented their frustrations in trying to land programs on public television. One of them, Warren V. Bush, an independent producer from Los Angeles, said that inadequate funding for public broadcasting, dependence on an unpredictable match from the government and a "labyrinth" of offices with responsibility for programing

to acquire CBS's KCBS-FM, also says it will seek KMPX's call letters. Sale of KCBS-FM would free CBS to purchase more powerful KEAR(FM) from Family Stations, which in turn would acquire KMPX from National Science Network. But KMPX Listeners Guild, **determined not to lose KMPX's format**, has petitioned FCC to deny sale. And it's still not persuaded; George Conklin, guild spokesman, sees no assurance format will be retained "a year or two years from now," wants "specific guarantees" provided.

□

Barry Jagoda ploy to share tele-a-lete, not testimony, with Senate Communications Subcommittee has met stone wall on Capitol Hill. Senators Barry Goldwater (R-Ariz.) last week turned down presidential media adviser's bid to meet privately over concerns of conflict between Jagoda media role and that of adviser on telecommunications policy matters, particularly in public broadcasting (BROADCASTING, April 17); Mr. Goldwater wants comments "on the record." Senator Ernest Hollings (D-S.C.), subcommittee chairman, is in Goldwater corner on issue. Mr. Jagoda's next move could not be learned last week.

□

Washington Cable Forum, new breakfast club for people involved in Washington and cable television that was **put together by National Cable Television Association**, held first meeting last Thursday. About 30 cable lawyers, cable operators and association officials were hosts to Senate Commerce Committee Chairman **Howard Cannon** (D-Nev.), who told them he's all for deregulating cable unless it can be proven that cable hurts broadcasting.

□

Federal Trade Commission's **children's advertising inquiry** begins officially next Thursday (April 27) with expected publication of proposed rule in *Federal Register*. Comments will be due 135 days after publication (Sept. 9). Legislative hearings in San Francisco and Washington will follow (BROADCASTING, March 6).

□

CBS Sports probably will pass on its option with promoters Top

Rank Inc. to televise **Muhammad Ali-Leon Spinks** heavyweight championship rematch. Spokesman for division said CBS would have to pay fighters' purses and training fees, which are expected to amount to about \$7 million. Network lost money on last bout between same two fighters, which cost \$4 million. CBS also has renegotiated its contract with boxer **Howard Davis Jr.** to release him from exclusive tie to network. Mr. Spinks, meanwhile, was arrested in St. Louis last Friday for alleged possession of cocaine and marijuana and for driving violations.

□

Teleprompter Corp., target of benchmark CBS suit in which Supreme Court held cable not liable for copyright on broadcast programs it imports, **is target of new suit**, brought by **Broadcast Music Inc.**, charging infringement of music copyrights. BMI and copyright owners charge Teleprompter infringed by causing four of their songs to be played, without license, on unspecified cable system last Dec. 11. (Songs reportedly were on *Helen Reddy Special* distributed by Home Box Office.) Suit, in U.S. Southern District Court in New York, seeks injunction against infringing, recovery of unspecified damages and any Teleprompter profits accruing from songs involved, or statutory damages of \$250 per infringement. HBO officials said they would "hold Teleprompter harmless" against BMI suit, which they regarded as "negotiating tool" intended by music-licensing organization to spur HBO to agreement on BMI license. They said they'd reached license agreement with American Society of Composers, Authors and Publishers, had been discussing one for some time with BMI and expected agreement to be reached there.

□

CBS-TV reversed decision not to air last Saturday's scheduled episode of new sitcom, *Another Day*, which revolved around teen-age sex. Sponsor Procter & Gamble had complained about show and decision to postpone it was made by "lower echelon personnel," according to CBS spokesman. "When it was brought to the attention of higher management," he said, "the show was immediately reinstated." **P&G withdrew its commercials.**

at CPB, PBS and the stations, have combined to keep independent producers from Hollywood out of the mainstream of public television. He said there should be a fulltime staff of underwriting agents at CPB, which alone should be charged with funding new projects. A system such as that would be "clean and clear-cut," Mr. Bush said. "We could make a deal as quickly as we can [now] with a commercial network."

Crane Davis, an independent producer from New York, urged that there be strong provisions for disclosure of public stations' finances. He produced charts showing, he said, that noncommercial WNET(TV) New York spends most of its discretionary funds—money not committed for specific programs—on administration rather than programing. The situation is indicative of the whole public broadcasting system, he said. "Programing is not its goal." Furthermore, he said, "major [public] funds are being spent without a shred of accountability."

Ralph Arlyck, of the Association of Independent Video and Filmmakers, a group of some 600 producers from the New York area, and Julie Motz, another New York-based independent producer, urged that the legislation make some provision for independents. Mr. Arlyck suggested creating an ombudsman within public broadcasting to deal with the "thousands of filmmakers who are capable of doing good works" but are currently frozen out of the system. Ms. Motz suggested setting aside a percentage of money in the bill for independents. Individual stations should not be given production grants, she said, because they have not managed them well in the past, and CPB has been "extremely negative [in its responses] to any creative impulse."

But Mr. Grossman countered the inde-

pendents' assertions with statistics purporting to show that 30% of the program hours on public television last year were devoted to the works of independent producers—amounting to 35% of the program dollars. But PBS has to balance the independent producers' material with "the need [for] consistency and predictability of quality programs and program series to build our schedules," he said, adding that it also has to nurture the development of public TV's own production centers.

Nearly all the public broadcasting officials doggedly argued against Congress's imposing any new restrictions on public broadcasting, on the premise that Congress intended public broadcasting to be independent of government interference. None, however, argued the case more bluntly than former FCC Chairman Newton Minow, chairman-elect of PBS. "We're determined to maintain our independence," he said. "We'll fight for our independence." He returned to that theme several times, once during discussions about requiring open meetings for public station boards and prohibiting editorializing. "Why are we different [from commercial broadcasters] with respect to open meetings and editorializing?"

Mr. Minow's comments ran counter to Representative Timothy Wirth's (D-Colo.) ideas of accountability, which Mr. Wirth addressed with some heat Thursday. It is "absolutely legitimate" for Congress to ask questions about public broadcasting salaries and open meetings, he said, "because we have the responsibility over millions of dollars of public monies that are being expended." "There is a great tendency," he added, "for people to hide behind [the First Amendment] when we talk about accountability."

National Public Radio's representatives changed the pace at the hearings, agreeing

with the other two public broadcasting entities on major points, but stressing throughout that NPR's problems are different. Public radio, like TV, needs more money, but preferably under an alternative to the matching funds system, said NPR President Frank Mankiewicz. Because radio has never been able to generate anywhere near the level of private funds as has TV, it has never received near the level of federal matching funds. He urged consideration of the proposed spectrum fee as a possible means for alleviating the imbalance.

Furthermore, radio doesn't have near the saturation that public television has, Mr. Mankiewicz continued, currently reaching just 60% of the nation's homes. NPR estimates, however, that it could raise that figure to 90% for \$100 million. In addition, part of public radio's growth problem could be solved, Mr. Mankiewicz added, if the FCC would pass a table of allocations for the 88 to 92 mhz portion of the FM band, which is reserved for non-commercial radio.

Mr. Mankiewicz's comments were reinforced by NPR Chairman Ed Elson, who asserted that "this may be the time to split radio and TV" in public broadcasting legislation.

The hearings opened with Henry Geller defending the administration bill over the Van Deerlin-Hollings version. He stressed the administration's proposal for limiting CPB's programing authority to making bloc grants of money to stations and independent program producers, which he said is important to reduce the temptation for government to try to pressure CPB on individual program judgments. The congressmen's bill does not contain a similar prohibition against CPB "selecting" programs.

Mr. Geller also stressed the need for a national programing fund (which the congressmen's bill does not propose), because national programing provides the "strong base" of viewers for local programing, who, theoretically, will stay tuned for local programing.

Mr. Geller also supported lifting the ban on editorializing for public stations that are not licensed to governmental entities. There is no provision for that in the Van Deerlin-Hollings bill, but Mr. Van Deerlin said he is for it. However, it will take time, the subcommittee chairman said, to work out long-range solutions to problems of journalistic freedom, funding and insulation from government. The immediate legislation should be considered "interim" legislation, he said, until the subcommittee produces its rewrite of the Communications Act. Mr. Van Deerlin and other subcommittee members also indicated they wanted to see the recommendations of the second Carnegie commission, expected later this year, before moving further ahead.

Subcommittee counsel Harry M. (Chip) Shooshan last week said a subcommittee markup on the legislation may begin next week, although none has been scheduled.



Wallis, Loomis, Cardwell and Gregg



Grossman



NPR's Elson and Mankiewicz

Release of Nixon tapes pushed back by Supreme Court

In 7-to-2 decision it reverses lower court ruling for immediate access by public, says requests must be processed through GSA

Former President Richard M. Nixon has prevailed in his lengthy court fight to deny the broadcast and recording industries access to the 22 hours of White House tapes that were played at the Watergate cover-up trial of top Nixon aides in 1974.

The U.S. Supreme Court last week, in a 7-to-2 ruling, reversed a decision of the U.S. Court of Appeals in Washington that would have required the district court in which the trial was held to make the tapes available to members of the public for copying.

"Considering all the circumstances of this concededly singular case," Justice Lewis F. Powell wrote for the majority, "we hold that the common-law right of access to judicial records does not authorize release of the tapes in question."

But the decision did not turn on arguments by Nixon's lawyers that release of the tapes would constitute an invasion of the former President's privacy and would, by making them available for play at "cocktail parties" and in "comedy acts or dramatic productions," subject him to ridicule.

Rather, Justice Powell said the case is controlled by the Presidential Recordings Act of 1974, under which Congress took charge of Nixon presidential papers and tapes and provided for the retention by General Services Administration of those that were not of a personal nature. "Congress has created an administrative procedure for processing and releasing to the public, on terms meeting with congressional approval, all of [Mr. Nixon's] presidential materials of historical interest, including recordings of the conversations at issue here," Justice Powell said.

However, the public will probably have to wait years before the tapes played at the trial are available for purchase or broadcast. Hundreds of tapes are awaiting screening by archivists. But even before they begin, the regulations devised to govern the screening must survive a court test Mr. Nixon has brought.

The court suit seeking release of the tapes was brought by the three commercial networks—ABC, CBS and NBC—the Public Broadcasting Service, and the Radio Television News Directors Association, as well as Warner Communications. Warner said it wanted to prepare a complete set of the tapes for libraries and schools without profit, as well as a commercial two-album edition of excerpts to be narrated by George C. Scott.

The broadcasters and Warner had sub-

mitted a plan to Judge John C. Sirica, who had presided at the Watergate trial (and who, while appeals of the convicted defendants were pending, had originally denied the petitions for access to the tapes), under which cassettes of the tapes would be offered for sale by the National Archives at a price of \$3.75 to \$4 per one-hour cassette (BROADCASTING, Jan. 17, 1977). They could have been on sale in a matter of months.

Although transcripts of the tapes heard at the trial of presidential aides H. R. Haldeman and John Ehrlichman, former Attorney General John Mitchell, Justice Department official Robert Mardian, and Nixon re-election committee counsel Kenneth Parkinson were widely distributed, the broadcasters and Warner argued that the full import of what was said at the trial could not be gained without hearing the tapes.

Indeed, they made that point in support of their contention that release of the tapes is required by the Sixth Amendment's guarantee of a public trial. But Justice Powell said the requirement of a public trial is satisfied by the opportunity of members of the press and public to attend the trial and report on what they observed.

Nor did a First Amendment argument persuade the court. Justice Powell said that amendment guarantees the press no right to information greater than that enjoyed by the public. And the public, he said, "never had physical access to the tapes."

Justice Powell said the court's responsibility for exercising an informed decision as to release of the tapes "does not permit copying on demand. Otherwise," he wrote, "there would exist a danger that the court could become a partner in the use of the subpoenaed material to gratify private spite or promote public scandal."

The decision did not address the question of what Judge Sirica should do with the copies of the tapes in his care. While the originals are to be turned over to GSA for handling, Justice Powell said court rules provide for the return of court exhibits to their owners within 30 days, or their destruction if they are not removed.

Justice Powell was joined in his opinion by Chief Justice Warren E. Burger and Justices Harry Blackmun, William Rehnquist and Potter Stewart. All but Justice Stewart are Nixon appointees. Justice Byron R. White, in an opinion concurring in part and dissenting in part, in which Justice William Brennan joined, said the appeals court decision should be reversed but that the tapes at issue in the case (as well as the originals) are covered by the Presidential Recordings Act and should, therefore, be referred to the GSA.

The dissenters were Justices Thurgood Marshall and John Paul Stevens. Both issued opinions asserting that the public should be given prompt access to the tapes. To the extent that the Presidential Recordings Act provides any assistance in deciding the Nixon case, Justice Marshall said, it "strongly indicates that the tapes should be released to the public as directed by the Court of Appeals."

University head picked for top RFE/RL post

Ferguson of U. of Conn. moves to Munich in August, succeeding Alexander Buchan; Gronouski, meanwhile, complains of jamming

Glenn W. Ferguson has been selected to serve as chief executive officer of Radio Free Europe/Radio Liberty Inc. Dr. Ferguson, president of the University of Connecticut and a former ambassador to Kenya, will assume his new post in Munich, Germany, Aug. 15.

On another RFE/RL front Dr. John A. Gronouski, chairman of the Board for International Broadcasting, told the Senate Foreign Relations Committee that the Soviet Union's "antipathy" toward RFE/RL "appears undiminished"—in spite of U.S. attempts to insulate the radio services from this government's influence.

Dr. Ferguson's appointment was announced by John S. Hayes, chairman of the board of directors of RFE/RL, who said Dr. Ferguson's "senior management experience and familiarity with the worlds of government service" would help the radio services "through the critical years ahead."



Ferguson

Dr. Ferguson will replace retiring Alexander Buchan. Dr. Ferguson served as ambassador to Kenya for 1966-69 and was before that the first director of Volunteers in Service to America (VISTA). He was formerly president of Clark University, chancellor of Long Island University and assistant dean of the graduate school of public and international affairs at the University of Pittsburgh. He is a member of the board of directors of the Foreign Policy Association and a member of the Council on Foreign Relations.

RFE/RL jamming upped by Russians, Gronouski tells Senate

During his appearance before the Senate committee ten days ago (April 14), Dr. Gronouski told the senators that jamming of RFE/RL broadcasts in the USSR and other Eastern European countries is still very much a problem for the radio services. The USSR alone, he said, has "at least 1,000 and probably as many as 2,000 jamming transmitters." The jamming problem is most "intense" there, he said.

"The annual cost of such jamming in the USSR alone," Dr. Gronouski said, "has been estimated, on the basis of very conservative assumptions on manpower utilization and wage rates, to exceed \$100



Big deal in Big D. KOAX(FM) Dallas-Fort Worth treated that area's residents to a broadcast-synchronized light show, a dazzling fireworks display and a mini-marathon on April 15 to celebrate opening of the beautiful music station's new \$100,000 "studio-in-the-sky" on the 50th-floor observation level of Dallas's new Reunion Tower. The day-long ceremonies began Saturday morning when dignitaries cut a giant ribbon and watched it fall from the top of the geodesic dome that caps the tower. To symbolize the friendship and common interest of the Texas cities, Fort Worth Mayor Hugh Parmer handed a torch to the first member of a relay team that carried it from Fort Worth to Dallas. The final runner arrived at the steps of the tower that evening and handed the torch to Dallas Mayor Robert Folsom who, with Mayor Parmer, KOAX General Manager Jim Stansell, and Metroplex Communications principals Norman Wain and Bob Weiss, rode a glass enclosed elevator to the top to join Ron Knowles, program director, for the inaugural broadcast (top right: Messrs. Knowles, Parmer, Folsom). The music (*Thus Spake Zarathustra*) was synchronized with hundreds of computer-controlled lights on the exterior, visible for 25 miles. Bottom right: KOAX's Dorb Howe broadcasts from the station's circular studio atop the tower (business offices are on the ground floor); through its glass walls, the Dallas skyline will be on display to the 1.5 million visitors who are expected to visit the tower each year.

million—six or seven times the transmission costs for all RFE/RL broadcasts."

Furthermore, he said, it would be "foolish" to believe that the Soviet Union will not continue to "invest millions of rubles in newer, higher-powered and more numerous jamming transmitters to counter our technical modernization measures."

Another round of GAO questions in FCC inquiry

Congressional watchdog is in pursuit of regulatory truth

Some 600 broadcast station managers have received questionnaires from the General Accounting Office in the last three weeks seeking their thoughts about the FCC's regulation of their industry, part of an investigation GAO has had under way since last August.

GAO, watchdog over the programs Congress creates and funds, mailed out a questionnaire with 47 questions, probing all the controversial facets of FCC regulation that come to mind. It asks, for instance,

what would happen if the commission dropped its requirement that stations produce some amount of nonentertainment programming; how well the FCC staff performs its job; whether it should be regulating in such areas as crossownerships, political and controversial broadcasts and business practices; whether the license term should be longer; what are the effects of petitions to deny and license challenges. Other questions deal with localism, ascertainment, station ownership, network relationships and prime time access. There also are questions about the impact of satellites and cable television on station operations, for instance: "If the networks were to use satellites for direct network-to-home transmission, what would be the impact on your TV station?"

Robert Allen Jr., assistant director of GAO's Community and Economic Development Division, which is conducting the study, said last week the newest raft of questionnaires will prolong the investigation until August. Originally, the agency had set this spring as its target date for completion, but decided, for reasons Mr. Allen did not want to discuss, that it needed more information. The study was launched last August with personal interviews by GAO staff with representatives of the networks and group station owners

(BROADCASTING, Aug. 22, 1977). Mr. Allen said the agency plans to send out another set of questionnaires soon to citizen groups.

GAO undertook the investigation on its own, as it does with over half the investigations it performs, according to Mr. Allen. Release of the findings of the FCC inquiry in the spring would have made it useful for the House Communications Subcommittee, whose staff is currently working on a rewrite of the Communications Act. But Mr. Allen said GAO has not been in contact with the subcommittee nor with Senator Ernest Hollings's (D-S.C.) Communications Subcommittee since last fall.

Media Briefs

Foreign affairs. FCC authorized staff to continue negotiations with Mexico toward agreement on use of frequencies in 470-512 and 806-890 mhz bands. Commission pointed out that under proposed agreement Mexico would use 806-890 mhz band for land mobile radio services in same manner as used in U.S. Proposal would also reserve half of frequencies in 806-821 and 851-866 mhz bands along border for Mexico.

No twice. FCC in initial decision has found both present licensee and competing applicant for New Jersey radio station unqualified. West Jersey Broadcasting Co. was seeking renewal of license for WJZ Mount Holly, for which Holly Radio Co. was also applying. Commission cited West Jersey's concealment of payment to competing applicant in excess of authorized amount and failure to report execution of 1975 stock option agreement. Commission found Mount Holly's ascertainment efforts, financial qualifications and proposed amount of commercials unacceptable.

More magazines. ABC Inc. has reached agreements in principle to acquire for approximately \$20 million cash two separate publishing companies—Hitchcock Publishing Co., Wheaton, Ill. (seven controlled-circulation trade publications, including *Assembly Engineering, Infosystems* and *Machine and Tool Blue Book*) and Miller Publishing Co., Minneapolis (15 specialized farm publications).

Oversubscribed. Metromedia Inc., New York, reports its exchange offer to common shareholders has been oversubscribed and therefore terminated. Company offered \$47 face amount of its new 9 1/2% debentures due 1988 in exchange for up to 1.5 million shares of its common (BROADCASTING, Feb. 20, et seq.). As of April 13, company said, it had received tenders of about 2,133,500 shares, and will accept on pro-rata basis 1.5 million of shares tendered, with exact terms to be announced later.

Drumming up a majority for minorities

Carter administration's plan to increase ownership share now has GOP among supporters; NAB, ABC, Comint also file

Following a lead established by the American Association of Advertising Agencies two weeks ago, comments generally supporting a Carter administration proposal to open the broadcast ownership field to broader minority group participation were filed at the FCC last week. Among those groups supporting the essence of the White House plan was the Republican National Committee.

Other major comments were filed by the National Association of Broadcasters, American Broadcasting Companies Inc. and Comint Corp.

The RNC's comments, written by Clarence McKee, the same attorney who drafted the AAAA's supporting petition (BROADCASTING, April 17), said the party "fully supports the important goal of increasing the number of broadcast facilities owned by minorities." The present minority ownership profile of the industry "must be rectified." The RNC also said that the present state of minority ownership in broadcasting (less than one percent of the nation's stations) represents a "gross underrepresentation" of minority-owned facilities "in an industry which is so important to the nation."

Again, following the position of the AAAA's, the RNC pointed out that the "main obstacle" barring minorities from ownership is financing.

"The RNC firmly believes that efforts to promote greater minority ownership of broadcast facilities must involve a joint effort by government, industry and other segments of the private sector working together to find solutions to some of the financial problems facing many potential minority owners."

The NAB took the comments opportunity to chide the commission for not acting on its proposal to issue tax certificates to groups selling stations to minority buyers. "No parties opposed the NAB petition," the trade association said. "That

petition has not yet been acted upon by the commission."

The NAB took issue, however, with one White House proposal—the so-called "distress sale" idea. While endorsing the plan on a "case-by-case" basis, NAB said, a "general rule" that permits the sale of stations involved in noncomparative renewal or revocation hearings would be unwise. "The commission already has a well established procedure whereby a licensee might be permitted to assign its station's assets even though the licensee's character qualifications are being considered."

NAB concluded its comments saying it "believes that FCC action should be designed to assure equality of opportunity—not to mandate equality of result."

In its comments, ABC also urged the commission "to promptly approve" the NAB tax certificate plan and it also suggested that the commission reconsider three of its rules restricting broadcast acquisitions in the case of minority buyers. Specifically, ABC said, the commission should consider waivers of its three-year rule, the one-to-a-market rule and its top-50 policy "where the goal of increased minority ownership would be served." The benefits of minority ownership, ABC said, "may outweigh the substantive reasons for the rules and policies limiting acquisitions."

But ABC "categorically opposed" that part of the White House plan calling for distress sales. Such a plan, ABC said, would "encourage unmeritorious petitions to deny based upon the hope of ultimate acquisition at below market price" and "undermine the integrity of the commission's rules by permitting parties to avoid regulatory sanctions for actions inconsistent with the public interest."

Comint Corp., an applicant for a new television station at Orlando, Fla., said the commission's apparent goal of greater minority participation was "highly desirable," but it cautioned that minority involvement in an applicant for a new or existing station "should not control the relative weight in comparative hearings."

"There is substantial danger," Comint added, "that a mathematical formula would encourage a superficial and mechanistic approach in assessing the relative importance of black entrepreneurship in individual cases."

Supreme Court won't touch KOB decision

It lets stand FCC decision that gave WABC I-A on 770 khz; Hubbard may try another tack

The KOB case—probably the longest-running one in the history of broadcast regulation—is over. But there may be a "son of KOB."

The Supreme Court last week refused to review a decision of the U.S. Court of Appeals in Washington affirming an FCC action that the commission had said settled the case. The battle had pitted Hubbard Broadcasting and ABC against each other for more than 36 years (BROADCASTING, Oct. 10, 1977).

At issue were the respective night operating rights on 770 khz of Hubbard's KOB(AM) Albuquerque, N.M., and ABC's WABC(AM) New York. The commission decision authorized WABC to operate as the class I-A station on the frequency, with 50 kw power day and night, the manner in which it has operated throughout the controversy. KOB was directed to file an application for authority to operate as a II-A station, which would be required to protect WABC at night and would not be entitled to reciprocal protection. It has been operating as a I-B, protecting WABC only if protected in turn.

The case had its origins in a commission decision in 1941 to relocate KOB from 1180 khz, where it had been a class I-A dominant station, to 770 khz, under a special service authorization which specified power of 50 kw day and 25 kw night. Since then, the case has been involved in the commission's clear-channel proceeding, which was initiated in 1945 and has been the subject of a number of court suits.

KOB which contends that the commission's decision would cost it 100,000 listeners in its primary service area at night, has run out of forums in which to contest it. But it has not run out of ideas for dealing with the situation.

Frank Fletcher, Hubbard's counsel, said his client is considering challenging ABC for I-A status on 770 khz. The aim would be to make KOB the dominant station on

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	12/31/77	\$ 1,616,872	+20.4	\$109,795,000	+53.0	6.04	\$ 1,342,181	\$ 71,747,000	\$ 4.05
Comcast.....	year 12/31/77	12,856,544	+ 7.8	1,124,074	+20.9	.68	10,910,853	929,581	.54
Gross Telecasting.....	year 12/31/77	8,395,422	+ 5.3	1,779,549	+ 11	2.23	7,970,501	1,602,934	2.00
LIN Broadcasting.....	12/31/77	43,668,000	+39.3	8,280,000	+35.6	2.86	31,347,000	6,106,000	2.21
MPO Videotronics.....	year 10/31/77	20,892,146	+10.3	946,726	+ 2.7	1.72	18,939,825	921,783	1.77
New York Times Co.....	12/31/77	511,202,000	+14.7	26,073,000	+16.7	2.27	445,685,000	22,327,000	1.71
Reeves Telecom.....	12/31/77	2,423,000	-11.9	205,000	-71.1	.09	2,748,000	709,000	.30
Sony.....	3 mo. 1/31/78	604,447,000	+ 6.6	23,319,000	-49.6	.11	566,745,000	46,255,000	.21
Tektronix.....	9 mo. 3/4/78	439,044,000	+33.1	42,180,000	+41.5	2.37	329,650,000	29,799,000	1.89
Zenith Radio Corp.....	year 12/31/77	965,597,000	+ 1.9	(4,697,000)	*	(.25)	947,374,000	38,599,000	2.05

Albuquerque. As far as Mr. Fletcher knows, that kind of challenge has never been mounted in an FCC proceeding. The decision on whether to mount it now would have to be made soon; the application would have to be filed by May 1, the deadline for filing against the license renewals of New York stations.

Changing Hands

Announced

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

- **WNAC-TV Boston:** Sold by RKO General Inc. to New England Television Corp. for \$59 million (see "Top of the Week").
- **WPGH-TV Pittsburgh:** Sold by Pittsburgh Telecasting Inc. to Meredith Broadcasting for price reported to be about \$12 million ("Closed Circuit," April 17). Seller is wholly owned by Sttip Realty, Pittsburgh, which, in turn, is owned by Pittsburgh Outdoor Advertising Inc. Henry Posner Jr. is principal owner of advertising firm. Buyer, major group broadcaster, is subsidiary of Meredith Corp., Des Moines, Iowa, publisher of *Better Homes & Gardens*, *Successful Farming* and consumer books. Meredith recently closed its \$5.2-million purchase of

WPCH(FM) Atlanta from Sudbrink Broadcasting Inc. (BROADCASTING, April 17). Other stations in group include: KPHO-TV Phoenix; WGST(AM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV-KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WTVH(TV) Syracuse, N.Y. WPGH-TV is channel 53 independent with 2,338 kw visual, 191 kw aural and antenna 1,024 feet above average terrain.

- **WVEC(AM)-WVHR(FM) Hampton, Va.:** Peninsula Radio Corp., licensee, sold by Thomas P. Chisman and others to Golden East Broadcasting Corp. for \$790,000. Mr. Chisman is president and 14.37% owner of PRC; 49 others own lesser amounts. Mr. Chisman is also president and 23% owner of WVEC-TV Hampton. Buyer is owned equally by Larry M. Saunders and Norman B. Beasley. Mr. Saunders is general manager of WTAR(AM)-WKEZ(FM) Norfolk. Mr. Beasley (air name: Dick Lamb) is WTAR program director. They have no other broadcast ownership interests. WVEC is on 1490 khz with 1 kw day and 250 w night. WVHR is on 101.3 mhz with 50 kw and antenna 380 feet above average terrain.
- **KBLF(AM) Red Bluff, Calif.:** Sold by Concerned Communications Corp. to Communications by Design Inc. for \$375,000. Seller is principally owned by Reginald Streeter, owner of KOBO(AM) Yuba City and KIKI(AM)-KALF(FM) Ukiah, both California. Buyer, principally owned by David Caldwell, is San Jose Calif.-based

independent telecommunications and television production firm. KBLF is on 1490 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

- **WSSA(AM) Morrow, Ga.:** Sold by Atlanta Broadcasting Co. to South Atlanta Broadcasting Co. for \$345,000. Seller is principally owned by James H. Simmons, who has no other broadcast interests. Buyer is owned by David L. and James H. Piper, brothers, who own WTGA(AM) Thomaston, Ga. WSSA is 1 kw daytimer on 1570 khz.

- **WSYX(FM) London, Ohio:** Sold by WSYX Inc. to King's Garden Inc. for \$325,000. Seller is principally owned by Reagan Smith and members of his family. They have no other broadcast interests. Buyer is religious organization that owns KGDN(AM)-KBIQ(FM) Edmonds, Wash. Clarence Reimer is president. WSYX is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Larson/Walker & Co.

- **WBVM(AM) Utica, N.Y.:** Sold by WBVM Associates to Bunkfeldt Broadcasting Corp. for \$285,500. Seller is principally owned by George W. Stevens and Donato Sarapo, who have no other broadcast interests. Buyer, principally owned by Rudolf Bunkfeldt, owns WOUR(FM) Utica. WBVM is 1 kw daytimer on 1550 khz. Broker: Keith W. Horton Co.

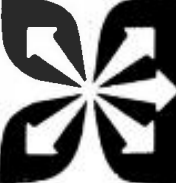
- Other station sales announced last week include: WWML(FM) Portage, Pa. (see page 67).

Approved

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

- **KPAR-AM-FM Albuquerque, N.M., and KSET-AM-FM El Paso:** Sold by Financial Computer Services Inc. to Broadcast Associates of New Mexico and Broadcast Associates of Texas, respectively, for \$585,000 and \$765,000. Seller is subsidiary of Sun World Corp., which is principally owned by Fred Hervey and Sam Hawkes, who recently sold KSCR(AM)-KDOT(FM) Scottsdale, Ariz. (Phoenix), to First Media Corp. for \$750,000, plus \$250,000 covenant not to compete (BROADCASTING, Nov. 14, 1977). Sellers have no other broadcast interests. Buyers are partnerships formed by Steven J. Gold, Len Howard, Alwyn A. Cohen, Jack Abell, Louis Wiener Jr. and Sy Husney, all of Las Vegas area. Messrs. Gold, Howard and Wiener are partners in Broadcast Associates of Nevada, licensee of KBMI(AM) Henderson and KFMS(AM) Las Vegas. Messrs. Cohen and Abell are KBMI executives, and Mr. Husney is businessman with no other broadcast interests. KPAR is 1 kw daytimer on 1190 khz. KPAR-FM is on 100.3 mhz with 9 kw and antenna 4,110 feet above average terrain. KSET is on 1340 khz with 1 kw day and 250 w night. KSET-FM is on 94.7 mhz with 100 kw and antenna 730 feet above average terrain.

- Other station sales approved last week include: KKB(AM) Bemidji, Minn. (see page 67).



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4/24/78

Supreme Court gets three views on FCC's version of indecency

It must resolve conflicting arguments from commission, Pacifica and solicitor general

The FCC wants a "clarification of the word 'indecent' as it appears in the criminal code," its lawyer told the Supreme Court last week. Concern for children in the audience, he added, "is at the heart" of the definition the commission devised.

But the commission, said the lawyer for Pacifica Foundation's noncommercial WBAI(FM) New York, cannot, in effect, write its own law in deciding what is indecent. And, he said, the commission cannot "suppress" speech.

The commission may indeed bar "indecent" speech, said the representative of the solicitor general's office. But the commission, he added, cannot ban certain words without considering the context. The solicitor general's office normally represents the commission before the high court, but in this case was opposing it.

The nine Supreme Court justices heard those conflicting views in a case in which the commission is seeking judicial support for its definition of "indecent," as it was applied in a declaratory ruling involving a George Carlin comedy record broadcast by WBAI three years ago.

The commission, which was under pressure from Congress and the public to crack down on allegedly offensive material, said that references to "sexual or excretory activities and organs" made in a manner considered "patently offensive as measured by community standards for the broadcast medium" and aired when children are in the audience are "indecent" and thus barred by the statute banning indecent or obscene language.

The case is considered one of major significance in broadcasting. The commission successfully sought Supreme Court review after the U.S. Court of Appeals, in a 2-to-1 decision, overturned the ruling on the ground that it carried the commission into "the forbidden realm of censorship." And the National Association of Broadcasters, the networks and other elements of the broadcasting establishment have filed friend-of-the-court briefs in Pacifica's behalf, contending the commission's ruling violates the First Amendment (BROADCASTING, April 3).

The justices took up much of the hour devoted to the argument to questioning the three lawyers. But lawyers in the audience felt there was little in the questioning on which accurate speculation as to the ultimate decision—expected before the end of June—could be based.

Sometimes the comments of a single

justice seemed to come from opposing directions. In response to questions, Pacifica's lawyer, Harry Plotkin, said he thought the Carlin record, in the "over-all context" of the program—a review of contemporary attitudes toward language—had "artistic merit"—to which Justice Thurgood Marshall responded, "If that's artistic, deliver me." The recording is studded with four-letter words—none of which was uttered in court. Chief Justice Warren E. Burger, at the start of the argument, made it clear the court was "fully aware" of the facts in the case.

But after the argument resumed on Wednesday—it had been interrupted at the close of business on Tuesday—Justice Marshall questioned the commission lawyer, Joseph Marino, closely on the fact that the commission had acted in response to a single complaint—from a father who heard the program while riding in his car with his young son. And when Chief Justice Burger appeared to be attempting to help Mr. Marino, by noting that a single citizen's complaint to the police or fire department can "trigger action," Justice Marshall retorted, "There was no fire."

A major part of the controversy turns on the interpretation of the statute under which the commission acted—a criminal law barring the broadcast of obscene, indecent or profane material. The commission says the broadcast was not obscene because it did not appeal to prurient interest. Thus, it developed the interpretation of indecent, as applicable to broadcasting and

the protection of children. "Since 1970, the commission has attempted to give concrete meaning to [indecent]," Mr. Marino said. "We welcomed judicial review."

But, said Mr. Plotkin, "indecent" has been interpreted by the courts as having the same meaning as "obscene." The commission's definition, he said, has no basis in law. "Are you saying the commission can never tell any station it cannot put out any message?" asked Justice William Rehnquist. "Congress says the commission cannot suppress" speech, Mr. Plotkin said.

The solicitor general's representative, Louis F. Claiborne, who was met with a barrage of questions as to why the Justice Department was taking a different position from the commission—the Justice Department, which has its own duty to enforce the obscenity statute, has an "independent interest" in the court's decision, he said—declared that the statute involved cannot be construed as barring particular words "without regard to context." And the commission's ruling would bar certain words during the daytime, regardless of whether the context provided redeeming social value.

What would happen, Chief Justice Burger wondered, if a coalition of church groups and PTA's opposed WBAI's renewal of license because of the Carlin record? Would a commission refusal to renew, on the ground the station had not operated in the public interest, be sustained?

Mr. Claiborne said the commission may

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consider whether a station devotes a substantial portion of its programming to material that doesn't appeal to a substantial part of its audience. But, he said, "We can't let the commission enter through the back door to censor particular programs."

"Is it the Justice Department's view that anything goes?" asked Justice Rehnquist.

No, Mr. Claiborne said. He noted the department, in its brief, said the use of the offending words if directed at individuals or groups in a "hostile manner" or if included in radio broadcasts specifically aimed at younger children, "regardless of when broadcast," might be barred.

At least two of the justices—Lewis F. Powell and John Paul Stevens—expressed interest in the opinion of Judge Harold Leventhal, who had dissented from the majority in the appeals court decision overturning the commission's ruling in the case. Judge Leventhal said the commission's decision should be read narrowly, in terms of the facts in the case, and not broadly.

The commission has since argued that the Leventhal opinion expresses its intent. And Mr. Marino last week said Messrs. Plotkin and Claiborne err in referring to the order as suppressing or banning speech. "The commission order didn't ban," he said. "It tried to channel certain programming to hours when children were not in the audience."

He said the commission is aware of the no-censorship provision of the Communications Act—Section 326. But, he said, the same Congress that adopted that statute, in 1927, adopted language prohibiting the airing of obscene, indecent or profane material.

Mr. Marino noted that the commission is relying not only on the criminal statute for its authority to issue the ruling, but, also, on its obligation, under the Communications Act, to "promote the larger

Turn off sex. An interfaith organization is calling on all Americans to turn off their TV sets on May 23 to protest the "networks' plans to increase sex-oriented TV programming in the upcoming season." The appeal came from Morality in Media Inc., New York, which claims 200,000 members in the U.S. According to the Rev. Morton A. Hill, SJ, national president of the organization, the May 23 blackout will be a "preparation for a series of such days and possibly a week, early in the new TV season." MIM said that the "gratuitous violence of the past several years has lessened somewhat, only to be replaced by more gratuitous sex." The organization's chairman; Rabbi Dr. Julius G. Neumann, commented that "a series of TV blackouts could eventually cut into advertising revenues, and this seems to be the only language the networks understand." MIM describes itself as a national organization "working to stop the traffic in pornography constitutionally and effectively and working for media based on love, truth and good taste."

and more effective use of radio in the public interest."

However, when asked about this by Justice Rehnquist, Mr. Claiborne said, "The public interest doesn't allow the commission to violate [the no-censorship provision]."

CBS puts it in writing for the FCC

Network tells commission it has been chastened by tennis incidents and has taken steps to rectify mistakes and insure they don't happen again; it also asks for chance to make oral presentation

CBS last week submitted to the FCC what amounted to a brief in support of the network's argument that it has learned its lesson from the four ill-named "winner take all" Heavyweight Championship of Tennis matches it broadcast in 1975 and 1976. CBS says it has publicly acknowledged its responsibility for the "false and misleading statements" made in broadcasting and advertising the matches, and has taken steps to prevent a recurrence.

But CBS, which is attempting to head off a possible sanction of a short-term renewal for one or more of its stations—the commission has said such a sanction might be appropriate under the circumstances—does not want to stop there. In a covering letter, CBS Deputy General Counsel John Appel requested the opportunity to appear before the commission to make an oral presentation, "after the commission has had an opportunity to consider CBS's responses."

The seriousness with which CBS regards the matter is underscored by the fact that its letter—in response to one the commission sent on March 16 detailing the case against the network and inviting the submission of "mitigating" information (BROADCASTING, March 20)—appeared over the signature of John F. Backe, president and chief executive officer. Gene J. Jankowski, president of the CBS/Broadcast Group, also signed the letter.

What's more, CBS is not resting on the arguments in the letter or even on any oral presentation. Mr. Backe urged the commission to consider the CBS "contributions" to broadcasting over the past 50 years. "We submit that the failings that have been detailed in this letter must be viewed in that broader perspective," he said.

Much of what appeared in the Backe letter has already been disclosed in press coverage of the investigations—by CBS itself, the House Communications Subcommittee and the FCC—as well as in actions CBS has taken in response to those investigations.

But CBS took issue with the commission on some points—particularly the

assertion that CBS was not completely candid with the commission in its investigation. This was a reference to three statements by Robert Wussler, who at the time of the matches was vice president of CBS Sports (he resigned in March after being reassigned as president of CBS Sports).

The first two related to Mr. Wussler's denial, while being interviewed by the commission staff in September, that he or other members of the CBS staff received complimentary rooms, food and beverages at Caesar's Palace in Las Vegas when two matches were played there in 1975. Mr. Backe noted that records submitted by CBS showed that Mr. Wussler paid for his room at one match but that "contrary to his stated recollection," he received complimentary rooms at the other. The records also showed two other CBS employees had received complimentary rooms.

Mr. Backe said that "it would be unfair to interpret Mr. Wussler's statements as deliberate misrepresentations rather than genuine misrecollections in view of the time that had passed since the matches, the small financial value of the benefit received, and the fact that Mr. Wussler would not have paid for his rooms out of personal funds in any event." Mr. Backe also said Mr. Wussler simply did not recall, in his interview with FCC investigators, a conversation in February 1975 in which a CBS sports staff member had discussed complimentary rooms.

The other "inaccurate" statement attributed to Mr. Wussler involved a conflict in testimony between him and Jimmy Connors's lawyer, Mickey Rudin, regarding Mr. Rudin's assertion that he had told Mr. Wussler prior to the third match that Mr. Connors would receive \$500,000—win, lose or draw. "Differences in recollection concerning events more than a year and a half in the past," Mr. Backe said, "are not uncommon."

Mr. Backe also took exception to a commission statement suggesting dissatisfaction with the manner in which CBS has accepted responsibility for the broadcast and promotional misrepresentations. "Every member of CBS Sports Division and of our broadcast management is fully aware that, whatever part others may have played, we are responsible for broadcasting and advertising erroneous information which misled the public," Mr. Backe said.

He cited a number of actions taken by CBS to acknowledge responsibility even before the commission's letter asking what it had done—or intended to do—to inform the public of the facts in connection with the so-called winner take all matches:

■ It commissioned an investigation by outside counsel and released the resulting report, which was critical of CBS's conduct and concluded that the public "was given incomplete and, in some respects inaccurate information concerning the financial arrangements . . ."

■ Mr. Wussler publicly acknowledged CBS's responsibility in his testimony before the House Communications Subcommittee, on Nov. 3, ("I do take the ulti-

mate responsibility for it, and I am personally embarrassed by the errors of omission. . .").

■ Mr. Wussler, in a memorandum to the CBS Sports Division, last Nov. 11, said that the congressional hearings "must teach us all a lesson. Many of the criticisms directed at us were justified."

Then, after the commission's letter to the network, Mr. Jankowski wrote a memorandum to the staff, which was released to the press, expressing his "personal disappointment and chagrin at the negligence in the handling of [the matches] that resulted in the public being misled."

And, in an unprecedented use of a network's resources, Mr. Jankowski taped a public acknowledgement of error that was broadcast by CBS on April 9 and 16 (BROADCASTING, April 10).

Then, too, Mr. Backe's letter noted, CBS's confession of error "was widely reported in the press."

Mr. Backe also reviewed the actions CBS has taken to prevent a recurrence. He noted that CBS in August adopted procedures aimed at insuring "the accurate presentation of information in the advertising, promotion and reporting of sports events." And he said two structural changes had been made in February—the transformation of CBS Sports from a department into a full division, to bring programing, promotional and business matters under one management and thus cure the separation of functions criticized in CBS's in-house report, and the creation of a new position, director of program practices-sports post, "to bring to sports broadcasting the special scrutiny it deserves."

Mr. Backe also pointed out that new management has assumed responsibility for sports programing: Frank Smith is president of the division, Mr. Jankowski is president of the broadcast group, James Rosenfield heads the television network and Robert Daley is the head of CBS Entertainment.

The 27-page letter did not answer all of the commission's questions. The FCC had sent a second letter on April 6 that dealt with CBS's compliance with the sponsorship identification law. CBS will respond to those questions, as well as to others on the same subject that were contained in the March 16 letter, next week (BROADCASTING, April 17).

Fox makes a move

TV series, movie producer says it's expanding into other areas of production, including sports, and hopes to carve out pay territory

Twentieth Century-Fox Television, already a strong factor in network prime-time programing, specials and made-for-TV movies here and abroad, is branching out—with a kitty in the millions of dollars.

Sy Salkowitz, president of Fox Televi-

sion, last week announced a \$5-million project to expand company interests in the presentation of sporting events, pay-cable programing, acquisition, films for foreign theatrical release and marketing of its Movietone newsreel library.

Handed the responsibility for planning and organization was Fox Television Executive Vice President Ron Beckman.

In terms of the sports push, Mr. Salkowitz said: "We will begin the development and programing of original sporting events not currently covered by the networks, and often including pregame shows." (A spokesman for the division declined to specify what sports Fox has in mind.)

Mr. Salkowitz, also said the foreign theatrical release program "will engage material specifically designed for foreign markets which is also approved for U.S. network leasing." The upshot, he continued, "will give the networks a break up front in the form of higher budget productions while we draw upon the resources of [Fox's] feature films division."

Mr. Salkowitz also said the expansion is "to develop an early base in the emerging pay-cable software market."

He said a "vigorous acquisition program" would be under way to buy independent production companies to build up Fox Television product and personnel. Close cooperation also is planned with Fox Telecommunications, another division that made its own news last week as it explained its plans, along with Holiday Inns, Bell & Howell and Southern Satellite Systems to go after the hotel/motel pay-TV market (see story this page).

CBS and NAB side with NBC on 'Born Innocent'

They ask high court review of California ruling that network is subject to viewer's suit

The National Association of Broadcasters and CBS have gone to the aid of NBC and KRON-TV San Francisco in their effort to persuade the Supreme Court to review a state court's opinion that, "despite First Amendment protections," a viewer can sue for damages allegedly resulting from the presentation of a television program.

At issue is the decision of the California Court of Appeals directing a lower court to hold a jury trial in the case of a mother who filed an \$11 million suit against NBC and KRON-TV, its affiliate, as a result of the airing of *Born Innocent*. The mother said her daughter, 9 at the time of the broadcast (Sept. 10, 1974), had been attacked by girls wielding a Coca-Cola bottle in an assault allegedly patterned after a scene in the movie in which inmates of a women's detention home use a broomstick to rape a young girl.

As did NBC and KRON-TV, in their petition for review, NAB and CBS argued in their briefs last week that permitting broadcasters to be sued under such cir-

cumstances cannot be squared with First Amendment principles.

"Under the tort [wrong] theory" advanced in the California case, CBS said, "broadcasters would operate under the fear that their broadcasts would result in massive damage actions by individuals alleging they were injured by third parties committing acts identical or merely 'similar' in significant respects to acts portrayed on television."

Unless reviewed by the Supreme Court, NAB said, the California court's "rejection of First Amendment principles will pose a real and substantial threat to the vitality of all broadcast programing."

Four-way venture aims at pay TV link-up for hotels, motels

Holiday Inns chain, 20th Century, Bell & Howell, Southern Satellite pool efforts; HBO meanwhile, ups its efforts to market in same arena

Holiday Inns Inc., Twentieth Century-Fox Telecommunications Inc., Bell & Howell and Southern Satellite Systems last week announced plans to move forward with satellite-transmitted feature films directed to hotels and motels.

The goal is to "become the HBO of the hotel/motel industry," according to Ed Taylor, principal owner of Southern Satellite Systems, whose alliance with Holiday Inns had been announced earlier in preliminary plans (BROADCASTING, Feb. 27). Home Box Office, however, has ideas of its own: Last week it announced that its cable system affiliates are authorized to hook up hotels and motels in their service areas.

Both the HBO and the yet-unnamed four-company venture will operate on a free-to-the-guest basis. Payment will come from the hotels.

For the joint project, Holiday Inns (which has more than 280,000 rooms) will provide hotel/motel rooms and expertise; Twentieth Century-Fox Telecommunications, films and film-buying; Bell & Howell, the maintenance and installation of equipment; Southern Satellite Systems, transmission know-how.

The venture gives a 30% interest to each venturer except Southern Satellite Systems, which takes the remaining 10%.

The service, via RCA satellite, is to be available to the entire hotel industry and will not be limited to Fox feature product. Robert Pfannkuch, president of Bell & Howell's video division, estimated that up to 500 earth stations could be in place within two years. (Bell & Howell won't be making the hardware.) "Once this satellite network is in place, a number of other uses such as video conferences may become feasible," he added.

Launch date is expected to come by the

Other radio reps used to laugh at the idea of our 8:30 AM sales meetings.

They aren't laughing any more. Because that's part of what has made Eastman Radio the hottest rep firm in the business.

For the past nineteen years, those early morning meetings have helped our sales people know more about the stations we rep, their markets, and their competition than anyone else. And be completely prepared when our sales teams are out pitching for our stations.

It keeps them aware of the buys being made and those in the planning stages at advertising agencies and media buying services. And then we go out and get the orders.

And that's more important than an extra half hour of sleep.



We do things differently.



SOLID AS A ROCK

No other Twin Cities music station can beat the consistency of KDWB AM/FM. Stations and formats come and go, but three years and six Arbitrons have proven KDWB AM/FM to be the #1 Twin Cities music station. And if that's not enough, we're talking to nearly 1 out of 3 people in the metropolitan area in a given week. That's Reach!

KDWB AM 63
TWIN CITIES FM 101

db DOUBLEDAY BROADCASTING

KDWB • St. Paul — KDWB FM • Richfield

Source: Arbitron Apr. May 75 thru Oct. Nov. 77. Total persons 12+. AQH*Com. MSA. Mon-Sun. nA=nl. Estimates subject to limitations stated by Arbitron.



Tacoma: Historic, prosperous and proud.

Tacoma is a lot more than just the other big city on Puget Sound. It's an old pioneer town with a tradition of growth and prosperity, built by generations of determined, hard-working people. Thirty-four miles south of Seattle, the city faces Commencement Bay, first explored by Captain George Vancouver in 1792. It was the site of the first fort on the north Pacific coast. When it adopted the name "Tacoma" in 1869, the tiny mill town had fewer than a hundred citizens, who scarcely could have imagined the growth that followed.

The railroads got things started. Tacoma became the terminus of railroads from both the South and the East. When the first transcontinental train arrived in 1887, there were 5,000 townspeople. By 1890, there were 36,000. The Tacoma Metro population today is 404,000 and still growing.

Tacoma is a center of the forest products industry, with plywood, pulp and paper mills and manufacturers that turn wood into everything from fishing boats to fine furniture. Tacoma contributes significantly to our national defense, hosting both McChord Air Force Base and Fort Lewis, a major army training center. The Port of Tacoma, judged one of the five best natural harbors in the world, is a ranking global-trade seaport, with state-of-the-art container

handling facilities and abundant space for continued expansion. Copper smelting and food processing are among the city's other prominent industries.

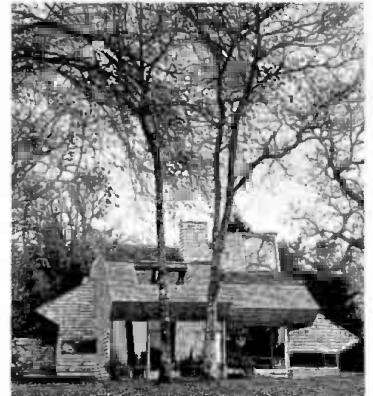
Though a thoroughly modern city in every respect, Tacoma retains much of its two-fisted pioneer character to this day. Tacoma has been a

melting pot of loggers, servicemen, millworkers, seafarers and skilled craftsmen of many kinds. Many who came to work or serve in the armed forces stayed on or returned to live, captured by the surrounding natural beauty. Some made their fortunes. Their homes, built to share sweeping views of the bay, are among the Northwest's most gracious.

Tacomans take active pride in their city, as evidenced by the careful restoration of historic buildings and the superb new downtown pedestrian mall, a visionary step toward sustaining the vitality of the city's center.

Tacoma. A nice place to visit; a nice place to work; an even nicer place to live.

At KOMO, we're keenly aware of our neighbors on Puget Sound. Tacoma and Seattle together are the urban focal centers for over 2½ million people...and our primary goal for the past fifty years has been to serve the Puget Sound community with the highest quality broadcasting possible. Our viewers and listeners around the Sound have responded by making KOMO Radio consistently the area's number one adult station and KOMO-TV not only the market leader but one of the key major market affiliates of the ABC Network.



FRANK DENMAN PHOTOS

KOMO

Fisher's Blend Station, Inc.
 KOMO-TV, Channel 4, ABC
 KOMO Radio, 1000 on the dial. ABC Information Network.
 Representatives: Katz Agency, Inc.; offices in 17 major advertising centers including Seattle and Portland.

Celebrating 50 years of quality broadcasting in Seattle and Western Washington.

Tail on the kite

Les Arries ticked off some persuasive figures in the report he gave, as chairman of the All-Industry Television Stations Music License Committee, at the convention of the National Association of Broadcasters two weeks ago (BROADCASTING, April 17). His committee is negotiating with the American Society of Composers, Authors and Publishers and with Broadcast Music Inc. for new music licenses for TV stations, and the nub of his report was that stations are paying too much for music.

That is the position that station negotiators always take, just as negotiators for the copyright organizations argue that stations pay too little and ought to pay more. But the figures Mr. Arries cited will be hard to answer unless they can somehow be discredited. Between 1969 and 1976, he said, TV stations' total payments for music rose from \$36.7 million a year to \$59.2 million a year. And, he emphasized, this increase resulted not from any increase in stations' use of music, or in the value of music, but entirely from increases in station revenues.

In the same 1969-76 span, Mr. Arries continued, the TV networks negotiated a change from the percentage-of-revenue basis to a fixed-fee basis and reduced their payments for music from \$11.2 million to \$8.7 million. What he and his committee want, of course, is to get stations on a fixed-fee basis too.

It is a logical argument, but the history of music-license negotiations tells us it will be a hard sell. ASCAP and BMI will undoubtedly have counterarguments. Whether their music contributes to increased TV profitability or not, it is a valuable product. Broadcasters ought to be willing to pay a fair price for it—and ASCAP and BMI ought to be willing to accept a fair price. If the past is any guide, the new price will be settled by negotiation, but only after the issue has been taken to court.

Isn't this where we came in?

The scenario is being drafted and the sets are being sketched for the next amendment of the National Association of Broadcasters television code. The cue for the action came two weeks ago from FCC Commissioner Abbott Washburn on a panel session during the NAB's annual convention.

Mr. Washburn, who has made a specialty of children's television in his not quite four years on the job, proposed that television broadcasters reduce the commercial load in children's programs to six minutes an hour. Mind you, the commissioner wasn't threatening anybody with government restrictions. He was merely suggesting that the broadcasters voluntarily reduce the standards that are now set at nine and a half minutes an hour on weekends and 12 minutes on other days.

In his NAB remarks, Mr. Washburn didn't quite explain it that way, but the present standards were inserted in the NAB television code in July 1974 at the prodding of the government. The then FCC chairman, Richard E. Wiley, responding to a petition from Action for Children's Television and to pressures generated by ACT in Congress, said there would be government rules if broadcasters failed to tighten their own regulations. With some resistance, the NAB obliged by reducing the permissible commercial content in programs directed at the young from the 16 minutes an hour previously allowed in all time periods except prime time.

The limits adopted by the broadcasters were, in effect, adopted as the FCC's own in a policy statement the agency later issued. Thus, as was noted here at the time, did the commission arrive at

a standard for license renewal without the tiresome formality of rulemaking or the risk of court appeal.

Mr. Washburn is asking for a rerun, with a harsher ending. He may get it. ACT has petitioned the FCC for a new rulemaking to banish all commercials from children's shows. The new FCC chairman, Charles D. Ferris, has put a review of the children's policy on his priority list. History is ready to repeat the familiar process of government nudge and industry response that has been at work in code amendments for years.

In 1974 there was no evidence that either the 12 minutes an hour on weekdays or nine and a half minutes on weekends was a meaningful figure. There had been no serious research into audience tolerance or commercial effectiveness on which to base standards to be adopted in the code. Mr. Washburn gives no reason for reducing the load to six minutes now, except to say that Westinghouse and Post-Newsweek stations proclaim that to be their standard.

Absent a reason, aside from politics, for the standards that now exist, broadcasters are vulnerable to demands for tighter self-regulation. As was remarked on this page July 29, 1974, after present limits were adopted: "At the next nudge, which may come from a senator wanting six minutes an hour of commercials or another FCC chairman wanting no commercials at all, how can the broadcasters defend existing standards?" To our regret and the broadcasters' probable discomfort, the question is as pertinent now.

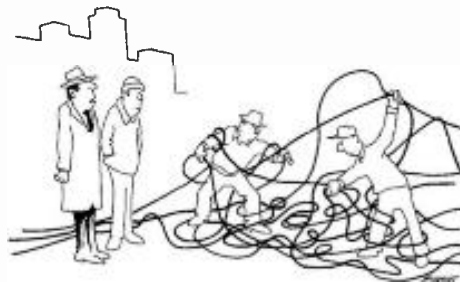
Known quantity

Margita White's prospects of reappointment to the FCC may be bleak, as reported ("Closed Circuit," April 17), but before the President chooses another on purely political grounds, he may wish to consult precedents, which do not require her replacement.

FCC Commissioner Robert E. Lee, the veteran Republican, received one of his several reappointments from President Lyndon Johnson, whose Democratic credentials were never in doubt. The retired Rosel Hyde, a Republican, who held the previous record for FCC longevity, was appointed to the chairmanship by Mr. Johnson.

The Democratic quota of four FCC seats is now filled. If Mr. Carter wants to put someone else in the Republican Mrs. White's seat, his choice cannot come from his own party.

In the 19 months she has been on the job, Mrs. White has worked diligently and demonstrated acuity in the nuances of federal regulation. The bipartisan support she has received has been earned in action. Mr. Carter may in the end prefer a tested ability to an untested one.



Drawn for BROADCASTING by Jack Schmidt

"It started when a whole bunch of ENG teams showed up to cover the same event."

Chevins: close to media while going far at C&W

Tony Chevins, president of Cunningham & Walsh, New York, has been long impressed with the selling prowess of television, but he is less than enchanted with some recent trends in TV programing.

Mr. Chevins is by no means puritanical, but he's concerned with what he calls television's metamorphosis from "violence to violent sex." And that, he comments, "can't be an improvement."

The accent on sex is bothersome enough, he says, but he also is troubled by the networks' preoccupation with special programing that interrupts viewing habits. "There are a lot of people in advertising who think this practice is driving away viewers who want to watch a specific program, but find it's not there," he says.

Mr. Chevins' opinions are not detached. He's been immersed in television and radio since 1951 when he joined Cunningham & Walsh as a copywriter. Even as he climbed the C&W ladder to its presidency in 1961, he continued as creative director of the agency. It was only a few months ago that he relinquished creative responsibilities to Bob Minicus, an executive vice president.

For someone attracted to words and ideas, Anthony Charles Chevins was a comparative late starter in advertising. A tall, huskily built man with a lively sense of humor, he displayed a bent for science in his youth.

"For a long time I thought I wanted to be a scientist or an engineer," he says. "But I'm sure it all turned out for the best. I know I would have been a lousy engineer."

He attended the Newark (N.J.) College of Engineering for two and a half years, but left there immediately after the Japanese attack on Pearl Harbor. He joined the U.S. Naval Air Force and served aboard carriers as an aviator. From 1943 through 1945 he participated in numerous campaigns in the Pacific theater.

"An intelligence officer in the Navy told me I should be in advertising," he recalls, "and I decided to take his advice." Accordingly, he abandoned his engineering studies and enrolled at Syracuse University after the war. He earned a dual major in journalism and advertising. Compared to engineering, he found his courses at Syracuse "extremely easy" and was graduated magna cum laude and Phi Beta Kappa in 1947.

A job in advertising eluded him for almost a year and he accepted a position with American Cyanamid's Lederle Laboratories during that period as a medical detailer. Through a friend he obtained



Anthony Charles Chevins—president, Cunningham & Walsh Inc., New York; b. April 1, 1921, Frackville, Pa.; Newark (N.J.) College of Engineering, 1939-42; U.S. Naval Air Corps, 1942-45; BA in journalism and advertising, Syracuse University, 1947; with Lederle Laboratories, American Cyanamid Co., New York, 1947-48; copywriter, BBDO New York, 1948-51; with Cunningham & Walsh, New York, since 1951 as copywriter, 1951-54; VP, 1954-59; senior VP and creative director, 1959-61; executive VP, 1961-68; president since 1968; m. Margaret Macy, 1948; children—Cheryl, 28; Christopher, 26; Cynthia, 23.

an interview for a job as a copywriter in New York with BBDO and was accepted in 1948.

He remained at BBDO for three years, working initially on industrial accounts, and subsequently moving into the consumer area. Again a friend suggested he might find more opportunity for growth at Cunningham & Walsh and in 1951 he applied for a copywriter's berth there. He was accepted, and a 27-year association ensued.

He credits John F. Cunningham, former chairman of C&W, with giving his career a much-needed boost at the right time. "In the first year or so I wasn't doing that well," Mr. Chevins says. "I was named to a task force to create advertising for the *Daily News* in New York. Jack Cunningham was impressed with the commercials I wrote. And after that he and everybody else thought I was good."

The horizon brightened shortly thereafter. He was named a vice president in 1954; senior vice president and creative director in 1959; executive vice president in 1961 and president in 1968. Carl Nichols is chairman and chief executive officer of the agency.

"Now that I've given up my duties in creative, I work with Carl on major policy decisions," Mr. Chevins says. "I get involved on all our large accounts, and we're

fortunate to have hard-working account supervisors working for us."

The agency has had a steady growth over the years and, according to Mr. Chevins, billed about \$137 million in 1977. He estimated that approximately 70% of its expenditures are in television and radio.

Even in the soundest of agencies, account defections are commonplace and C&W was jolted shortly before Christmas when American Motors Corp. decided not to renew its association.

"It was a blow, of course," Mr. Chevins acknowledges, "but I think we'll weather it. The account amounted to about \$16 million which is substantial. But already our projections are that increased spending from our present clients will make up for the loss, and we're hoping to land some new business."

Another potential area for expansion, Mr. Chevins continues, is though acquisition of other agencies in various parts of the country. C&W now employs about 430 persons and has offices in New York, Los Angeles and San Francisco.

"We've had overtures often from overseas agencies," he says, "but we feel this could be costly and pose financial problems. But an acquisition in this country is something else and we're pursuing this area more aggressively. In fact, we hope to be able to announce an agency acquisition in the not too distant future."

Despite the loss of American Motors, Mr. Chevins is confident that 1978 will turn out to be a favorable year for the agency. He noted that C&W has a long list of clients, largely broadcast-oriented, in the consumer product and services area including American Brands (Andrew Jergens Co.), American Home Products (Boyle-Midway Division and American Home Foods), AT&T (Yellow Pages), Beecham Products, Lea & Perrins, MEM Co., Procter & Gamble, Sterling Drug and Qantas Airways.

Mr. Chevins said that clients were particularly concerned with the escalation of TV costs in 1975, 1976 and part of 1977. The lower rate of increase that has prevailed in the past six months or so, he added, is a positive sign, though he emphasizes that agencies must continue to be alert to "dollar-stretching" techniques.

"You must remember that some clients cannot increase their budgets substantially," he said. "For the past few years we have been testing increased uses of print and radio to see if we can use those media more effectively."

After three decades in the advertising agency field, on both the creative and business levels, Mr. Chevins considers his work a highly useful and rewarding occupation—and distinctly "more fun" than engineering.

Stock symbol	Exch.	Closing Wed. April 19	Closing Wed. April 12	Net change in week	% change in week	1977-78		PIE ratio	Approx. shares out ('000)	Total market capitalization ('000)	
						High	Low				
Programming											
COLUMBIA PICTURES	CPS	N	17 3/4	15 3/4	+ 2	+ 12.69	20 1/2	7 3/8	7	6,748	119,777
DISNEY	DIS	N	30 1/2	33 3/4	+ 2 3/4	+ 8.14	47 5/8	32 1/2	14	32,380	1,181,870
FILMWAYS	FWY	A	10 1/4	10 1/8	+ 1/8	+ 1.23	10 1/4	6 7/8	6	2,579	26,434
FOUR STAR			1 1/8	1 1/8			1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	13 1/2	12 5/8	+ 7/8	+ 6.93	18 3/8	10 1/4	5	48,215	650,902
MCA	MCA	N	43 1/2	40 3/4	+ 2 3/4	+ 6.74	43 1/2	32	10	18,558	607,273
MGM	MGM	N	32 7/8	34 3/4	- 1 7/8	- 5.39	34 3/4	16	14	14,609	480,270
TRANSAMERICA	TA	N	14 7/8	13 3/4	+ 1 1/8	+ 8.18	16 1/2	13 1/4	6	66,781	993,367
20TH CENTURY-FOX	TF	N	28 7/8	27 1/8	+ 1 3/4	+ 6.45	28 7/8	10	5	7,786	224,820
VIDEO CORP. OF AMER.	V	O	5 1/2	5 1/4	+ 1/4	+ 4.70	6 1/2	3 1/2	10	973	5,351
WARNER	WCI	N	38 1/8	36 1/2	+ 1 5/8	+ 4.45	38 1/8	25 3/4	8	14,458	551,211
WRATHER	WCU	A	9 5/8	9 3/8	+ 1/4	+ 2.66	10 1/4	4 1/2	9	2,243	21,588
TOTAL									215,996	5,063,612	

Service

BBDO INC.	BBDO	O	29	29			29 3/4	22 1/2	8	2,513	72,877
COMSAT	CO	N	39 1/8	36 3/4	+ 2 3/8	+ 6.40	39 1/8	28 3/4	11	10,000	391,250
DOYLE DANE BERNBACH	DOYL	O	20	19 5/8	+ 3/8	+ 1.91	22	16 3/4	6	1,776	35,520
FOOTE CONE & BELDING	FCB	N	21 1/4	20	+ 1 1/4	+ 6.25	21 1/4	14 3/4	9	2,304	48,960
GREY ADVERTISING	GREY	O	32	32			33	16 1/2	6	716	22,912
INTERPUBLIC GROUP	IPG	N	29	28	+ 1	+ 3.57	39 1/4	22 1/2	8	2,387	69,223
MCI COMMUNICATIONS	MCIC	O	3 7/8	2 7/8	+ 1	+ 34.78	4 1/4	7/8	43	20,137	78,030
MOVIELAB	MCV	A	1 1/2	1 1/2			3	1	10	1,410	2,115
MPD VIDEOTRONICS	MPU	A	5	4 5/8	+ 3/8	+ 8.10	9	4	6	520	2,600
A. C. NIELSEN	NIELB	O	24 1/2	23 5/8	+ 7/8	+ 3.70	24 1/2	18 7/8	13	10,832	265,384
OGILVY & MATHER	OGIL	O	47 1/4	46 1/4	+ 1	+ 2.16	47 1/4	31	9	1,805	85,286
J. WALTER THOMPSON	JWT	N	24 7/8	24 1/4	+ 5/8	+ 2.57	24 7/8	15 1/8	8	2,649	65,893
TOTAL									57,049	1,140,050	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6 7/8	6 7/8			6 7/8	2 3/8	8	1,672	11,495
AMPEX	APX	N	13 1/4	13	+ 1/4	+ 1.92	13 1/4	7 3/8	13	10,928	144,796
ARVIN INDUSTRIES	ARV	N	19 3/4	20 1/4	- 1/2	- 2.46	20 3/4	14 1/2	4	5,959	117,690
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 1/8	4	+ 1/8	+ 3.12	4 1/4	1 3/4	13	1,654	6,822
COHU	COH	A	4 1/2	4 1/4	+ 1/4	+ 5.88	4 1/2	2 1/8	14	1,779	8,005
CONRAC	CAX	N	21 5/8	20 3/8	+ 1 1/4	+ 6.13	27 1/4	19 1/4	7	1,603	38,989
EASTMAN KODAK	EASKD	N	48	43 3/4	+ 4 1/4	+ 9.71	86 3/4	42	12	161,370	7,745,760
FARINON	FARN	O	11 1/2	11 1/4	+ 1/4	+ 2.22	12	8	12	4,635	53,302
GENERAL ELECTRIC	GE	N	49 5/8	46 5/8	+ 3	+ 6.43	56 5/8	44 1/2	10	184,581	9,159,832
HARRIS CORP.	HRS	N	49	47 1/4	+ 1 3/4	+ 3.70	49	28	13	12,236	599,564
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IIVCP	O	1 1/8	1 1/8			2 3/8	1/4		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	39	35 3/4	+ 3 1/4	+ 9.09	39	20 1/4	15	1,320	51,480
3M	MMM	N	47	44 1/2	+ 2 1/2	+ 5.61	57	43 1/2	13	115,265	5,417,455
MOTOROLA	MDT	N	41 3/4	38 1/4	+ 3 1/2	+ 9.15	56 7/8	34 1/4	12	28,544	1,191,712
N. AMERICAN PHILIPS	NPH	N	27	26 3/8	+ 5/8	+ 2.36	36	24 3/4	6	12,033	324,891
OAK INDUSTRIES	OAK	N	23 1/4	20 7/8	+ 2 3/8	+ 11.37	23 1/4	9 5/8	26	1,716	39,897
RCA	RCA	N	27 7/8	25 1/4	+ 2 5/8	+ 10.39	31 3/4	22 3/4	9	74,810	2,085,328
RUCKWELL INTL.	ROK	N	32 1/8	32 1/8			36 3/4	28 1/4	7	33,600	1,079,400
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	- 1/8	- 4.54	2 7/8	1 5/8	11	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	25 5/8	25 1/2	+ 1/8	+ .49	25 5/8	16 3/4	14	2,426	62,166
SONY CORP.	SNE	N	8 3/4	8	+ 3/4	+ 9.37	10 3/8	7	13	172,500	1,509,375
TEKTRONIX	TEK	N	38 3/4	36 1/4	+ 2 1/2	+ 6.89	68 1/2	28 1/4	13	17,804	689,905
TELEMETION	TLMT	O	2 1/4	2 1/4			2 1/4	1/2	3	1,050	2,362
VARIAN ASSOCIATES	VAR	N	16 1/2	16 1/8	+ 3/8	+ 2.32	21	14 3/4	10	6,838	112,827
WESTINGHOUSE	WX	N	19	18 5/8	+ 3/8	+ 2.01	22	16 1/4	6	87,329	1,659,251
ZENITH**	ZE	N	15 1/4	14 7/8	+ 3/8	+ 2.52	28	11 3/8	20	18,818	286,974
TOTAL									967,438	32,411,977	
GRAND TOTAL									1,769,928	53,295,869	

Standard & Poor's Industrial Average 93.3 99.1 -5.8

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, 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 PIE ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

PIE 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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Stock Index

Stock symbol	Exch.	Closing Wed. April 19	Closing Wed. April 12	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	43 1/2	40 1/8	+ 3 3/8	+ 8.41	46 3/4	35 3/8	8	18,152	789,612	
CAPITAL CITIES	CCB	N	63 1/4	61 7/8	+ 1 3/8	+ 2.22	63 1/4	44 3/4	12	7,426	469,694
CBS	N	51 5/8	46 3/4	+ 4 7/8	+ 10.42	62	43 7/8	8	28,100	1,450,662	
COX	N	36 1/4	37	- 3/4	- 2.02	37	25 1/2	9	6,185	224,206	
GROSS TELECASTING	GGG	A	16 1/2	16 3/4	- 1/4	- 1.49	17 3/8	13 5/8	8	800	13,200
KINGSTIP COMMUN.	KTVV	O	11 1/2	11 1/2			11 1/2	3 7/8	21	462	5,313
LIN	O	29 1/8	27 5/8	+ 1 1/2	+ 5.42	29 1/8	16 1/2	10	2,745	79,948	
MOONEY**	MOON	O	2 3/8	2 3/8			2 5/8	1 7/8		425	1,009
RAHALL	RAHL	O	20	19 1/4	+ 3/4	+ 3.89	20	8 5/8	22	1,264	25,280
SCRIPPS-HUWARD	SCRIP	O	37	37			37	30 1/2	8	2,589	95,793
STARR	SBG	M	12 1/8	12 3/8	- 1/4	- 2.02	12 3/4		11	1,487	18,029
STORER	SBK	N	25 3/8	26	- 5/8	- 2.40	26 7/8	19 3/8	10	4,876	123,728
TAFT	TFB	N	38 1/4	35 1/8	+ 3 1/8	+ 8.89	38 1/4	24 5/8	8	4,119	157,551
TOTAL									78,630	3,454,025	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 3/4	7 7/8	- 1/8	- 1.56	8	3 3/4	8	1,229	9,524
JOHN BLAIR	BJ	N	23 1/8	22 1/8	+ 1	+ 4.51	23 1/8	11 1/8	6	2,427	56,124
CHRIS-CRAFT	CCN	N	9 1/4	9 1/2	- 1/4	- 2.63	10 1/4	4 1/2	23	4,451	41,171
COMBINED COMM.	CCA	N	36 3/4	36 5/8	+ 1/8	+ .34	40 7/8	19	12	6,920	254,310
COWLES	CWL	N	20 3/8	19 3/4	+ 5/8	+ 3.16	20 3/8	12 1/2	23	3,969	80,868
QUN & BRADSTREET	DNB	N	31	30 1/8	+ 7/8	+ 2.90	31	26 1/4	15	26,339	616,509
FAIRCHILD IND.	FEN	N	21 1/4	19 5/8	+ 1 5/8	+ 8.28	21 1/4	9 1/2	13	5,708	121,295
FUQUA	FQA	N	10 1/2	9 1/2	+ 1	+ 10.52	13	8	6	9,396	98,658
GANNETT CO.	GCI	N	40 1/4	38	+ 2 1/4	+ 5.92	40 3/4	32 3/4	16	22,430	402,807
GENERAL TIRE	GY	N	24 3/4	23 1/2	+ 1 1/4	+ 5.31	29 1/4	22 3/8	5	22,692	561,627
GLOBE BROADCASTING	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.		O	15 1/2	16	- 1/2	- 3.12	16	8	7	475	7,362
HARTE-HANKS	HMN	N	36 3/8	35 5/8	+ 3/4	+ 2.10	36 3/8	26	13	4,477	162,850
JEFFERSON-PILOT	JP	N	29 1/8	28 1/4	+ 7/8	+ 3.09	32 3/8	26 5/8	9	23,946	697,427
MARVIN JOSEPHSON	MRVN	O	13 1/2	15 1/4	- 1 3/4	- 11.47	17 1/4	10 1/4	6	1,978	26,703
KANSAS STATE NET.	KSN	O	12 3/4	13 1/8	- 3/8	- 2.85	13 1/8	4 3/4	12	1,727	22,019
LEE ENTERPRISES	LNT	A	28 3/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	25 7/8	24 7/8	+ 1	+ 4.02	25 7/8	18	8	6,762	174,966
MCGRAW-HILL	MHP	N	20 3/8	19 5/8	+ 3/4	+ 3.82	20 3/8	15 5/8	10	24,682	502,895
MEDIA GENERAL	MEG	A	17 1/4	16 1/8	+ 1 1/8	+ 6.97	20	13 5/8	8	7,451	128,529
MEREDITH	MDP	N	30 1/4	29 5/8	+ 5/8	+ 2.10	30 1/4	17 3/8	7	3,074	92,988
METROMEDIA	MET	N	44 7/8	44 1/8	+ 3/4	+ 1.69	45 1/8	25 1/4	9	6,630	297,521
MULTIMEDIA	MMED	O	20 1/4	18 1/2	+ 1 3/4	+ 9.45	27 1/2	16 1/4	11	6,594	133,528
NEW YORK TIMES CO.	NYKA	A	23 5/8	22 1/2	+ 1 1/8	+ 5.00	23 5/8	15 3/4	10	11,422	269,844
OUTLET CO.	GTU	N	23 5/8	22 1/8	+ 1 1/2	+ 6.77	24 1/4	16 5/8	9	2,290	54,101
POST CORP.	POST	O	30 1/2	27 1/4	+ 3 1/4	+ 11.92	30 1/2	16 1/4	10	893	27,236
REEVES TELECOM	RBT	A	2 7/8	2 5/8	+ 1/4	+ 9.52	3 1/8	1 3/4	48	2,381	6,845
ROLLINS	RDL	N	17 1/8	16 7/8	+ 1/4	+ 1.48	24 1/4	14 7/8	9	33,000	565,125
RUST CRAFT	RUS	A	23 1/2	23 1/2			24	8 1/2	14	2,297	53,979
SAN JUAN RACING	SJR	N	11 5/8	11 7/8	- 1/4	- 2.10	11 7/8	7 5/8	18	2,509	29,167
SCHERING-PLOUGH	SGP	N	29 3/4	28 3/4	+ 1	+ 3.47	44 3/4	26 3/8	9	54,084	1,608,999
SONDERLING	SOB	A	18 7/8	18 1/4	+ 5/8	+ 3.42	19 1/8	8 3/8	9	1,105	20,856
TECH OPERATIONS	TO	A	4	3 7/8	+ 1/8	+ 3.22	4 3/4	2 3/8	16	1,344	5,376
TIMES MIRROR CO.	TMC	N	27 3/4	26 7/8	+ 7/8	+ 3.25	27 3/4	20 3/4	10	34,760	964,590
WASHINGTON POST CO.	WPD	A	39	35 1/2	+ 3 1/2	+ 9.85	39	21 3/4	11	8,476	330,564
WOMETCO	WOM	N	14 3/8	13 1/8	+ 1 1/4	+ 9.52	14 3/4	10 7/8	10	8,554	122,963
TOTAL									364,174	9,402,381	

Cablecasting

ACTON CORP.	ATN	A	8 1/8	8 3/8	- 1/4	- 2.98	8 7/8	3 1/8	9	2,710	22,018
AMECO*	ACU	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	46	44	+ 2	+ 4.54	46	19 3/4	23	3,863	177,698
ATHENA COMM.*		O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/4	4 1/2	+ 1/4	+ 5.55	4 3/4	3 1/8	22	8,370	39,757
CABLE INFO.*		O	1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST		O	8 1/4	8 1/4			8 3/4	3 3/4	14	1,651	13,620
COMMUN. PROPERTIES	CCMU	O	13 1/2	13	+ 1/2	+ 3.84	13 1/2	3 5/8	25	4,839	65,326
ENTRON	ENT	O	3	3			3	7/8	3	979	2,937
GENERAL INSTRUMENT	GRL	N	25 3/4	24 1/2	+ 1 1/4	+ 5.10	25 3/4	17 5/8	10	7,508	193,331
GENVE CORP.	GENV	C	12 1/2	11 7/8	+ 5/8	+ 5.26	12 1/2	7 1/2		14,121	14,012
TELE-COMMUNICATIONS	TCOM	O	12 5/8	14 5/8	- 2	- 13.67	17 3/4	2 7/8	63	5,261	66,672
TELEPROMPTER	TP	N	11 3/4	11 1/8	+ 5/8	+ 5.61	11 3/4	6 3/4	27	16,922	198,833
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	43	39 1/2	+ 3 1/2	+ 8.86	43	31 3/4	10	20,371	875,953
TOCJM	TOCM	O	4 7/8	4 3/4	+ 1/8	+ 2.63	4 7/8	2 1/4	10	994	4,358
UA-COLUMBIA CABLE	UACC	O	28 1/2	27 1/2	+ 1	+ 3.63	28 1/2	15 1/2	19	1,679	47,851
UNITED CABLE TV	UCTV	O	13	12	+ 1	+ 8.33	13	3 7/8	24	1,915	24,895
VIACOM	VIA	N	19 1/2	20 1/8	- 5/8	- 3.10	20 1/8	9 1/2	15	3,764	73,398
TOTAL									86,541	1,823,824	

For Sale Stations Continued

FOR SALE:

Established AM Radio Station. 40 miles from Pgh. in fast growth area near new shopping malls and VW plant. Reasonably priced, for cash. (412) 834-2955 or c/o 103 Tippecanoe Road, Greensburg, Pa. 15601.

**UPPER MIDWEST
5000 Watts, Fulltime**

Dominant in small market.
Excellent potential.
New equipment. Terms.
Principals only
Box E-77.

KENTUCKY

"Spin-off" creates rare opportunity to acquire excellent fulltime AM in one of Ky's most stable and dynamic medium markets. Assets CASH sale. Send financial qualifications to Box E-3.

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WBSY COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104
415/672-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, NEW YORK 10022
212/288-0737

- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Daytimer within 60 miles of Montgomery, Ala. Asking \$60,000. Seller wants offer.
- Daytimer NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- AM/FM within 50 miles of NYC. Powerful FM. \$690,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- 5,000 watt daytimer in Ga. City. Ethnic. \$810,000. Terms.
- Big city in Texas. Daytimer with 100 mile radius prime coverage area. Billing more than \$500,000 with much national and regional business. 1.2 million.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Minority interest in five small-town stations. Management possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

EXCELLENT BUY

Full time Small Market A.M. in W. South Dakota. Priced less than twice gross. Terms to qualified buyer. \$165,000. Box E-78.

**MID ATLANTIC MAJOR MARKET
DAYTIMER**

5,000 watt Class III with PSA. Excellent opportunity in fast growing stable market. Station profitable but underdeveloped. \$499K with \$144K down payment and 10 years on balance at 8%.
Box E-70. Broadcasting.

**BROADCASTING'S
CLASSIFIED RATES**

Payable In advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio or Cable, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. 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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on 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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Books
for
Broadcasters**

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques; while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index **\$10.00**

324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. **\$12.50**

332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2". 234 diagrams, glossary. **\$14.50.**

307. **CLASSROOM TELEVISION: New Frontiers In ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9". **\$8.95**

312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**

358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

**BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036**

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

**Help Wanted Programing,
Production, Others
Continued**

**CRC
TV**

needs dedicated, experienced men and women for religious television production

An opportunity to join an aggressive religious television programming organization... currently producing documentaries--for major markets throughout North America. You'll work closely with others as part of a dedicated, hard working team.

Production Supervisor

Coordinates and supervises all production activities... trains production staff... works closely with Producer/Director. Should have experience in the production of religious television programming.

Cinematographer/Editor

Applicant should be experienced in all phases of 16mm film production, graphic design and lighting, still photography, and operation of electronic news gathering equipment.

Engineer

Responsible for the operation of video and audio equipment in TV master control room and studio... functions as production engineer both within the studio and on location. Assists in a variety of production activities as needed: Lighting, graphics preparation, or set work. Should have First Class Engineer's License.

Send resume in confidence to:

Mr. Harry Vander Meer, Operations Manager
CRC-TV
6555 West College Drive
Palos Heights, Illinois 60463

**Situations Wanted Programing,
Production, Others**

Ratings-Trouble-Ratings-Trouble

This individual promotions service is a proven major market rating winner. Boost your station's ratings with promotions customized and formatted for an individually consistent image. Originator is Masters in Mass Comm. with Madison Ave. background. Write or call Jon D. Morris, 6422A Oakland, St. Louis. 314-644-6422.

For Sale Equipment

TRANSMITTER SITE & TOWER

Dallas-Ft Worth
(Cedar Hill)

Thirteen acre transmitter site with seven-hundred foot guyed tower available. Easy terms, low downpayment. \$150,000. Also available already Installed: 20 KW transmitter, 12 Bay FM antenna.

Contact:

James Johnston, Attorney
Room 1002
Main Bank Building
Dallas, TX 75202
(214) 742-3847

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**IF YOU'RE LOOKING FOR
AN EXCEPTIONAL PRODUCT
TO SELL... READ ON**

The product is a beautiful music service developed by one of the most respected programing people in the country... a proven radio audience builder. Compare our product with the present leaders and we believe that you'll be as enthusiastic as we are. If you've always wanted to sell top quality, this is an outstanding opportunity to do just that... and to make a substantial amount of money.
Write Box E-73.

MAIL ORDER PROFITS!

If you sell license instruction, comedy, jingles, electronics, periodicals--or anything to broadcasters--you can boost your income by adding moneymaking prestige circulars to your mailings. Big profits--No investment. Our fifth year! On your letterhead, request free dealer information kit: Job Leads, Suite 1113-HO, 1680 Vine Street, Hollywood, CA 90028.

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PROGRAMS WEEKLY

Program Distributors

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LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

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 **CHAPMAN ASSOCIATES®**
media brokerage service

STATIONS

S	Small	AM	\$145K	\$40K	Bill Whitley	(214) 387-2303
Plains	Small	AM	\$160K	Terms	David Kelly	(414) 499-4933
S	Small	AM/FM	\$188K	\$88K	Paul Crowder	(615) 298-4986
W	Medium	FM	\$525K	Terms	Ray Stanfield	(213) 363-5764
W	Metro	AM	\$350K	Cash	Evelyn Stanfield	(213) 363-5764

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

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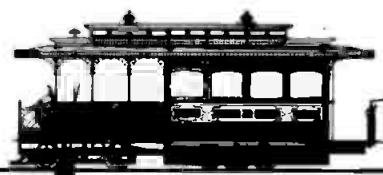


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TELEVISION Help Wanted Management

Peters Productions, one of broadcasting's fastest growing creative centers, now adding additional sales representatives.

REGIONAL MANAGERS — RADIO MUSIC FORMATS

Must have previous radio management and sales experience with an understanding of music programming. Should be able to articulate music concepts, automation and station operations. Will be working with station owners and managers.

Excellent opportunity to join a highly creative staff to move into one of the country's most modern production facilities. Unusual benefits package includes profit sharing, pension welfare, disability and life insurance.

We're looking for top professionals only. Excellent advancement opportunities. **Send complete resume to Peters Productions, Inc., 8228 Mercury Court, San Diego, California 92111.**

Help Wanted News

WEATHER

Top 40 affiliate in the Sunbelt is interviewing for a weather forecaster. We're looking for a person with the right combination of personality and credibility. AMS seal a plus. Join a winning team, send resumes to Box E-60.

EOE

Help Wanted Programing, Production, Others

PM MAGAZINE STAFF

WCMH-TV, Outlet Broadcasting in Columbus, Ohio, is looking for six professionals to start in summer '78 for fall premiere of PM MAGAZINE—two on-camera talents, two photographer/editors, producer, and production assistant/secretary. ENG experience preferred. Send tapes, resumes and salary requirements to Dave Miller, Program Director, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. EOE.

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living: Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

PRODUCER/DIRECTOR WANTED

For KXTV, CBS-Sacramento. Should have solid background in News, PA and other programs; commercial, promos and PSAs. The person we want will have many ideas for good and effective programs and be capable of own switching. KXTV is an Equal Opportunity Employer. Send resume to Gary Johnson, 400 Broadway, Sacramento 95818 or call 916/441-2345.

TELEVISION TRANSMITTER ENGINEER

We've got mountains of opportunity!

If you enjoy working in a mountain environment and are experienced with solid state microwave and two-way VHF radio equipment, you should consider a valuable position with KNBC!

An FCC first class license and a familiarity with RCA, VHF and FL transmitter line is also necessary.

If you are qualified, please send your resume immediately to:

Employee Relations
KNBC
3000 W. Alameda Ave.
Burbank, CA 91523

We are an equal opportunity
affirmative action employer.

PRODUCER/ DIRECTOR

WCVB-TV seeks an experienced, creative and highly organized individual to produce and direct a live, weekly medical show, two or more one-hour documentaries or docudramas per year and three ninety-second news inserts per week.

Candidates must have 5-8 years of experience in television and film production and some experience in drama is highly desirable.

If qualified and interested, please send resume (no telephone calls please) by May 4, 1978 to Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Enthusiastic, Reliable, creative AE seeks entry level TV production opportunity. Call 216-226-0230 or reply Box E-72.

TV Commc'l prod-director; personal exp. in all phases VTR & film. Currently with int'l Marketing firm; writes, produces, directs national and int'l. material for TV. Seeks better money, budgets, or VTR house w/film look. Prefers MSP area; but will relocate. Avail immediately. Nite: 612-871-0733.

Award Winning Producer-Director with switching, film and tape editing, audio, copy writing and technical directing experience. send for audio and video tape. Box C-166.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: 15kw UHF klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, WSIL-TV, Harrisburg, IL 618-253-7921.

Used FM Transmitter, 2.5 or 3 kw, without excitor okay. Prefer remote operation capacity. John Duda, Gannon College, Perry Square, Erie, PA 814-456-7523.

FOR SALE EQUIPMENT

5" Air Helix-Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

GE BT-50A 50KW AM Transmitter and Gates BC-10E 10KW AM Transmitter. Both are clean, well maintained and presently in use. Phone: 312-263-0800 x447.

2 G.E. 350 Cameras complete with Pedestals & Panning Heads \$7500/each. 6605 Eleanor Ave., Hollywood 213-463-2123.

CDL VS100 Switcher: Double Reentry, 12 x 4 with two Mix Amps, Special Effects Amp, Proc Amp, Black Gen, Power Supply, RGB Chroma Keyer, Teck Preview, Downstream Keyer. Contact Rod Hall: 213-577-5400.

For sale-Video tape machine, RCA-VR-70-B in good condition, presently in operation, make offer. Box E-44.

3 Ampex AVR-2 videotape machines; excellent condition with consoles and bridges, fully loaded with performance options, including dual audio and editors. Reply Box E-22.

New Optimod/FM in stock Used Playback Cart Machines. New CCA Automatic Ten Mono Console. Used CBS-Automax No. 4440-like new. Used CCA Futura 10 Channel Stereo Console-excellent. Call 404-487-9559.

Four 3' face triangular guyed towers. One 100', one 270' and two 300'. Standing. Asking \$9 a foot. Larry Young, WMBB-TV, Panama City, FL. 904-769-2313.

AEL 2.5 KW FM w/stereo generator and McMartin exciter. Other used units available. Transcom, PO. Box No. 20674, Phila. PA 19138. 215-379-6585.

General Radio, type 1931-A Modulation Monitor, \$100. RCA, type BA-6C Limiter, used 4-years, Mint, \$200. Two complete sets of RCA Limiting Equipment ... including Rack Mount equipment...used only 5-years ... 1/2 price, \$1300. WCLD, Drawer X, Cleveland, MS 38732, George C. Shurden, MGR. Phone 601-843-4091.

COMEDY

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command. Box 26348-B. San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER!Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

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.

Promotions, talk topics, one liners, documentaries-"Feedback" monthly newsletter covers them all. Original ideas, too! 3-month trial, \$6. Newsfeatures, Box 14183, St. Louis, MO 63178.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC, license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus-"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B. San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. 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.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

RADIO

**Help Wanted Programing,
Production, Others**

BROADCAST RESEARCH

Our firm is looking for additions to staff. Applicants must have quantitative background, writing skills and, preferably, knowledge of radio. Excellent salary and benefits. Desirable location.

THE RESEARCH GROUP
1422 Monterey Street
San Luis Obispo, California

Help Wanted Announcers

Mouth From the South

If yours is a Southern drawl that no one else will touch, you could be our person. We're looking for a creative, aggressive "fun loving" talk person to kill 'em dead in this Midwest major market. Move fast-this one won't last. Send resume to Box E-53.

**Help Wanted Announcers
Continued**

**Major Market
Morning Madness**

Creative, top 40 jock capable of handling telephone talk. Our person is ready to work twelve hours a day to make it big. If you're humorous, aggressive, controversial, and ready to do mornings in a major market, we're ready to talk. Send resume to Box E-52.

PM DRIVE JOCK

Tape and Resume to:
KSTT
BOX 3788
DAVENPORT, IA 52808

Help Wanted Sales

Wanted:

Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP EOE, Box C-2.

SALES MANAGER

for major station in Texas Metro area. Excellent account lists, great potential, and many benefits including retirement. Complete details first letter in complete confidence. Box E-75.

Situations Wanted Management

**GENERAL MANAGER
OR
GENERAL SALES MANAGER**

Impeccable track record as GM & GSM with powerhouse radio stations in top five markets is available. Experienced in achieving high sales, profits and ratings. Dedicated to achievement, sincerity and high energy level. Call in confidence for resume and references. 215-449-7378.

Situations Wanted Announcers

Major Market Mornings

A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement and a special intangible flair ... A proven winner on all formats ... If you want to capture your market, increase revenue and aren't intimidated by success-we want to join your family. 609-737-1421.

ATTENTION

**All Southern California
Radio Stations.**

Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in Mid May, P.O. Box 25062, Phila., Pa. 19147. Tape and resume available.

**HELP WANTED TECHNICAL
CONTINUED**

Transmitter maintenance engineer. Immediate opening for experienced individual with first class FCC license. Contact Chief Engineer, WBKB-TV, Box 35, Alpena, MI 49707. Phone, 517-356-3434.

Florida—Video tape production company needs experienced innovative engineer to maintain RCA TR-600's, TK-45, TKP-45, TK-27. Datatron Editor, and Grass Valley Switcher. Send resume to Tony Kennedy, V.P., Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202.

Immediate opening...Television Transmitter Engineer and Television Studio Maintenance Engineer...First Phone required. An Equal Opportunity Employer. Send complete resume to Gene Rader, KBIM-TV, P.O. Box 910, Roswell, NM 88201...or call 505-622-2120.

Studio Engineer wanted for sunny South Florida television station. First phone required. Experienced in videotape camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305-848-7211.

Television Broadcast Technician. Experience in operation and maintenance of videotape recorders at Ohio Educational Television Network Operations Center. Contact Guy London, Columbus, OH. 614-421-1714.

Maintenance Engineer live and work in beautiful South Florida. Must be strong in all studio equipment maintenance. Send resume and salary requirements to R&D Broadcasting, Box 4216, Hollywood, FL 33023.

HELP WANTED NEWS

Reporter/Producer—Opportunity for a reporter with at least two years experience to have major hand in production of top-rated late newscast in medium market. Experience in ENG editing a requirement. An Equal Opportunity Employer. Send resume to Box E-16.

Photographer: All-ENG group-owned Midwest station. Looking for a journalist with photo abilities. Must be able to shoot, edit and write. Box E-31.

News Director. Possible anchor. Resume, tape, salary history to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Managing Editor—number two person to supervise news staff of 23, make assignments, produce early news. Must have proven track record as television street reporter. Looking for innovator, idea person. E.O.E. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

Meteorologist or AMS approved weatherperson wanted for top 25 NE market. Minimum 2 years on-air experience. Send resume, cassette and salary requirements: News Director, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal Opportunity Employer.

Reporter Photographer—entry level position for person familiar with 16mm film, and demonstrated ability to report and write. Want hustler, will provide opportunity to advance quickly. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

School of Journalism, Ohio State University, seeks Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington. Kiplinger professor teaches advanced investigative and interpretative reporting techniques related to coverage of local, state and federal government; directs students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1978. Salary up to \$35,000 for 11 months. Applications must be received by June 1, 1978. Send resume and references to: Chait, Kiplinger search committee, School of Journalism, Ohio State University, Columbus, OH 43210.

Experienced investigative reporter with production know-how; weathercaster/environmental reporter, television experience only; news producer, minimum three years experience for aggressive news operation. Apply News Director, WCKT-TV, Miami. Full resume, salary requirement first letter. Do not send repeat application. Equal opportunity employer.

News Director. Possible anchor. Resume, tape, salary history to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

News Anchor We want a strong personality and results. Both shows. An Equal Opportunity Employer. Send resume to Box E-65.

Weeknight anchor. Top 100 market ABC affiliate. Prefer experience as weekend anchor or smaller market weeknight anchor, with reporting experience. Reply to Box E-79.

Evening News Anchor: For early and late daily Television newscasts, Monday - Friday. Must have experience in writing, reporting, editing, and anchoring Television newscast. Good grooming, leadership qualities and solid news judgement also required. Medium market. All ENG. EOE. Send resume to Box E-83.

Weather/Sports interest required. Reporting slot with back-up, on-air work at Black Hills ABC affiliate. Send tape and resume to Bill Avery, News Director, KEVN-TV, Box 677, Rapid City, SD 57701.

Wanted: Experienced TV Weatherperson. Send resume and tape to Bill Moore, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. An Equal Employment Opportunity Employer.

Colorful Colorado need weather person, experienced. Colorado Springs, Pueblo market, growing by leaps and rating points. Colorado weather is a real challenge... Send tapes and resume to P.O. Box 876 Pueblo, CO 81002.

Major Market Anchor and reporters. EOE. Cassette and resume to Box 7222, Dallas 75209.

Sports Director with emphasis on local coverage, features and commentary. Must have TV anchor experience. Send video tape and resume to: Tom Moo, WTVW-TV, P.O. Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, PO Box 702, Yakima, WA 98907. Phone 509-575-0029.

Producer, Experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability a must. Mere slide-stackers need not apply. Contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave SE, Cedar Rapids, IA 52401 E.O.E.

**HELP WANTED
PROGRAMING,
PRODUCTION, AND OTHERS**

Art Director: Top 10 affiliate. Emphasis is on design, graphics, TV experience and management abilities. An equal opportunity employer. Please send resume and salary requirements to Box D-136.

On-Air Promotion with experience in independent station for top ten market. EOE. Box D-44.

Production Manager If you're No. 2 in large market, looking to be No. 1 in middle market, be creative, develop staff and know equipment, this top net affiliate can offer you outstanding opportunity. Salary commensurate. Send resume. E.O.E. Box E-42.

Promotion Manager—Outstanding opportunity for small market promotion manager to move into aggressive middle market position. Must be creative, have production, on-air and print experience. Top network affiliate. Salary commensurate. E.O.E. Box E-50.

Art Director for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000—\$11,850 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, college transcripts, letters of recommendation, color slides of art work to Dr. Duane Tucker, WBCU-TV, Bowling Green, OH 43403. Application deadline May 5, 1978.

SITUATIONS WANTED SALES

Fourteen years of expertise in broadcast sales can help you build your local or national sales. Proven sales records and excellent references available upon request. Contact 814-864-7004.

SITUATIONS WANTED ANNOUNCERS

World-traveled, knowledgeable, veteran performer. 25 years show business, 5 years Radio-TV staff including Radio talk host, children's TV host-producer. Creative, reliable, sober. First Phone. Seeking Southeast Major Market Radio-TV connection with opportunity to contribute to both fields. Jack Parker 305-434-1234.

SITUATIONS WANTED TECHNICAL

Chief Engineer, Highly skilled with 19 years in the business. Ten as Chief Engineer. Worked up thru the ranks, familiarizing myself with the techniques of operation and maintenance of today's equipment. Resume on request. Box E-86.

SITUATIONS WANTED NEWS

What a catch... young sportscaster with college PBP, color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Earl Freiman, 212-549-2862, 3805 Cannon Pl, Bronx, NY 10463.

Ten year Broadcast Pro with extensive sports background seeks TV sports anchor position. Prefer Midwest location with major college or pro team. Resume and VTR cassette on request. Replies to: Box E-8.

TV News Director. Innovative and thoughtful approach. Also background as large market reporter, documentary producer. Prefer Sun Belt or West. Box E-43.

TV News Reporter. Medium-large market experience includes: general assignments, mini-docs, network feeds. Prefer South or West. Box E-49.

Experienced radio newsmen, M.S. broadcast journalism, some TV, wants you to see his VTR. Box E-67.

Experienced Radio sportscaster needs move to television. PBP/reporting/writing/personable on air approach/sales background. All markets considered Box E-68.

News Director. Strong leader, competitive, successful, solid journalistic experience, excellent track record! Box E-74.

Television Reporter—Three years experience — currently in 20's market. Female 26 years old. For resume and tape write Box E-85.

Trained in Major Market. Looking for street reporting assignment at medium or small station. Experienced, aggressive, TV Radio degree from large university. Great references, will relocate. Contact: Mark Weller, 3400 N. Maryland Ave., Milwaukee, WI 53211, 414-963-7114.

Broadcast Professional with management, reporting, writing, anchor, interview experience looking for TV reporting-anchor or news director position. Age 35. Married. 714-247-7797.

Outstanding May Graduate seeks TV reporter position. BS broadcast journalism, 3 1/2 years Radio-Television experience, ENG, good writer. Excellent tape, references. John Zettler, 700 Commonwealth, Apt. 701B, Boston 02215. 617-353-8222.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Eight years production for S.F. affil. Also, good background in public affairs, license renewal, promotion and sales. Will relocate for opportunity as production manager or program director. 415-454-3581.

National award-winning TV designer/writer/producer seeks similar or related position with quality film or television organization. Great planner and organizer. Will relocate anywhere. Available July. Box E-59.

Director. Experience in live news and public affairs shows—commercial production—ENG—VT editing. 1st Phone, BA, Journalism. Ready for any size market now. Box E-66.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Available for live Contemporary airwork. Experienced. Brad Lovett, 421 E. College, Coldwater, OH 45828.

Young Irish Announcer living in London would like to spend 3 months at small market station. Anywhere in States. Good voice. Suitable for summer relief. Terry Durkan, One Twenty Six, Oldfield Grove, London, S.E. 1b. 2 NE England.

Broadcast School Grad, 3rd Endorsed looking for first job. Phone weekdays 716-834-4457.

Funny, Entertaining, No. 1 Contemp nite personality looking for move up, Top 50 Markets. Top production. 5 yrs exp. PM drive exp., too. 413-739-5254.

One to One MOR Personality. Proven twelve year record. Talk, music, production. Call 414-384-0160.

If you've got a Mod Country format, state of the art equipment and a realistic payroll, I've got 5 years pro experience, PD. 3 small markets, MBA Award for production and a bright, up tempo personality. Leave your name and number for Gary at 314-896-5518.

Upcoming college grad looking for first fulltime break. Two years part-time pro experience. DJ, Sports, and Basketball PBP, quite knowledgeable at baseball. Third Endorsed. Steve Helsing, 402 Jacobs Hall, Ashland, OH 44805.

All right show. Honest, dependable, 4 years experience, third. 1-904-255-6950, Mike Hon, 373 Williams, Daytona, FL 32018.

Active, aggressive female graduate seeks job. Short on experience but long on ability and willing to learn. Two years college radio. Box E-58.

Jock of all trades. Master of Science (TVR), desires East Coast position. Extensive experience: PD, MD, air, news, production, promotion, research. Box E-62.

14 year MOR pro seeks permanent position. Super big voice, great production. 305-764-5809. Box E-69.

Versatile announcer ready to move from small market to medium—Midwest. Good production. First phone. Box E-76.

Family man, 23, with two years small market announcing/sales experience, seeks move up in Minnesota, or Wisconsin medium or large market. 219-253-7906 after 7 pm.

Looking for mornings. Community and radio station more important than market. Ten years experience, excellent ratings, references. Call 800-824-5136 ext. M2166 (California 800-852-7631 after 6 p.m. EST.

With a little luck ... "Personality" More than a woman, two years comm. exp., super refs., prefer AOR, NE. 212-336-5747.

First Phone, Top 40 air personality desires small market station. Experienced. anywhere. S.H. Green 212-347-5149.

Anc'r: 25 yrs. experience. Good music only. Excellent knowledge of Dance Band era. Network calibre. Sunny states preferred. Diorio, 207 Elliot, Brattleboro VT 05301.

Broadcast School Trained announcer. Third Endorsed. Some experience Sports, DJ, or News. School teacher looking for summer work. Andrea Seaman 412-462-3241, Pennsylvania.

Seeking first job in radio, professionally trained in all fases. Willing to relocate immediately. For tape and full resume call 312-673-9047, 312-673-9049, or write Mark Jay Muller 9047 Crawford, Skokie, IL 60076.

Talented personality seeking first break, 3rd Endorsed, 3 1/2 years college experience, offers diligence and dedication. tape and resume available. 201-777-0749.

SITUATIONS WANTED TECHNICAL

Electronic technician five years varied experience and First Phone seeking engineering position on East Coast. Box E-21.

Experienced Chief Engineer seeks position with quality station. Box E-56.

Engineer. Sixteen years broadcast staff through chief, plus five communications. Stereo, automation, tuning of directional AM. Heavy maintenance. Desire Northeast but will accept any if price is right. Reply Box E-61.

Chief Engineer: Mature, college, good background, good bucks. Skilled corrective maintenance gig-Shooter. South. Walt MacTammany 305-721-1539.

**SITUATIONS WANTED
NEWS**

Sports Director and PBP Voice of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE Small Market. Contact Peter Cooney 802-388-6077.

Female sports/news pro. 3 yrs PBP beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

News Director, 6 years experience medium market, seeks major market news staff position. Box E-35.

News Cameraman who can use film or tape. 16mm sound experience. Some ENG experience. Have own professional equipment. Would prefer work in Michigan, Ohio, Indiana, Illinois, Kentucky or Pennsylvania. Salary negotiable. Resume upon request. Dave Mitchell, PO. Box 171. Marysville, OH 43040. 614-852-1202.

Aggressive News Director, small market. Looking for position on news staff in medium or large market. Solid Journalism background including public affairs. Phone Tom Sobottke evenings: 312-323-5596 or write: 219 Middaugh Road, Clarendon Hills, IL 60514.

PBP Announcer with college degree and 8 years college football, basketball and baseball experience. Ready for major university or professional PBP, now. 507-388-8759, Casey Lloyd, 503 Sherman, Mankato, MN 56001.

Aggressive Young Pro seeks pbp and/or sportscasting position. Three year Pbp experience covering four sports. Inventive reporting and writing. 616-775-8265.

Sports and sales pro, 6 years experience, excellent PBP sales hustler, desires college PBP. Let's talk! 512-773-2355.

Newspaperman, 7 years experience, seeks job in broadcast industry, newsroom or promotions. Strong writer, editor, manager. Experienced in new product development. David Hollis, 714 E. "D" St. Belleville, IL 62221. 618-235-5852 or 618-234-1000.

**SITUATIONS WANTED
PROGRAMING,
PRODUCTION AND OTHERS**

Country Programmer skilled at turning losers into winners. If you're considering going Country in a major market, or Country now but not taking the targets ... Lets talk. Dave Donahue. 901-362-0862.

I'm your next PD—providing you're serious about superior broadcasting. 6 years air experience—4 with Metromedia. Highly personable entertainer, production ace, music research, MD experience, promotions and I'm probably the most knowledgeable music expert you'll ever meet. Let me program your Top 40/Adult Contemporary operation to market dominance. Available after April-May ratings. Box E-80.

Owners, Managers: I want to play Rock & Roll, make money, program. In that order. 1st Phone, 9 yrs. Radio (KPOP, KROY, KOCO, KATY, KFXM, ten-Q). 33 years old. Background: operations, PD., M.D., Prod. Dir, promotion, jock, news, sales, marketing, merchandising, public relations, research. As your Program Director I will increase your audience billing & numbers! Innovation not imitation. Call Ron Kay 714-796-3348 anytime and let's talk some winning Radio.

TELEVISION

HELP WANTED MANAGEMENT

Immediate Opening—Account Executive—Number One VHF network affiliate in the Southeast seeking an aggressive, experienced individual with a solid sales background. Sales management experience desired. An equal opportunity employer. Female and male applicants from all races are desired. Submit resume and starting salary requirements in confidence to Box E-71.

HELP WANTED SALES

Television Capital Equipment Sales Rep needed for New York/Northeast. Rapidly growing company needs an ambitious, self starter, with managerial potential and network selling experience. Salary open. Send resume to Department 4, 34th Floor, 295 Madison Avenue, New York NY 10017.

Immediate opening—broadcast sales representative. Minimum 3 to 5 years executive level sales experience. Sales management experience desirable. An equal opportunity employer. Female and male applicants from all races desired. Submit resume and starting salary requirements in confidence to Box E-84.

Local salesperson for group-owned NBC affiliate. Candidate should have college background with concentration in advertising, sales, or business; prefer experience in broadcast sales but will consider applicants with successful sales experience in other fields, preferably selling intangibles. Send resume to John Livoti, WIS-TV, P.O. Box 367, Columbia, SC 29202. An equal opportunity employer M/F.

HELP WANTED TECHNICAL

Chief Engineer—Are you an aggressive, goal-oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Middle-market, Midwest net affiliate seeks new leadership and it could be your chance to run your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment. 1st Class FCC license. Salary commensurate with your abilities and experience. A solid, growing company with a management commitment to technical excellence. EOE. Box D-143.

Experienced TV Transmitter Engineer to install and maintain RCA remote controlled VHF transmitter, supervisor responsibilities. Send resume to: Ron Jacobson, Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104, or call 801-972-1776. An Equal Opportunity Employer.

Major Market VHF affiliate has opening for Transmitter Supervisor with at least 10 years experience. Will plan, install and maintain new transmitter and associated STL and remote control. Must be thoroughly familiar with FCC rules, proof procedures and accepted maintenance practices. EOE. Reply with complete resume and salary requirements to Box E-48.

Studio Maintenance Engineer. VHF network affiliate in top 20 market seeks engineer with at least 3 years in-depth studio maintenance experience. Must be thoroughly familiar with quad VTR's color studio cameras, film chains, switches, etc. We offer excellent salary and benefits, beautiful West Coast Florida living and an opportunity to grow with an aggressive, expanding organization. Qualified individuals should send a resume including salary requirements to Director of Engineering, WLCY-TV, P.O. Box 14,000, St. Petersburg, FL 33733. EOE.

Chief engineer, capable in CATV, microwave, AM and FM. Top fringe benefits. Send resume to: Triad Stations, Inc., 111 West Michigan Avenue, Marshall, MI 49068.

Wanted: Electronic Technician Looking for the Best. The best opportunity for a qualified electronic technician desiring to live in the best climate, with the best hunting and fishing and the best vacation area in the United States ... conveniently located between the nation's best beaches and Mexico ... position is working in South Texas' top station ... qualifications are experience in repairing Sony electronic news gathering equipment, single tube cameras and U-Matic editing equipment ... if you're the best looking for the best, contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512-423-3910. We are an Affirmative Action Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

PD—Morning slot. 24-hour Easy Country. Beautiful Rocky Mountain area just 90 miles from Sun Valley. EOE/MF Contact Dick Ryall, Box 65, Twin Falls, ID, or call 208-733-3381.

Jock Minimum 3 yrs. Experience; no rockers; heavy production; prefer AOR background. Tapes, resumes, and salary requirements to KSEK-KMRJ, Box 610, Pitsburg, KS 66762.

Immediate Opening ... Combo 1st Phone—Announcer. Some news. Small Market—Ohio. Call Mr. Michaels, 513-492-4101.

Announcer/Discjockey/Production: Send tape and resume to Bobby Dobbs, KLIX, P.O. Box 1259, Twin Falls, ID 83301. More information call 208-733-1310.

Radio Station KWEW, Hobbs, New Mexico needs an evening announcer immediately. Apply with resume and tape to Box 777, Hobbs, NM.

Modern country station has two positions open—afternoon drive announcer, and news person for am-fm combo—third class + experience required. Send non-returnable tape and resume to Operations Manager, WFIG Radio, Box 38, Sumter, SC 29150. EOE.

Morning person with production capabilities for small farm market AM-FM in S.W. Ohio. Position available immediately. Pay negotiable. Call 513-382-1608.

Immediate opening personality/Music Director. Third Phone. Excellent voice. Resume—Tape, Roger Manning, KDMS, Box 1565, El Dorado, AR 71730. EOE.

Personality, a creative, bright individual for contemporary-adult format in attractive market of 125,000. Must have track record. We are top rated, professionally managed and successful. We offer excellent pay and benefit package. You will be considered for PD. position. Send personal letter and unedited air check. Dex Card, WLIP, Box 659 Kenosha, WI 53141 E.O.M.

WGMS, Fine Arts Radio in Washington, DC, looking for part-time announcer. 3rd Endorsed, commercial experience, non-stuffy delivery of classical format and flexibility required. Send resume and tape to: Mike Cuthbert, PD, 11300 Rockville Pike, Rockville, MD 20852. No calls, please. EOE-M/F/H/vet.

HELP WANTED TECHNICAL

Chief Engineer for Midwestern FM University station. College Degree required with experience in FCC regulations. Will maintain and repair broadcast equipment. Teach course in basic electronics. EOE. Send resume to Box E-19.

Immediate opening. First Class Engineer. Some experience necessary. Salary open. Call Larry Sandlin, 713-772-4433. Send resume to: KIKK Radio, 6306 Gulfon, Houston, TX 77081.

Engineer needed for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN 219-267-3111.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Karl C. Smith, KRAV-KFMJ, PO Box 746, Tulsa, OK 74101. 918-585-5555.

AM/FM Combo in the 50th market. AM is 4-tower full-timer—FM has SMC automation. If you have the background to assume chief engineer responsibility ... and aren't afraid of hard work, call us. Contact Lewis Dickey, General Mgr. WOHO/Z-105, Toledo, 419-255-1470. We are an equal opportunity employer.

Immediate opening for engineer for 100,000 watt stereo, public radio station. Requires FCC 1st. Need working knowledge of STL, micro-wave, FM stereo, RPU, FM transmission, and remote control equipment. Send resume to Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093. Equal Opportunity Employer.

Chief Engineer wanted to build and operate new FM. Must have FCC 1st class license, STL experience helpful. Send resume WQVE, Box 38 Carlisle, PA 17013. Equal opportunity employer.

HELP WANTED NEWS

Mid Atlantic Regional with strong news commitment needs experienced professional. Must have talk show experience. Prove yourself and there's room to grow. An Equal Opportunity Employer. Forward complete resume to Box E-4.

Southern East Coast Adult/Contemporary looking for powerful News Director. Top salary, benefits, and future with excellent company, plus sunshine the year round. Tapes and resumes to: 623 Oaks Hollow Court, Jacksonville, FL 32211.

Expanding news staff. Opportunity for newperson with at least one year experience to join active news department in prime location in the South. Send tape and resume to Tim Tyson, News Director, WBHP Radio, Box 547, Huntsville, AL 35804.

Adding another morning anchor. Looking for an individual with excellent voice, delivery. Someone possessing outstanding journalistic skills and sports interest. Tapes and resumes to Jess Peterson, News Director, WKLO, 307 West Walnut, Louisville, KY 40202. E.O.E.

Good Money Good Life. WOBT in the vacation northwoods wants a professional to head our news department. Salary open. Contact me and enjoy the summer and the rest of your life North of the tension line. Tape, resume and salary requirements to Wally Pasbrig, Box 738, Rhinelander, WI 54501.

Broadcast Newsmen: We're looking for a news director and newsmen for a growing AM/FM combination in the Beaumont-Orange-Port Arthur, TX market. Send tapes and resumes to John Morrison, KOLE/KZOM, P.O. Box 336, Port Arthur, TX 77640. E.O.E.

All News KQV, Pittsburgh looking for highly motivated News Anchor Personality. You must be willing to relocate. Send tape and resume to: News Director, KQV, Pittsburgh, PA 15219. An Equal Opportunity Employer.

News Director: Aggressive, experience preferred, Top AM/FM. Send tape and resume to George Baumann, WLKE/WGGO, 609 Home Avenue, Waupun, WI 53963. 414-324-4441.

Modern country station has two positions open—afternoon drive announcer, and news person for am-fm combo—third class + experience required. Send non-returnable tape and resume to Operations Manager, WFIG Radio, Box 38, Sumter, SC 29150. EOE.

Producer Host for WHA Radio. Primarily responsible for preparing and presenting newscasts throughout the day; co-hosting and some preparing of a half-hour informational late afternoon program five days a week; serving as afternoon "in-house" clearing point for stories and reports; final preparing of three-hour magazine format morning program; conducting and preparing telephone interviews; acting as resource person, contributing story ideas for informational programming. Bachelor's degree. Two years full-time experience in broadcasting or print journalism. Demonstrated ability to present the news in an understandable and meaningful manner, to write, to conduct interviews and edit for broadcast, to organize with attention to detail, to get along with people. Salary based on annual rate of \$14,000. Application deadline May 12, 1978. Write for application and details to: Jack W. Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major Programming Syndicator looking for experienced operations and/or production persons to assume those positions at Contemporary and Beautiful Music client stations. Also considering applications from those with successful experience in programming/selection of Beautiful Music and have the technical ability to master tapes. Confidentiality assured. Send resumes to: Box E-38.

Broadcast Researcher with background in statistics and audience measurement for Washington, D.C. organization. Station experience helpful. E.O.E. Resume and salary requirements to Box E-87.

SITUATIONS WANTED MANAGEMENT

Station Manager who can lead sales & programming to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position. I'll bring you home! Box D-82.

Your manager may be a great salesperson who can't make your station successful because he doesn't understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

Experienced Broadcasting Executive. AM FM CATV sales, finance, acquisition, union negotiation, available now. Box E-41.

General manager with years of experience in very competitive small markets seeks management opportunity in larger market. Excellent record and references. Box E-81.

SITUATIONS WANTED SALES

Experienced Salesman/Announcer available for sign on, or afternoon drive plus sales. Straight sales at small or medium market also considered. Dick Hoff, Rice Lake, WI. 1-715-234-9222.

Sales Pro— 12 years experience, 1st phone, jock experience, prefer Illinois, Missouri, Wisconsin area, any size market, call 215-588-0142.

SITUATIONS WANTED ANNOUNCERS

Air personality superbly trained seeking first job in radio. Available immediately. For resume and tape call 312-762-0055 6 pm to 7 am or James Sykes, 1250 S. Independence, Chicago, IL 60623.

Male 28 with 3rd endorsed, expertly trained, seeking break in radio, available immediately, will relocate, tape-resume upon request. 312-978-4081 after 5 pm. Samuel Garrett, 9011 South Dante Ave., Chicago, IL 60619.

Doctor Rock is ready to roll! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will move anywhere! Call 312-422-2788 or write: Doctor Rock, P.O. Box 404, Oak Lawn, IL 60453.

Male—age 20—3rd endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 8 a.m.-2 p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

Female, 21. Third Endorsed Expertly trained. Seeking 1st break in Radio. Available immediately. Will relocate anywhere. Tape and resume available upon request. Call 312-785-4970 2 p.m. until midnight or write Nikki Colvin, 11415 Racine, Chicago, IL 60643.

Attention all Southern California Radio stations. Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in mid May. P.O. Box 25062, Phila, PA 19147. Tape and resume available.

Broadcasting school graduate, very well trained in D.J. announcing and production, tight board, eager to learn, will relocate, Call 312-248-5087 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D, Chicago, IL 60613.

Announcer First Class Eng. Looking for full time air shift, New England. Easy going, crackerjack production work, immediately. Box D-76.

Sportscaster—Play-By-Play, football basketball, baseball. 6 years experience, major college conference level. Available immediately. Box E-6.

First Phone Announcer, 32, seeking part-time employment in South Florida. Experienced in AM, FM, and TV. Box E-30.

D. J. Strong on commercials and news. Available now! Honest, energetic, hard working. 3rd Endorsed. All markets. Nick Iltounas, 2729 N. Troy St., Chicago IL 60647 Call: 312-384-3105 between 6 A.M. to 1 P.M.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for AM and FM combo in Top 30 market. Sales and programming experience a must. Confidentiality assured. Send complete resume and salary history. Group owner. Equal opportunity employer. Box E-15.

General Sales Manager or Regional Sales Manager background or ability. Medium-size Great Lakes area station experience or Midwest rep experience would be helpful. We have a great deal to offer someone who likes to sell radio and his/her station. Excellent fringes and benefits. Please tell us all about yourself: What you've done, where you've done it and when, how well you've done it, how you've been paid and how much—and anything else you can think of. It looks like a \$3,000,000 year for us. Are you good enough? Box E-34.

General manager for WALM and WELL-FM. Base pay plus share of profits and other good fringe benefits. Send resume to: 111 West Michigan Avenue, Marshall, MI 49068.

General Manager Kodiak Public Broadcasting Corporation. KMXT-FM in Kodiak, Alaska seeks General Manager. Five years practical experience in broadcasting, including two years of supervisory/managerial experience and two years experience in public broadcasting. B.A. in broadcasting, public communication or related field. Appropriate experience may be substituted for degree on a year-for-year basis. Working knowledge of FCC rules and regulations and federal grant applications required. Salary DOE. Send resume to KMXT, Box 484, Kodiak, AK 99615. An Equal Opportunity Employer.

Major broadcast group looking for experienced broadcast business manager/controller for its AM/FM radio stations in the Midwest. Strong broadcast experience essential. Accounting degree preferred. EOE. Send resume including salary history and references to Box E-55.

General Manager for new fulltime small-town AM Adult Music station in the mountainous pine forests of Northern Arizona. Ideal for experienced salesperson looking for first management position in beautiful environment. Sober, stable, family type preferred. Sales and FCC knowledge a must. Starting compensation: \$1,000 per month, health ins. + incentive bonus. We're ready to sign on, so rush resume to Eric Hauenstein, P.O. Box 4227, Mesa, AZ 85201. Be sure to include professional references. E.O.E.

Assistant Managers needed for dynamic small market group with stations in Indiana, Illinois, Arkansas & Mississippi. Only persons with sales and leadership abilities considered. Resume to Lee Buck, 214 Churchill Place, Franklin, TN 37064.

Manager/Supervisor of on-campus FM station. Supervise and train students in practical FM station facility. Teach STA Radio/Television courses. Graduate degree preferred. Both practical and teaching experience helpful. Salary range: 11,000—13,000—9 months. Position begins August, 1978. Respond to Donald Loeffler, Department of Speech and Theatre Arts, Western Carolina University, Cullowhee, NC 28723. Equal Opportunity Employer.

Excellent Opportunity for Sales Manager for 5000 watt AM and 100,000 watt stereo FM. Located in Great Northern Midwest Recreation Area. Skiing, hunting, fishing. If you can organize and lead a sales department, let's talk. Contact Robert Knutson, Vice-President, Radio Stations WJMS and WIML, Ironwood, MI 49938. Phone 906—932-2411.

Fastest Moving Station North of the Golden Gate needs a sales producer—motivation, drive, desire to make it happen are paramount. Sales experience helpful but not mandatory. If you qualify, call or write Rick Davenport, KZST, Box 2755, Santa Rosa, CA 95405, 707—528-4434.

General Manager for growing Midwest AM/FM station. Salary plus incentive. Equal Opportunity Employer. Resume to Box E-57.

HELP WANTED SALES

Sales manager for biggest billing Small Market station in the Carolinas. Must be professional, RAB, top pay, profit sharing, advancement opportunities with growing group. EOE. Box E-12.

Salesperson. Must have minimum 2 years successful experience. \$250 weekly draw against 15% commission. 703—323-7812.

Small market, Easy Listening—Inspirational 5kw AM in Virginia's Shenandoah Valley looking for honest, stable, hardworking salesperson. Resume to Box 337, Broadway, VA 22815.

Experienced Radio Sales person wanted for Florida's most powerful Country station. Good opportunity and company benefits. An Equal Opportunity Employer. Call or write Dick Bennick, WGTO Radio, P.O. Box 123, Cypress Gardens, FL 33880. Phone 813—324-5400.

\$2,000 commission per sale, selling to radio stations. Professionals apply Roberts, 16449 Ed Warfield Road, Woodbine, MD 21797.

"One of the South's great radio stations" is looking for a professional "Street Fighter" If you are aggressive, motivated, and consider yourself a "Solid" radio salesperson, let's get together. Excellent opportunity with plenty of room for growth with our four station company. Send complete resume with salary history To: Mr. Jerry Russell, General Sales Manager, WDAK Radio, Post Office Box 1640, Columbus, GA 31902.

Immediate Opportunity, experienced aggressive self starter, able to write and produce spots, County FM/Rock AM, small Georgia market. Bill McConnel 404—595-5122.

Sales position open— Promotion has opened the top list. WTRX seeks a stable, experienced salesperson. Contact Ray Nelson, Sales Manager, P.O. Box 1330, Flint, MI 48501. 313—743-1150. E.O.E.

Young aggressive salesperson looking to move up to Sales Manager in affluent Rockland County—18 miles from Manhattan. Contact Gene Gugig, WGRC, Spring Valley, NY 10954. 914—623-8500.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Morning Person with experience. Possible Sales. Progressive Country with WDZD-FM on North Carolina Coast. 919—754-8171.

Automated Beautiful Music station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

Morning person for wake up ministry. 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne, MD 21853.

Experienced announcers needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Utneher, P.O. Box 310, Antigo, WI 54409.

Automated AM, Northeastern Michigan Lake Huron Shores. Contemporary Drake Chenault, news background, good production essential, automation experience not essential. Tape resume, John Carroll, WIOS Radio, P.O. Box 549, Tawas City MI 48763.

Modern Country Station seeks experienced announcer. Immediate opening salary above average. Delightful place to live by lake area in warm climate exceptional schools, excellent medical plans, send resume indicating starting salary requirement and tape. Jeffrey Millar care WKUL, PO Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

Experienced Announcer with FCC First Class License. Duties include on the air announcing shift, announcing styles suitable to MOR format, including authoritative news delivery; commercial production and recording; and assisting Chief Engineer in technical maintenance. Send tape and resume to WGBR Radio, PO Box 207, Goldsboro, NC 27530. An Equal Opportunity Employer.

We're looking for a strong personality pro for mid-days who wants to work for a top rated station in a market that has all of the advantages of a big city with none of the problems. Immediate opening. Send tape and resume to: John Zucker, WGEE, 115 South Jefferson, Green Bay, WI 54301. EOE.

Personality Jock ... Midwest Medium Market. Must have good pipes. PBP helpful but no necessary. Experience is required. We are an Equal Opportunity Employer and would like to have female and minority applicants. Send resume and salary requirements to Box E-37.

Country Disc Jockey Music Director with production capabilities, some news, 3rd Endorsed. Send resume and tape to: KNZA Box 104, Hiawatha, KS 66434.

WLKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes from experienced staff announcers for possible future openings. Must have moderate to heavy voice with friendly one-to-one delivery. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main, Providence, RI 02904. E.O.E. No phone calls.

Florida West Coast. Contemporary Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

Florida West Coast. Country Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL. An Equal Opportunity Employer.

Major Market New England Beautiful Music Station seeks experienced announcers. The future could be today if you qualify. Resume to Box D-115.

Morning Personality, program director, minimum five years on air experience, humorous, tight board, for powerful adult leader in Southeastern medium market, major group, big college town. Send resume and salary requirements. EOE Employer. Box E-63.

Versatility. Night Adult Contemporary Jock. Good spot production capability. Assemble and report a daily award winning sportscast. 10,000 watt regional power in the market for someone who qualifies and is ready to put down some roots away from the multi-station rating scramble. EOE. Box E-82.

Announcer Wanted for all-night music show. Must have experience with Personality/MOR format. An opportunity to enter a growing company offering future growth potential. Must have production abilities and 3rd class operator's permit with broadcast endorsement. Send resume and air check to Mike Sands, Program Manager, WJAR-AM, 178 Weybosset Street, Providence, RI 02903. AN Equal Opportunity Employer.

One of Northern California's Top Beautiful Music stations needs announcer/copywriter. Must have mature, resonant voice. Send audition tape and resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

15 (BMPED-1574); WTIO Charleston, W.Va., to Sept. 15 (BMPH-15413); WCLG-FM Morgantown, W.Va., to Oct. 15 (BMPH-15425); WKWK-FM Wheeling, W.Va., to Oct. 6 (BMPH-15426); WXCC-Williamson, W.Va., to Sept. 15 (BMPH-15402); WEZW Wauwatosa, Wis., to Sept. 15 (BMPH-15424).

In contest

Petitions to deny

- WVAL(AM) Sauk Rapids, Minn.—Filed by Communications Properties Inc. Ann. April 10.
- KDWN(AM) Las Vegas—Filed by WGN Continental Broadcasting Co. Ann. April 10.
- AM CP LaFollette, Tenn.—Filed by Campbell County Broadcasting Corp. Ann. April 10.

Designated for hearing

- Morehead City, Beaufort and Newport, all North Carolina—Commission designated for hearing mutually exclusive applications of Grace Missionary Baptist Church Inc., Emerald Communications Inc. and The Jones Co. for CP for FM station on 103.3 mhz. Designated ALJ James F. Tierney as presiding judge, scheduled prehearing conference for May 30, hearing for July 11. Action April 13.

Procedural rulings

- Palm Springs, Calif., Gray-Schwartz Broadcasting, **FM proceeding:** (Docs. 78-104-106)—ALJ James K. Cullen set certain procedural dates governing May 11 prehearing conference. Action April 3.
- Bardstown, Ky., Nelson County Broadcasting Co., **FM proceeding:** (Docs. 21241-3)—ALJ Lenore G. Ehrig rescheduled hearing from May 8 to May 11. Action April 5.
- Bozeman, Mont., Burt H. Oliphant, et al., **FM proceeding:** (Doc. 78-15-17)—ALJ Reuben Lozner extended to April 26 time to respond to petitions to enlarge issues. Action April 12.
- Albemarle, N.C., WABZ Inc. and Victor Broadcasting Inc., **FM proceeding:** (Doc. 78-63-4)—ALJ Thomas B. Fitzpatrick set certain procedural dates, set hearing for Aug. 29 in Albemarle. Action April 11.
- Fajardo, P.R., WSTE-TV Inc., **TV proceeding:** (Docs. 18048-9)—Chief, Office of Opinions and Review, ordered that reply comments are to be filed on or before May 5. Action April 4.
- Gilmer, Tex., KHYM Broadcasting Co. and Daniels Broadcasting Inc., **FM proceeding:** (Docs. 21281-2)—ALJ James K. Cullen Jr. set certain procedural dates, scheduled admissions hearing for Sept. 12, hearing Sept. 19. Action April 4.
- Quantico, Va., Happy Broadcasting Co., **renewal proceeding:** (Doc. 21493)—ALJ David I. Krashaar denied motion for continuance of certain procedural dates including May 10 hearing. Action April 10.

Initial decisions

- Cheraw, S.C., Cheraw Broadcasting Co., **FM proceeding:** (Docs. 21258-9)—ALJ Daniel M. Head granted application for new FM on 103.1 mhz. Action April 14.
- Berryville, Va., Berryville Broadcasting Co., **FM proceeding:** (Docs. 21185-6)—ALJ James F. Tierney granted CP for new FM on 105.5 mhz. Action April 11.

Review board decisions

- Compton, Calif., **FM proceeding:** (Doc. 20756)—Granted request for extension of time filed by Broadcast Bureau. Action April 10.
- Milton, W.Va., **FM proceeding:** (Docs. 20994-5)—Granted motion for extension of time filed by Broadcast Bureau. Action April 10.
- Jackson, Tenn., **FM proceeding:** (Docs. 20930-2)—Set April 26 as date for oral argument in mutually exclusive applications of Madison County Broadcasting and Community Service Broadcasting for new FM on 103.1 mhz. Action April 10.

FCC decisions

- Largo, Fla., **TV proceeding:** (Doc. 19627)—Commission set June as time to review Review Board decision granting WLCY-TV Inc. applications for mod. of ant. system. Action April 17.

■ Chattanooga, Tenn., **renewal and transfer proceeding:** Commission granted license renewal of Turner Communications Corp. for WGOW(AM) and approved assignment of licenses of it and WYNQ(FM) to Radio Chattanooga Inc. Action April 6.

Other actions

- On request of National Association of Broadcasters, Broadcast Bureau extended from May 1 to May 15 time for filing comments in matter of policy of enforcing section 312 (a) (7) of Communications Act. Reply comments were extended from May 16 to May 30. Action April 12.
- Commission upheld June 23, 1977, Broadcast Bureau action denying petition by several organizations seeking single broad inquiry into employment practices and policies of several hundred broadcast licensees. Action Dec. 15, 1977 (released April 7).
- Commission has authorized staff negotiations toward finalizing agreement between U.S. and Mexico on use of frequencies in 470-512 and 806-890 mhz bands along border to continue. Action April 6.

Fines

- WMOD(AM)-WRKT(FM) Cocoa Beach, Fla.—Broadcast Bureau notified licensee of apparent liability for \$1,000 for violating rule requiring sponsorship identification of commercials. Action April 6.
- WKYO(AM)-WIDL(FM) Caro, Miss.—Broadcast Bureau notified licensee of apparent liability for \$1,000 for broadcasting lottery. Action April 4.
- KMRN(AM) Cameron, Mo.—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to do proof of performance of DA system. Action April 4.
- WHUC(AM) Hudson, N.Y.—Broadcast Bureau notified licensee of apparent liability for \$1,000 for failure to make equipment performance measurements. Action April 5.
- WBIC(AM) New Bern, N.C.—Broadcast Bureau notified licensee of apparent liability for \$300 for failure to make equipment performance measurements. Action April 5.
- KVAL-TV Eugene, Ore.—Broadcast Bureau notified licensee of apparent liability for \$1,000 for failure to make announcements required by sponsor identification rule. Action April 5.
- KIWW(FM) Harlingen, Tex.—Broadcast Bureau notified licensee of apparent liability for \$100 for failure to file license renewal application on time. Action April 4.
- KETX-AM-FM Livingston, Tex.—Broadcast Bureau notified licensee of apparent liability for \$400 for failure to file license renewal application on time. Action April 4.
- KTVX(TV) Salt Lake City—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failure to inform party that it was recording telephone conversation for broadcast. Action April 6.
- KLEW-TV Yakima, Wash.—Broadcast Bureau notified licensee of apparent liability for \$250 for failure to log remote waveform monitor calibrations. Action April 6.

Allocations

Actions

- Princeton, Ill.—Broadcast Bureau proposed assigning 98.3 mhz as community's first FM in response to petition by WZOE Inc. Comments due May 30, replies June 19. Action March 31.
- Leesville, La.—Broadcast Bureau has assigned 92.7 mhz as community's second FM in response to petition by Pene Broadcasting Co. Action March 31.

Rulemaking

Petitions

- National Association of Broadcasters rulemaking

concerning overcommercialization of radio. Ann. April 5.

■ Beatyville, Ky.—Hour of Harvest Inc. requests amendment of TV table of assignments to assign ch. 17 to Beatyville. Ann. April 10.

Action

- Lewiston, Idaho—Broadcast Bureau granted request by 4-K Radio Inc. to extend from April 17 to May 1 time for filing reply comments for proposed amendment of FM table of assignments (Doc. BC 78-25). Action April 7.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced April 11 (stations listed are proposed for carriage):
- Mahoning Valley Cablevision, for Hubbard and McDonald, both Ohio (CAC-12680-1); commence operation.
- Robins Telecable, for Bibb, Ga. (CAC-12683); commence operation.
- Sullivan Cable Systems, for Chester, Ill. (CAC-12684); commence operation.
- Centennial Communications, for Upland, Eaton, both Indiana (CAC-12685-6); commence operation.
- Cotton Hill Cablevision, for Campbell, Mo. (CAC-12690); existing operation.
- Hancock Video, for Tompkins, N.Y. (CAC-12691); commence operation.
- CATV Bureau granted following operators of CATV systems certificates of compliance:
- Summit Cable Services of Winston-Salem, for Forsyth, N.C. (CAC-12349); Walsenburg Cablevision, for Walsenburg, Colo. (CAC-10240); American Cablevision, for Granville, W.Va. (CAC-10589); American Cablevision, for Star City, W.Va. (CAC-10593); Plantation Cablevision, for Hilton Head Island, S.C. (CAC-10594); Belleville Community Antenna System, for Belleville, Kan. (CAC-11621); Teleprompter, for Lovington, N.M. (CAC-12385); Johnson Cable, for Johnson, Ark. (CAC-08202); Texas Community Antennas, for Springdale, Bentonville, both Arkansas (CAC-08208-9); Cablevision of Soda Springs, for Soda Springs, Ind. (CAC-08905); Opp Cablevision, for Opp, Ala. (CAC-08990); Norton Cable, for Norton, Kan. (CAC-08996); Manistique TV Cable, for Manistique, Mich. (CAC-08997); American Cablevision, for Keene, N.H. (CAC-09046); Indiana Cablevision, for Rochester, Fulton, both Indiana (CAC-09254-5); American Cablevision, for Gladstone, Mich. (CAC-09300); Televest, for Martinez, Calif. (CAC-09306); Texas Lakes Cablevision, for Gun Barrel City, Tex. (CAC-09769); H B Cable, for Eureka, Calif. (CAC-09931); Master Telecable, for Peytona, Racine, Bloomingrose, Comfort, Seth, Fosterville, all West Virginia (CAC-10004-9); A and W TV, for Branham Heights, Pack Branch, Janie, Sang Creek, Garrison, all West Virginia (CAC-10283, 4, 6, 7, 97); Lake San Marcos TV, for Lake San Marcos, San Marcos, both California (CAC-10498-9); Clearview Cable, for Swainsboro, East Dublin, Dublin, Thomasville, Valdosta, Milledgeville, Remerton, all Georgia (CAC-10595-601); Macon TV Cable, for Macon, Ga. (CAC-10630); Springhill Cable, for Springhill, Cullen, both Louisiana (CAC-10762-3); Santa Barbara Cable TV, for Carpinteria, Montecito, Goleta Valley, Isla Vista, all California (CAC-10806-10); Cable Television, for Ponca City, Kay, both Oklahoma (CAC-1176-7); Continental Cablevision of New Hampshire, for Concord, Boscaen, both New Hampshire (CAC-11253-4); Cable Communications Operations, for Bath, American, Shawnee, Perry, all Ohio (CAC-12077-80); Aiken Cablevision, for Aiken, S.C. (CAC-12162-3); New Milford Cablevision, for New Milford, Conn. (CAC-12165); Telecable of Greenville, for Easley, S.C. (CAC-12201); Vision Cable of South Carolina, for Florence, S.C. (CAC-12206); Community Tele-Communications, for Belgrade, Mont. (CAC-12350); American Television and Communications, for Vigo, Ind. (CAC-12356).

Other action

- Limerick township, Pa.—Cable Television Bureau dismissed application for certification by Suburban Cable TV Co. Action April 11.

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power to 5 kw, add DA, change TL. Ann. April 11.

■ WPC Lake Wales, Fla.—Seeks CP to add nighttime power with 500 w, DA-N, change hours of operation to U, change TL and SL, change type trans. Ann. April 11.

■ WPNH Plymouth, N.H.—Seeks CP to increase power to 5 kw, change type trans. Ann. April 10.

■ WAMB Donelson, Tenn.—Seeks mod. of CP to increase power to 25 kw, add DA, change type trans. Ann. April 13.

■ KAGC Bryan, Tex.—Seeks CP to increase power to 500 w, change type trans. Ann. April 10.

■ KKYN Plainview, Tex.—Seeks CP to add nighttime power of 500 w, decrease daytime power to 2.5 kw. Ann. April 12.

■ KBBX Bountiful, Utah—Seeks CP to increase power to 5 kw, change TL, type trans. Ann. April 13.

FM applications

■ KF5H Hilo, Hawaii—Seeks mod. of CP to change type trans., ant., change TPO, ERP and HAAT. Ann. April 12.

■ KAIM-FM Honolulu—Seeks CP to install new trans., new ant., change TPO and ERP: 100 kw (h&v). Ann. April 12.

■ KTGA Fort Dodge, Iowa—Seeks CP to change TL, install new ant., change ant. system, change HAAT: 300 ft. Ann. April 12.

■ WCAR-FM Detroit—Seeks mod. of CP to change TL, SL, type trans., ant., make changes in ant. system, change TPO, ERP: 21.4 kw (h&v). Ann. April 11.

■ WRNW Briarcliff Manor, N.Y.—Seeks CP to install new aux. trans. Ann. April 10.

■ WBUT Butler, Pa.—Seeks CP to change TL, SL, type ant., ant. system. Ann. April 10.

■ KJIL Bethany, Okla.—Seeks mod. of CP to change ant., TPO. Ann. April 12.

■ Ashland Ore.—Kilibro Broadcasting seeks mod. of CP to change type trans., ant. Ann. April 12.

■ WOSH Oshkosh, Wis.—Seeks CP to change TPO, ERP and HAAT. Ann. April 12.

■ *WGTD Kenosha, Wis.—Seeks CP to change type ant., ant. system, ERP and HAAT. Ann. April 12.

AM actions

■ WXRS Swainsboro, Ga.—Broadcast Bureau granted mod. of CP to change SL and install remote control for trans. Action April 3.

■ KBIL Liberty, Mo.—Broadcast Bureau mod. of license to change SL and install remote for trans. Action April 3.

■ Broadcast Bureau granted following AM CP modifications to extend completion time to date shown: KDTA Delta, Colo., to Sept. 1 (BMP-14542); WDCF Dade City, Fla., to July 1 (BMP-14561); WPOM Riviera Beach, Fla., to Sept. 15 (BMP-14553); WBFN Quitman, Miss., to Sept. 29 (BMP-14558);

KIRL St. Charles, Mo., (BMP-14551); WGIR Manchester, N.H., to Aug. 15 (BMP-14547); WBUD Trenton, N.J., to Sept. 1 (BMP-14566); KQWB Fargo, N.D., to Sept. 15 (BMP-14552); KCJB Minot, N.D., to Oct. 1 (BMP-14559); KALV Alva, Okla., to Sept. 1 (BMP-14555); KAGO Klamath Falls, Ore., to Sept. 15 (BMP-14556); WARM Scranton, Pa., to Sept. 1 (BMP-14563).

■ KGMS Sacramento, Calif.—Broadcast Bureau returned as unacceptable application to increase day and night power. Action March 29.

FM actions

■ KYLO Davis, Calif.—Broadcast Bureau granted mod. of CP to change SL and operate trans. by remote control. Action April 5.

■ KEZR San Jose, Calif.—Broadcast Bureau granted mod. of license to change SL and remote control. Action April 5.

■ KDB Santa Barbara, Calif.—Broadcast Bureau granted mod. of license to operate trans. by remote control. Action April 5.

■ WGNE-FM Panama City, Fla.—Broadcast Bureau granted mod. of license to change SL. Action April 5.

■ WIHN-FM Normal, Ill.—Broadcast Bureau granted mod. of license to change SL. Action April 5.

■ *WSWC Cottage Grove, Minn.—Broadcast Bureau cancelled CP and deleted call letters. Action April 6.

■ KFIL-FM Preston, Minn.—Broadcast Bureau granted mod. of license to change SL. Action April 3.

■ WZZR-FM Grand Rapids, Mich.—Broadcast Bureau granted mod. of license to change SL. Action April 3.

■ WVOS-FM Liberty, N.Y.—Broadcast Bureau granted CP to change TL, type trans., ant., make changes in ant. system, ERP, ant. height. Action April 3.

■ KYKX-FM Longview, Tex.—Broadcast Bureau granted CP to change TL, type trans., type ant., make changes in ant. system. Action April 4.

■ WLCC-FM Luray, Va.—Broadcast Bureau granted mod. of CP to change TL, type trans., type ant., add remote control, make changes in ant. system. Action April 4.

■ KSFI Salt Lake City—Broadcast Bureau granted mod. of license to change SL and add remote control. Action April 5.

■ *KUER Salt Lake City—Broadcast Bureau granted mod. of license to change SL, add remote control. Action April 5.

■ WXXY Montour Falls, N.Y.—Broadcast Bureau granted mod. of license to change SL, add remote control. Action April 5.

■ WIWS Hamilton, Ohio—Broadcast Bureau granted CP to change TL, type ant. and make changes in ant. system. Action April 5.

■ *WRFT Indianapolis—Broadcast Bureau granted CP to replace expired permit for new station. Action March 31.

■ *WWHI Muncie, Ind.—Broadcast Bureau granted CP to replace expired permit for changes. Action March 31.

■ KXOR-FM Thibodaux, La.—Broadcast Bureau granted CP to replace expired permit for changes. Action March 31.

■ Broadcast Bureau granted following FM CP modifications to extend completion time to date shown: *KECG El Cerrito, Calif., to July 1 (BMPED-1557); KPDI-FM Eureka, Calif., to Sept. 15 (BMPH-15399); KONG-FM Visalia, Calif., to Sept. 28 (BMPH-15440); *KGNU Bolder, Colo., to June 15 (BMPED-1570); KKDJ Fresno, Calif., to Sept. 15 (BMPH-15406); KFAM Oroville, Calif., to Sept. 15 (BMPH-15438); KMIX Turlock, Calif., to July 15 (BMPH-15398); WVFY Key West, Fla., to Oct. 1 (BMPH-15434); WBWB Bloomington, Ind., to Sept. 15 (BMPH-15441); *WIPU Fort Wayne, Ind., to Oct. 4 (BMPED-1568); WJSN-FM Jackson, Ky., to Sept. 15 (BMPH-15432); *WPKN Bridgeport, Conn., to Oct. 8 (BMPED-1572); WFYR Chicago, to June 1 (BMPH-15416); WECL Elkhorn City, Ky., to Sept. 15 (BMPH-15433); *WORB Farmington Hills, Mich., to Sept. 15 (BMPED-1558); WQON-FM Grayling, Mich., to Sept. 30 (BMPH-15422); *WCDB Albany, N.Y., to Sept. 15 (BMPED-1560); WKBC-FM North Wilkesboro, N.C., to Oct. 6 (BMPH-15439); WRSV Rocky Mount, N.C. (BMPH-15409); *WRTU San Juan, P.R., to Aug 1 (BMPED-1561); WMGK Philadelphia, to July 1 (BMPH-15410); WDVR Philadelphia, to July 30 (BMPH-15404); WHEB-FM Portsmouth, N.H., to Sept. 15 (BMPH-15414); WMGQ-FM New Brunswick, N.J., to July 1 (BMPH-15403); KSDN-FM Aberdeen, S.D., to Sept. 15 (BMPH-15427); *KAZI Austin, Tex., to Sept. 15 (BMPED-1566); *KTXT-FM Lubbock, Tex., to Sept. 15 (BMPED-1573); KRMQ Provo, Utah, to Aug. 15 (BMPH-15400); KSLI Salt Lake City, to Sept. 15 (BMPH-15428); *WEMC Harrisonburg, Va., to Sept.

Summary of broadcasting

FCC tabulations as of March 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,490	6	28	4,524	41	4,565
Commercial FM	2,952	1	75	3,028	119	3,147
Educational FM	904	0	43	947	77	1,024
Total Radio	8,346	7	146	8,499	237	8,736
Commercial TV	724	1	2	0	57	784
VHF	513	1	2	0	7	523
UHF	211	0	0	0	50	261
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
Total TV	967	4	16	260	64	1,051
FM Translators	904	0	43	0	77	1,024
TV Translators	3,500	0	0	0	453	3,953
UHF	1,082	0	0	0	268	1,350
VHF	2,418	0	0	0	185	2,603

*Special temporary authorization

**Includes off-air licenses

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For the Record

As compiled by BROADCASTING for the period April 10 through April 14 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. freq.—frequency. 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. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

TV application

■ Grand Junction, Colo.—Pikes Peak Broadcasting Co. seeks VHF ch. 8 (180-186 mhz); ERP 162 kw vis., 32 kw aur.; HAAT 2973 ft.; ant. height above ground 537.3 ft. P.O. address: 3 South 7th Street, Box 1457, Colorado Springs 80901. Estimated construction cost \$1,353,000; first-year operating cost \$645,000; revenue \$775,000. Principals: Harry W. Hoth Jr. (100%). Pikes Peak is also licensee of KRDO(AM) Colorado Springs.

FM application

■ Lebanon, Ky.—Lebanon-Springfield Broadcasting Co. seeks 100.9 mhz, 2.2 kw, HAAT 300 ft. P.O. address: Box 680, Lebanon, Ky. 40033. Estimated construction cost \$43,211.76; first-year operating cost \$24,300; revenue \$36,000. Format: country/soul/standards. Principals: Stokley Bowling Estate, H. E. Tabb, Monida Coyle, H. F. Skidmore, W. E. Huddleston, Gladys Hodges are one-sixth partners. Applicant is licensee of WLBK(AM) Lebanon. The Bowling estate, H. E. Tabb, Monida Coyle and H.F. Skidmore each own 20% of WIEL(AM) Elizabethtown, Ky.

Grants

■ Selma, Ala.—Broadcast Bureau granted Alexander Broadcasting 1340 khz, 1 kw-D, 250 w-N. P.O. address: Route No. 2 Box 460A, Selma, Ala. 36701. Estimated construction cost \$4,750; first-year operating cost \$23,367; revenue \$35,000. Format: adult contemporary. Principals: Thomas and Betty Alexander (married couple) and their son Paul. Parties also own WALX(FM) Selma. Grant replaces deleted station WAMA(AM). Action April 5.

■ Parker, Ariz.—Broadcast Bureau granted B.I.N.A. Broadcasting Co. 99.3 mhz, 3 kw, HAAT 139 ft. P.O. address: Rt. 1, P.O. Box 11, Parker, Ariz. 85344. Estimated construction cost \$15,614; first-year operating cost \$49,113; revenue not given. Format: popular music. Principal: Gilbert Leivas (100%) has been developing Project B.I.N.A.: Broadcasting Information for Native Americans. Action April 10.

■ *Wallingford, Conn.—Broadcast Bureau granted Choate Rosemary Hall Foundation 89.9 mhz, 10 w. P.O. address: c/o Ms. Pauline Anderson, Wallingford, Conn. 06492. Principals: Choate School Foundation, part of present applicant, was licensee of *WWEB(FM) Wallingford, whose license recently expired. New applicant plans to use same technical facilities. Action April 13.

■ *Acton, Mass.—Acton-Boxborough Regional School District seeks 89.1 mhz, 10 w. P.O. address: 16 Charter Road, Acton, Mass. 01720. Estimated construction cost \$6,000; first-year operating cost \$2,000. Format: informational variety. Principal: is secondary level, Massachusetts public school. Ann. April 10.

■ Centreville, Miss.—Broadcast Bureau granted Western Mississippi Broadcasters 1580 khz, 250 w-D. P.O. address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction cost \$31,070; first-year operating cost \$42,500; revenue \$30,000. Format: C&W, rock. Principals: Carrol F. Jackson and Rayvon M. Smith (50% each). Mr. Jackson owns 20% of WKXI(FM) Jackson, Miss. Mr. Smith has grocery, rental and advertising interests. Company is also applying for FM station in Centreville. Action April 13.

■ *Havre, Mont.—Broadcast Bureau granted Northern Montana College 90.1 mhz, 10 w. P.O. address: Cowen Dr., Havre, Mont. 59501. Estimated construction cost \$2,750; first-year operating cost \$1,000. Format: informational variety. Principal: is part of state university system. Ann. April 10.

■ Merkel, Tex.—Broadcast Bureau granted Big Country Broadcasting Co. 102.3 mhz, 3 kw, HAAT: 300 ft. Estimated construction cost \$33,475; first-year operating cost \$6,000; revenues undetermined. Principal: Ralph Wayne owns 98% of company stock Jerry Lovell 2%. Mr. Wayne is also president and 72.5% stockholder of Panhandle Broadcasting, licensee of KKYN Plainview, Tex.; president and owner of Mesa Broadcasting (KYXX(AM) Odessa, Tex.). Big Country Broadcasting is also licensee of KKYR(AM) Marshall, Tex. Ann. April 10.

Call letters

Applications

Call	Sought by
New AM	
WLLN	Harnett Broadcast, Lillington, N.C.
New FM's	
KISZ	Sound 74 Inc., Cortez, Colo.
*WPLT	State University of New York, Plattsburgh, N.Y.
KOHU-FM	Hermiston Broadcasting Co., Hermiston, Ore.
Existing AM's	
KVEG	KBMI Henderson, Nev.
KLXX	KLUC Las Vegas
WBBG	WMGC Cleveland
WYTR	WQTC Two Rivers, Wis.
Existing FM's	
WCZY	WLDM Detroit
WXIK	WOHS-FM Shelby, N.C.
WXGT	WCOL-FM Columbus, Ohio
KLAQ	KUOE El Paso
WRIO	WRAD-FM Radford, Va.

Grants

Call	Assigned to
New TV	
KVEO	Tesoro Broadcasting, McAllen, Tex.
New AM	
KABN	Valley Radio, Long Island, Alaska
New FM's	
*WNMC-FM	Northwestern Michigan College, Traverse City, Mich.
KMOR	Tracy Corp., Scottsbluff, Neb.
KACT-FM	Zia Broadcasting, Andrews, Tex.
*KDNA	Northwest Chicano Radio Network, Yakima, Wash.
Existing TV	
WKPD	WDXR-TV Paducah, Ky.
Existing FM's	
WITH-FM	WDJQ Baltimore
KFIM	KSDL El Paso
KMPS-FM	KEUT Seattle

Ownership changes

Applications

■ KBDF(AM) Eugene, Ore. (AM: 1280 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Matco Inc. to Jayar Communications Corp. for \$700,000. Seller: 75% of stock is owned by Russell H. Matthias, 25% by his son William W. Other broadcast holdings include KBOM(AM) Bismark-Mandan, N.D., KOOK-AM-FM (construction permit) Billings, Mont., KYJC(AM) Medford, Ore. Assignment is being sought because of dispute between majority and minority stockholders. Buyer: 50% of stock is owned by Jayar Securities Corp., 25% by Charles R. Skinner, owner of a media analysis firm; Peter L. Townsend owns 12.5% of stock, is vice president and shareholder (14%) of KEZY-AM-FM Anaheim, Calif.; Jeannette T. Brophy, housewife, also owns 12.5%. Ann. April 10.

■ WWML(FM) Portage, Pa. (1470 khz, 500 w-D)—Seeks transfer of control of Mainline Broadcasting Co. from George Wasko (100% before; none after) to Mainline Media Inc. (none before; 100% after). Consideration: \$85,000. Principals: transferor desires more time for other business interests, he has no other broadcast holdings. Buyer: is owned equally by John A. Hudimac, Vincent J. Kane and Frank Gaeta, who are all technicians for NBC New York. They have no other broadcast interests. Ann. Feb. 6.

■ WGNS(AM) Murfreesboro, Tenn. (1450 khz, 1 kw-D)—Seeks assignment of license from Vogel-Hale Corp. to Davidson Broadcasting Corp. for \$700,000. Seller: William R. Vogel owns 96% of stock, his son William R. Jr. 3%. Assignor also has application for assignment of license of WULA-AM-FM Eufala, Ala. Buyer: Davidson Broadcasting also owns WHLP(AM)-WIKI(AM) Centerville, Tenn. Mildred B. Littleton owns 55% of stock, Kenneth D. Lavender, state employe, owns remaining 45%. Ann. April 11.

■ WVEC(AM)-WVHR(FM) Hampton, Va. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 101.3 mhz, 50 kw)—Seeks transfer of control of Peninsula Radio Corp. from Thomas P. Chisman, et. al. (100% before; none after) to Golden East Broadcasting Corp. (none before; 100% after). Consideration: \$790,000. Principals: Seller: is stock corporation, Mr. Chisman, president and general manager owns 14.37% of stock, 49 other individuals own lesser amounts. Buyer: Larry M. Saunders, Norman B. Beasley both own 50% of stock. Mr. Saunders is shareholder-employe of Landmark Communications Inc., licensee of WTAZ(AM), WKEZ(AM) both Norfolk, Va. Mr. Beasley was also employe of Landmark, has worked for numerous other stations. Ann. April 11.

Grants

■ KAAM(FM) Berryville, Ark. (FM: 107.1 mhz, 1 kw)—Broadcast Bureau granted mod. of license to change name of licensee from KOBA Inc. to Earldrum Broadcasting Inc. Ann. April 10.

■ KKBJ(AM) Bemidji, Minn. (1360 khz, 5 kw-U)—Broadcast Bureau granted assignment of CP from KNOX Radio Inc. to Bemidji Radio Inc. Principals: Justin D. Hogberg owns 71.47% of stock of KNOX. He is forming new corporation and will own same amount. Robert F. Hanson owns 28% of KNOX, will own same amount of Bemidji Radio. Ann. March 31.

Facilities changes

AM applications

■ KXES Salinas, Calif.—Seeks CP to increase power to 5 kw, change TL, type trans. change to DA-Day. Ann. April 13.

■ KAAT Aurara, Colo.—Seeks CP to change SL, increase nighttime power to 1 kw, change type trans. and SL. Ann. April 13.

■ KIIX Fort Collins, Colo.—Seeks CP to increase

regional sales manager for Time-Life there.

David Freedman, director, talent and program administration West Coast, NBC-TV, appointed VP, program and talent negotiations, based in Burbank, Calif.

Michael G. Silver, associate director, press information CBS Entertainment, named director, special projects, press information. He is succeeded by **James J. Sirmans**, who has been executive in charge of publicity and promotion for Bell System's major television specials for past four years.

William M. Davis, associate producer, *Evening Magazine*, KYW-TV Philadelphia, joins WCAU-TV there as staff producer.

Stephan William Schulte, manager of film productions, network film department, ABC, New York, named director of broadcasting and operations for Showtime, Viacom's pay television subsidiary, New York.

W. (Buzz) Sawyer, VP/station manager, WWLP(TV) Springfield, Mass., named VP/programming for licensee, Springfield Television Corp. **Thomas M. Lamarche**, production manager for station, named program director.

Alan Burns, VP/director of client services, Media Insights, Chicago, joins WLS(AM) there as music director. He succeeds **Jim Smith** who becomes program director, WOKY(AM) Milwaukee.

Broadcast Journalism

Margery Baker, producer, *CBS Morning News with Richard Threlkeld and Lesley Stahl*, named VP, public affairs broadcasts, CBS News. **Roger Sims**, associate producer, *CBS Evening News with Walter Cronkite*, and **Philip Burton**, executive producer, WGBS-TV New York, named producers, *CBS Reports*. **John Mosedale**, news and sports writer, CBS, succeeds Mr. Sims with additional duties as writer. **Elizabeth Midgley**, associate producer, *CBS Weekend News*, named Washington producer for program.

Linda Ellerbee, NBC News correspondent covering House of Representatives, named co-anchor of NBC News's weekly prime-time TV magazine starting in September. She is succeeded by **Chris Wallace**, general assignment reporter with Washington bureau of NBC News. **Charles Quinn**, national security correspondent covering Pentagon and related offices, named general assignment reporter. **Ford Rowan**, on temporary assignment in Beirut, Lebanon, for NBC News, succeeds Mr. Quinn.



Beavers

Paul Beavers, executive news producer, WMAQ-TV Chicago, named news director. He succeeds **Sheldon Hoffman** who transfers to NBC Television Stations Division, New York, in electronic journalism development.

Joe Ewalt, host-producer for Kentucky Educational Television, Lexington, joins

WASU(FM) Washington, as news director. **Mike Kavanagh**, special project reporter, WSB-AM-FM Atlanta, named newscaster for WASU.

Margery Lipton, producer, *ABC Weekend News*, New York, named ABC News field producer, assigned to London.

Mark Smith, supervisor, Associated Press broadcast wire, New York, appointed editor, Associated Press Radio Network, Washington.

Robert J. Jordan, senior news producer, WCAU-TV Philadelphia, named executive producer of news, WBBM-TV Chicago. Both stations are CBS-owned.

Dean Lewis, news director, KMOX-AM-FM St. Louis, joins KTVI(TV) there as commentator and special assignments reporter.

Bob Mueller, reporter, WMBD-TV Peoria, Ill., named investigative reporter, WTVC(TV) Chattanooga. **Dirk Mooth**, assistant photography chief, WMBD, named cinematographer of investigative unit, WTVC.

Mary McCarthy, executive news producer, WISN-TV Milwaukee, named news manager, WIFR-TV Rockford, Ill. **Chris Bowman**, WIFR-TV reporter, named assistant news manager.

Equipment & Engineering

Michael Eisner, controller, Sony Corp., New York, named VP and corporate controller.

Eugene P. Foley, treasurer, RCA Global Communications, New York, named VP, Europe. He will be based in London. **Robert P. Taylor**, director, profit planning, succeeds Mr. Foley.

Asher H. Ende, former deputy chief of FCC's Common Carrier Bureau (1964-73) and executive VP of RCA Global Communications until end of 1977, has joined Transcomm Inc., Washington-based consultancy in engineering and economics, as VP and senior consultant. Mr. Ende is also associated with Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, Washington communications law firm, as of counsel (BROADCASTING, April 10).

Albert J. Simon, freelance associate producer on *CBS on the Air 50th Anniversary Specials*, named VP, tape production, West Coast, ABC Television, Los Angeles.

Thomas L. Pincu, sales administration manager, Berkey Colortran, Burbank, Calif., appointed VP, marketing and sales administration.

Sterling E. Davis, chief engineer, Metrotape West, Los Angeles, joins Vidtronic, Hollywood, as VP-facility operations.

Ronald L. Hummel, division controller, Oak Industries CATV Division, Crystal Lake, Ill., appointed controller, Communications Group of Oak Industries.

Deaths

Ernest L. Wilkinson, 78, senior partner in Washington communications law firm, Wilkinson, Cragun & Barker, died April 6 in Salt Lake City of a heart attack. He was president of Brigham Young University, Provo, Utah, from 1951 until 1971. He is survived by his wife, Alice, three sons and two daughters.

Joseph J. Weed, 76, founder of Weed & Co. (in 1936) and Weed TV station rep firms, New York, died Feb. 3, it was learned last week, after short illness in Palm Beach, Fla. He retired in 1976. He is survived by his wife, Ruth; sons

Joseph and John, and daughter Elizabeth (Mrs. W.H. Foulks).



Whitehead

Commander Edward Whitehead, 69, retired chairman of Schweppes, died April 16 in England. He became known in U.S. as spokesman in television commercials for company's tonic water and its "Schweppervesence."

Lar Daly, 66, perennial but never-successful candidate whose colorful gyrations led to major change in law governing political broadcasting, died April 18 in Evergreen Park, Ill., hospital. In 1959 he protested to FCC about Chicago stations' coverage of Chicago Mayor Richard Daley's activities while in office. Mr. Daly, running against Mayor Daley, convinced commission that stations should be directed to provide equal time to him. Decision prompted Congress to enact legislation, by September 1959 and prior to national elections in 1960, excluding news programs from equal time requirements of Section 315 of Communications Act. Mr. Daly, frequently attired in red, white and blue sash with Uncle Sam hat, received some national exposure on such programs as Johnny Carson show. It was also in that dress that he picketed National Association of Broadcasters convention at that time. Mr. Daly is survived by his wife, Alice, and five children.

Troy Hoskins, 66, veteran announcer with radio stations in Texas and Oklahoma, died in Dallas April 6. In his early days, he was vaudevillian who performed for King Edward in London and Adolph Hitler in Berlin and Munich. He is survived by his wife, Dollie, five sons and three daughters.

Clement L. Littauer, 64, pioneer of English language television in Puerto Rico, died of heart attack in Miami March 18th. He is survived by his wife, Helen, one son and one daughter.

Vernon R. Taylor, 48, associate director, NBC News, New York, died of cancer March 31 at Brotman Memorial hospital, Los Angeles. He is survived by his wife, Joyce, and three children.



Daly

Lar Daly, 66, perennial but never-successful candidate whose colorful gyrations led to major change in law governing political broadcasting, died April 18 in Evergreen Park, Ill., hospital. In 1959 he protested to FCC about Chicago stations' coverage of Chicago Mayor Richard Daley's activities while in office. Mr. Daly, running against Mayor Daley, convinced commission that stations should be directed to provide equal time to him. Decision prompted Congress to enact legislation, by September 1959 and prior to national elections in 1960, excluding news programs from equal time requirements of Section 315 of Communications Act. Mr. Daly, frequently attired in red, white and blue sash with Uncle Sam hat, received some national exposure on such programs as Johnny Carson show. It was also in that dress that he picketed National Association of Broadcasters convention at that time. Mr. Daly is survived by his wife, Alice, and five children.

"Broadcasting is a station book."

That's what advertising salesmen for other publications often say. And they're right.

Broadcasting is a station book. It is also a book for advertisers; agencies, sales reps, networks, engineers, equipment manufacturers, program producers and distributors, talent, promotion experts, financial specialists, media brokers, government officials, students and teachers in communications sequences—for everyone in the whole universe of broadcasting and associated enterprises. Herewith some evidence.

The station's book.

The agency for one of our clients—a large manufacturer—told us its own research proved *Broadcasting* was read at virtually every television and radio station in the big cities. But what about the magazine's penetration in smaller markets?

Our research division asked TV and radio general managers in ADI's 101-130 to tell us what they read. Results: Of TV general managers 94.7% reported reading *Broadcasting* regularly; 5.3% occasionally. In radio 95.0% were regular readers, and 1.7% occasional.* (Our circulation department is try-

ing to find out where we went wrong with that missing 3.3%.)

The advertisers' and agencies' book.

Out of 158,677 total readers* 22,818 are employed by advertisers and agencies. *Broadcasting* reaches the important buyers of broadcast advertising everywhere. Not only do these key broadcast clients get *Broadcasting*; they read it intensively—an average of 36 minutes a week.*

And they respond to advertising that is directed to them. Recently a large sales firm ran an advertising campaign in *Broadcasting* and five other publications that claim to serve the advertising field. The ad contained a coded coupon. *Broadcasting* outpulled all other publications combined.*

Everybody's book.

Every week *Broadcasting* delivers 37,642 subscriptions—saturation coverage of the broadcasting business.

More Program Directors read *Broadcasting* than the leading "music-record" weekly.*

Radio and Television News Directors depend on *Broadcasting* for news of their craft; 68.2% of them

read the book regularly and 31.8% occasionally. Total: 100%.*

More than 55% of Chief Engineers responded to a survey conducted by the agency for a leading equipment company. Of respondents, 89% recalled seeing one of the client's ads.*

Readership and reader response have been earned the hard way. *Broadcasting's* award-winning editorial staff outmans all others in its field and commands respect for its professionalism and experience. That's why a recent *Wall Street Journal* article that was generally critical of the business press named *Broadcasting* as one of two publications on the whole business front covering the news "thoroughly and accurately." Small wonder that *Broadcasting* is one of the most widely-quoted business papers in the country.

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213-463-3148

* Survey details
available on request.

Richard D. Thomson, executive VP/general manager, Bozell & Jacobs, Chicago, named senior VP/account director, Needham, Harper & Steers there. **Robert L. Garrison Jr.**, associate media director in Chicago office, elected VP. **Page Thompson**, account executive, *Us Magazine*, New York, joins NH&S as associate media director there.

Norman L. Muse, senior VP and creative review committee chairman, Leo Burnett, Chicago, appointed to newly created post of managing director for Europe and England.

John A. Anderson, VP and director, Wyman Co., San Francisco, joins Bozell & Jacobs/Pacific as VP and general manager of Palo Alto, Calif., office.

Sy Thomas, senior VP of H-R Stone Inc., Chicago, named board chairman of firm and will continue to be based in Chicago. **Saul Frischling** is president and chief executive officer.

Elected officers of Broadcast Advertising Producers of America, New York: **John Held**, Cunningham & Walsh, president; **Lincoln Diamant**, Spots Alive Inc., VP; **Diana Dorken**, Scott Paper Co., secretary, and **George Sullivan**, Colgate-Palmolive Co., treasurer.

Arthur G. Trudeau Jr., marketing sales executive for Television Bureau of Advertising, New York, elected VP/Northwestern sales.

Jim Clayton, account executive, Storer Television Sales, Chicago, appointed national sales manager of Storer's WKW-TV Cleveland.

Michael Marder, sales manager, KYW(AM) Philadelphia, named general sales manager, KFWB(AM) Los Angeles. Both are Westinghouse stations. **Paula Bradway**, communications manager, Calavo Growers of California, Los Angeles, named account executive, KFWB.

Warren E. Anderson, writer/announcer, Voice of America, Washington, joins W. B. Doner, Detroit, as television producer.

Kathleen Fox, research analyst, MMT Sales, New York, joins Bolton Broadcasting there as research supervisor.

Bobbie Bender, creative director, Helitzer Advertising, New York, appointed VP/creative director.

Noel Berke, associate creative director, Nor-

CCBS line-up. E.W. Wendell, WSM Inc., Nashville, has been elected president of Clear Channel Broadcasting Service, succeeding Joseph A. Kjar, KSL(AM) Salt Lake City. Philip Lewis, WCCO(AM) Minneapolis, was elected CCBS VP; A.M. Herman, WBAP(AM) Dallas, treasurer and Daniel D. Calibraro, WGN Continental, Chicago, secretary. Elections were held at CCBS annual meeting held during National Association of Broadcasters convention in Las Vegas.

man, Craig & Kummel, New York, named VP. **Kathleen Lynch** and **Geraldine Weiss**, assistant business managers, named radio/TV business affairs manager and contract manager, respectively.

Robert I. Zschunke, president, Abbott Advertising (division of Jerrico Inc.), Lexington, Ky., named VP/director of marketing and media services. Hoffman, York, Baker & Johnson, Milwaukee.

Emery T. Smyth, partner in Wainwright, Smyth & Wright, Chicago, joins Cunningham & Walsh, New York, as management supervisor.

Ed Poole, VP, Dimensions Unlimited, and director of sales for The Source, company's syndicated radio research service, Los Angeles, joins KLOS(FM) there as account executive.

Mike Gahagan, account executive, WJCL(FM) Elgin, Ill., joins WXRT(FM) Chicago, in same capacity.

Margot Brumfield, account executive, KFWB(AM) Los Angeles, joins KNBRI(AM) San Francisco in same capacity.

George Peter, Eastern group sales director, Torbet/Lasker, New York, joins RKO Radio Sales there as sales representative. **Kevin C. Driscoll**, account executive, Metro Radio Sales, Chicago, joins RKO there as sales representative.

Michael Tunick, from sales development department of Metromedia, New York, appointed account executive, Metro TV Sales (owned by Metromedia), there.

Ray Nelson, account executive, WTRX(AM) Flint, Mich., named sales manager.

Ed Spiegel, air personality, WCTC(AM) New Brunswick, N.J., appointed sales manager, WMGQ(FM) there. Both are Greater Media stations.

Dennis West, national sales manager, WIFR-TV Rockford, Ill., named general sales manager. **Dennis Grill**, sales representative, named senior sales executive. **Wayne Morris**, sales representative for Rockford Newspapers, and **Ruby Thompson**, sales representative for WMT(AM) Cedar Rapids, Iowa, join WIFR-TV in same capacity.

Robert E. Passmore, national sales manager, Jim Gibbons stations (group owner based in Frederick, Md.), named general sales manager, Mass Communications and Management Limited (WKPA(AM) New Kensington, Pa., and WYDD(FM) Pittsburgh-New Kensington).

Lauralyn Bellamy, freelance writer and photographer, joins Air Time, New York, as publicity manager, trade press services.

James Otto, account executive, WVII-TV Bangor, Me., named assistant sales manager.

Programing

David Tebet, NBC-TV's chief talent coordinator, has changed his mind and will not leave network to head new television arm of Joseph E. Levine Presents Inc. (BROADCASTING, March 20). He said parting with Mr. Levine was friendly one and that he doubts Mr. Levine will pursue TV project. Mr. Tebet will continue in NBC post as senior vice president.

William L. Clark, VP, domestic sales, 20th Century-Fox, Los Angeles, is to retire in October after 16 years with company. He will be succeeded by **Steven R. Orr**, VP/station services, CBS Television Network, New York. **Lawrence E. Keller**, from syndication sales, 20th Century-Fox Television's Toronto office, named VP/general manager of company for English-speaking Canada. He will continue to base in Toronto.

Gary L. Pudney, VP and executive producer, Yongestreet International Los Angeles, named VP in charge of special projects, ABC Entertainment, Los Angeles, reporting to Anthony D. Thomopoulos, president of division.



Lobo

Richard E. Lobo, executive producer, WMAQ-TV Chicago, named program director.

Charles Hairston, manager, feature films and program development, NBC-TV, New York, named director, film and program development.

Ron Gilbert, director of production, Time-Life Films, New York, elected VP. **Scott Towle**, VP, Eastern division, Worldvision Enterprises, New York, named Southern regional sales manager of Time-Life Television.

Bob Greenstein, Southern regional sales manager, Time-Life Television, Atlanta, named to newly created position of domestic sales manager, syndication division, New York. **Tony Brown**, Northeast sales manager, Metromedia Producers Corp., New York, named eastern

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Fates & Fortunes

Media

Neil Rockoff, VP-general manager of Storer Broadcasting's WHN(AM) New York, named VP in charge of Storer radio division. He will continue to operate WHN.



Rockoff



Marcus

Jerry Marcus, VP-general sales manager, WTTG(TV) Washington, named VP-general manager, KRIV-TV Houston.

William L. Ford Jr., manager of business and administrative affairs, WFSB-TV Hartford, Conn., named VP of licensee, Post-Newsweek Stations, Connecticut, Inc., and member of board of directors.

Dixon C. Lovvorn, station manager, WDSU-TV New Orleans, named general manager, WSFA-TV Montgomery, Ala. Both are Cosmos Broadcasting stations.

Four managers of RKO Radio stations named VP/general manager: **Dick French**, WHBQ(AM) Memphis; **Jim Barker**, WFYR(FM) Chicago; **Doug Donoho**, WAXY(AM) Fort Lauderdale, Fla., and **Gerard Sperry**, WROR(FM) Boston.

Mike Stafford, general sales manager, KGO(AM) San Diego, appointed VP/general manager.

Verl Wheeler, general manager, WUBE-AM-FM Cincinnati, appointed to newly created position of general manager of WUBE and KCKN-AM-FM Kansas City, Kan., also Kaye-Smith radio stations.

Joel B. Day, marketing manager, KOA(AM)-KOAQ(FM) Denver, appointed station manager.

Jeffrey E. Trumper, general sales manager, KGGO(FM) Des Moines, Iowa, appointed station manager.

John Miller, writer/producer, on-air promotion, WBBM-TV Chicago, named manager of communications.

William Burn, VP, WDAY-AM-FM Fargo, N.D., named executive VP of WDAY Inc., which also includes WDAY-TV. He succeeds **Millard J. Dunkirk** who retires after 47 years with company.

Darrell Chambers, assistant art director, WXIA-TV Atlanta, joins WSB-TV there as art director.

Maggie Henderson, promotion coordinator, KBHK-TV San Francisco, named director, promotion and publicity, KSBW-TV Salinas, Calif.

Maria Elena Torralva, director of Mexican-American affairs, KMOL-TV San Antonio, Tex., named community services director.

Claude C. Cox, radio producer for Southern Baptist Radio and Television Commission, Fort Worth, named commission's director. He succeeds **Jerome B. Pillow** who becomes VP/administrative assistant.

Happy Curtiss, assistant art director, WSB-TV Atlanta, named creative services director, WTVC(TV) Chattanooga. **Debra Stokes**, program assistant, WFBC-TV Greenville, S.C., named public affairs director, WTVC.

Richard Chaplin, president of Stuart Broadcasting Co., Lincoln, Neb., elected chairman of recently formed government relations committee of ABC Radio Network affiliates. Named regional chairmen of committee: **Jim Eddens**, WOW(AM) Omaha; **Joseph Costello**, WRNO(FM) New Orleans; **R. David Ridgeway**, WDOE(AM) Dunkirk, N.Y.; **Joseph P. Constantino**, WRTH(AM) Wood River, Ill. (St. Louis); **Homer K. Peterson**, KALL(AM) Salt Lake City, and **Ben Hoberman**, KABC(AM) Los Angeles.

Linda Forem, retail copywriter for Woodward & Lothrop department store, Washington, appointed to newly created position, promotion manager, WASH(FM) there.

Joan Hall, formerly with auditor's office, state of Iowa, joins WHO(AM)-KLYF(FM) Des Moines, Iowa, as radio operations manager. **Celeste Wolter**, WHO(AM) operations manager, named promotion manager for WHO Broadcasting Co.

D. Bradford Spear, operations director, non-commercial WXXI-FM Rochester, N.Y., joins Connecticut Public Radio, Hartford, in same capacity.

Kaye L. Krohlow, senior accountant, Coopers & Lybrand, Washington, named manager of accounting, WTOP-TV there.

Kevin L. Burland, program director, WINE(AM)-WRKI(FM) Brookfield, Conn., named operations manager.

Sonia White, secretary and assistant to John Furman, Cox Broadcasting's assistant secretary and director of broadcast standards, named associate director, broadcast standards and procedures.

Broadcast Advertising

Named VP's, J. Walter Thompson/Chicago: **Michael Bennett**, management supervisor, and **Tim Cronin**, associate creative director.

Peggy Boomer, communications manager, Grey Advertising, New York, joins McCann-Erickson there as VP/communications director.

William H. Maynard Jr. and **Ronald Romano**, executive creative directors, Ted

Bates & Co., New York, named to head creative operations for company. Both were also named executive VP's and members of board of directors.



Kessler

Jo Ann Kessler, supervisor of broadcast business affairs, Cunningham & Walsh, New York, elected VP.

Denise Conslidine, communications director of Northeastern U.S. for Chamber of Commerce of U.S., New York, named media director in Southeast for Young & Rubicam, Atlanta.

Robin Smith, VP/executive assistant to chairman, James B. Orthwein, D'Arcy-MacManus & Masius, St. Louis, elected to additional position of secretary of corporation.

Robert O. Jordan, senior VP/management director and member of board of directors, Compton Advertising, New York elected executive VP.

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nel: Michael Blair, Kurt Hansen, Charles Walther, Ben Benefield, Peter Holland, Harvey Cooper, John Parcell, Jim Outman.

RF Systems 707

Box 428, Saint Cloud, Fla. 32769
Product: Six meter receive only satellite earth station. *Personnel:* Albert K. Fowler, Earle H. Davis, Laurel M. Fowler.

RMS Electronics 605

50 Antin Place, Bronx, N.Y. 10462
Product: Unitaq, power passing line equipment*, moulding duct, connectors. *Personnel:* Arthur Fink, Don Edelman, Kerwin McMahon, Ray Perez, John Coiro, Carey Manning, Bill Tielert.

Sadelco 106

299 Park Avenue, Weehawken, N.J. 07087
Product: Digital signal level meter, CATV test equipment. *Personnel:* Harry Sadel, Mack Brink, Faye Brink.

Satori Productions 842-3

250 West 57th Street, Suite 2105, New York 10019

Scientific-Atlanta 504

3845 Pleasantdale Road, Atlanta 30340
Product: Five and 10 meter earth station antennas, dual conversion frequency agile video receiver, video protection switch, AC/DC operated LNA, automatic cable and feed pressurization/dehydrator systems, 50 ohm coaxial cable, 6600 receiver*, SAW filter*, load management*, series 8000 small diameter earth station*. *Personnel:* Sidney Topol, Howard Crispin, Jay Levergood, John Feight, Danny Cornett, Ben Forrester, Pat Bohana, John King, Barney Geolat, Alex Best.

Showtime 200

1211 Avenue of the Americas, New York 10036
Product: Pay TV program service via satellite. *Personnel:* Jeffrey Reiss, Jules Haimovitz, John Sie, Jim Ezzes, Steve Schulte, Beth O'Shaughnessy, Pat O'Neil.

Small Business Administration Operators Center

Washington 20416
Personnel: Joseph Trum, Harry Maxfield, Reginald Simpson, Caswell Hobbs, George Fleming, Joseph Sylvester, William Winston, Charles Wirtz, Robert Crochet, Gerald Urpschot, Ella Materne, Debbie Hyver, William Chancey, Ross Davis, Warren Dennis, Chip Smoak

Systems Concepts 901-2-5-6

395 Ironwood Drive, Salt Lake City 84115

Systems Wire and Cable 603

Box 21007, Phoenix 85036
Product: Trunk, distribution and drop cables. *Personnel:* J. R. Woods, N. M. Marshall, J. W. Elsasser, R. S. Gerber, E. G. Langenberg.

Tektronix 213

Box 500, Beaverton, Ore. 97077

Telediffusion De France-Sofratev 910-12

21-27 Rue Barbes, Montrouge, France

Telemine 1007A

888 Seventh Avenue, New York 10019
Product: Computerized stand-alone auto-

mated cassette changer*, encode-decode system, complete software package featuring films and specials. *Personnel:* Leonard Cohen, Robert Sewak, Robert Jacobs.

Tele-Wire Supply 611

122 Cutter Mill Road, Great Neck, N.Y. 11021
Product: Construction accessories, passive devices. *Personnel:* Sy Guttenplan, Jim Ruh, Joe Cordani, Bill Lindberg.

Temtron Electronics 846

138-69 Francis Lewis Boulevard, Rosedale, N.Y. 11422
Product: TIC transistors, electrical components, Sanyo cameras and monitors, Vicon housings and mounts, Sadelco field strength monitors. *Personnel:* Sid Sussman, Paul Kahn, Iz Barrack.

Terracom 307-8

9020 Balboa Avenue, San Diego 92123

T.E.S.T. 220-25

16130 Stagg Street, Van Nuys, Calif. 91409

Theta-Com CATV 502

2960 Grand Avenue, Phoenix 85061
Product: Active and passive devices, test equipment*, multipoint distribution system receiver*, directional tap*. *Personnel:* Carl Pehlke, Jim Luksch, Bert Henscheid, Raleigh Stelle, Frank Ramberg, Bob O'Hara, John Glass, Don Groff, Duane Crist.

Time Manufacturing 833-4

7601 Imperial Drive, Waco, Tex. 76710

Times Wire & Cable 401

358 Hall Avenue, Wallingford, Conn. 06492

Tocom 600

3301 Royalty Row, Irving, Tex. 75062

Tomco Communications 203-4

1077 Independence Avenue, Mountain View, Calif. 94043
Product: Automatic nonduplication switcher, standby processor, program event timer*, standby modulator, standby demodulator*, microwave alarm system*. *Personnel:* Vincent R. Borelli, Thomas A. Olson.

Toner Cable Equipment 503

969 Horsham Road, Horsham, Pa. 19044
Product: Complete CATV equipment, headend processors*, computer billing for small systems*. *Personnel:* Robert L. Toner, Shawn Toner, Martin Ingram, Martin Moran, Larry Walowitz, Carol Wolfe.

Trans-USA 836

180 Northfield Avenue, Building 409, Edison, N.J. 08817

Triple Crown Electronics 827

42 Racine Road, Rexdale, Ont. M9W 2Z3
Product: Headend processors, modulators*, interference eliminators*, test equipment, CATV amplifiers, nonduplication switcher*, standby power supplies*. *Personnel:* Jan Spisar, Charles Evans, Ben Duval, Fred Kaiser, Tom Carbaugh, Lois Miller, Charles Miller, Ted Schapira.

TRW RF Semiconductors 828-9

14520 Aviation Boulevard, Lawndale, Calif.

TSC Development Laboratories 1008A

2217 Purdue Avenue, Los Angeles 90064
Product: Color weather radar systems, automation time lapse recorder*, computer/communications interface for color radar. *Personnel:* Gerald Ustach, Glenn Gray, Peter Swerling, Walter B. Miles.

Turner Communications 105

Box 4064, Atlanta 30302
Product: Programming of wrcc(trv) Atlanta. *Personnel:* Judy McClenagan, Don Anderson, Terry McGuirk.

UEC Manufacturing 913

5305 North Santa Fe, Oklahoma City 73118
Product: Skyjacker and Skyvan* aerial van units. *Personnel:* Leroy Hatfield, Bill Barrett, Mike Bremmer, Harold Brousseau.

United Press International 814-5

220 East 42d Street, New York 10017
Products: 24-hour automated Cable Newswire, Newstime 15-minute video news program. *Personnel:* Roy Mehliman, Frank Beatty, Gordon Rice, Jack Klinge, John McMillan.

Utility Tool 1112

46 Nooks Hill Road, Cromwell, Conn. 06416
Product: Jacket Strippers, cable preparation tools, insulated procedure for coring activated cable*, flaring tools, heavy duty hex crimp tools, drop cable strippers, conductor cleaners. *Personnel:* H. I. Thayer, J. J. Matthews, B. W. Hughes, A. J. Tarpill.

Van Ladder 1139

Box 709, Spencer, Iowa 51303
Product: Fiberglass modular service body*, aerial ladder*. *Personnel:* E. W. Faulstich, James C. Baker, Harlan Bartrom.

Vega Products 844,845

260 Sanvale Park, Baltimore 21217
Product: Multipoint distribution system receivers*, antennas*, down-converters*. *Personnel:* Richard L. Vega, Rhonda Franciotti, Robert Bond, John Bond, Jeffrey Tibbles.

Video Data Systems 920

40 Oser Avenue, Hauppauge, N.Y. 11787
Product: Character generators (ram and diskette memory). *Personnel:* William Leventer, Stephen Seiden, Barry Kenyon, Robert Hall, Marv Douglass, Andrew Wander, Warren Munroe, Glen Turner, Charles Samsel, Charles Seiden, Alexander Bermudez, Vern Bertrand, Peter McDonnell, Gary McKoen, Walter Rozenweig, Gail Boudnerant.

Vitek Eletronics 113

200 Wood Avenue, Middlesex, N.J. 08846

Wavetek Indiana 227-8

Box 190, Beech Grove, Ind. 46107

Winegard 1126

3000 Kirkwood Street, Burlington, Iowa 52601
Product: Amplifiers, antennas, cable, converters*, passive devices, splitters, switches, traps. *Personnel:* John Jordahl, Cheryl Rodeffer, Gene Rodeffer, Dale L. Hemmie.

WPS-CATV Services 1008

443 Grand Avenue, South San Francisco, Calif. 94080

Stephen Kutner, Mark Seiler, Carolyn McCrory, Jack Williams, Sandy Freeman, Frank Staley, Robert Stice, Jim Stanton.

Home Box Office 800-7
1271 Avenue of the Americas, New York 10020
Product: Pay TV programing via satellite. *Personnel:* Gerald Levin, Nick Nicholas, Don Anderson, Tony Cox, Peter Frame, Austin Furst, Michael Fuchs, Bill Grumbles, Jim Hayworth, Bill Hook, Ed Horowitz, Curt Melcher, Tom Oliver, Les Reed, Gail Sermershein, Robert Weisberg, Howard Burket, Chuck Kline.

Home Theatre Network 1007B
465 Congress Street, Portland, Me. 04101

Hughes Microwave Communications 403
3060 West Lomita Boulevard, Torrance, Calif. 90505
Product: 40 channel AML receiver*, AML multi-channel microwave systems, small aperture satellite terminals, video receivers. *Personnel:* L.E. Stanley, C.D. Rasmussen, L.E. Hill, M.M. Talley, M. Plost, P. Pervis, K. Larson, A.H. Sonnenschein, N.P. Weinhouse, A.D. Heiny, D. Couig, J. Taglia, B.W. Forte, J.D. Randolph, M. Beggs, B. Pitt.

IBM 305
2000 Northwest 51st Street, Boca Raton, Fla. 33432
Product: Business computer systems*. *Personnel:* Len Clarke, Marshall Hall, Dave McLaughlin, Virginia Minor, Lou Ozor, Denny Sullivan.

Independent Cinema Artists & Producers 1004
99 Prince Street, New York 10012
Product: Films for lease. *Personnel:* John Giancola, Susan Eenigenburg.

International Microwave 812
33 River Road, Cos Cob, Conn. 06807
Product: Long and short haul AM and FM microwave systems for fixed and portable operations. *Personnel:* Gustav Szvetits, John Metz, Derek Henry.

Jackson Communications 702
Box 6, Clayton, Ohio 45315

Jerrold Electronics 602
Box 487, Byberry Road and Pennsylvania Turnpike, Hatboro, Pa. 19040

Keystone Electronics 406
830 Monroe Street, Hoboken, N.J. 07030

Klungness Electronic Supply 100
105 Kent Street, Iron Mountain, Mich. 49801
Product: Electronics, hardware, tools, safety equipment. *Personnel:* James Klungness, Charles Henry, James Brandt, James Danielson, Bob Knoke, Marian Gammey, Dan Hord.

Larson Electronics 231
Box 185, Carrollton, Tex. 75006

Lindsay Specialty Products 1005
50 Mary Street West, Lindsay, Ont. K9Z 4S7

LRC Electronics 840,847
901 South Avenue, Horseheads, N.Y. 14845

Product: Cable connectors. *Personnel:* Keith McIntosh, Art Bosner, Clayton Blanchard, John McQuaid, Jack Zinaman, Sam Barney, Ben Duval, Steve Grossman, Tom Carbaugh, Carl Rosecrans, Louis Miller, Charles Miller, Al Laughlin, Art Whitaker, Tom Pitts, Terry French, Don Thomsen, Richard Richmond, Ed Hendrix, Mickey Olfman.

Madison Square Garden Sports 853
5 Fir Court, Oakland, N.J. 07436
Product: Live sports programing including NBA basketball, NHL hockey, college basketball tournaments, professional boxing, wrestling, track and field, World Team Tennis. *Personnel:* Robert M. Rosencrans, Steven Sinn, Joseph Cohen, Bill Padalino, Kay Koplovitz, Rod Gilbert, Paulette La Melle.

Magnavox CATV Systems 501
133 West Seneca Street, Manlius, N.Y. 13104
Product: Mainstation amplifier with surge protection*, 40 channel converter*, converter-descrambler*, video descrambler*, utility line extender* and matching transformer*, addressable tap with word processor generator, Super Tap, line extenders, converters, descramblers, Trimline connectors, system engineering programs. *Personnel:* D. Mezzalingua, A. Lipp, I. Faye, A. Myrdek, J. Ostuni, C. Anderson, D. Behr, M. Zelenz, T. Poliss, R. Fischer, T. Ryan.

MCE Corp. 201A
2949 West Osborn Road, Phoenix, 85002
Product: Cable TV wideband communications products, local origination, addressable taps, systems surveys, mapping, design, engineering and turnkey installations. *Personnel:* Bruce Merrill, Phil Merrill, Marsh Carpenter, Mary White, Bob Wilson, Les McArthur, Ron Oberloh.

R. F. McGinley & Associates 908
3827 Lywiski Road, Collegeville, Pa. 19426

Metrodata 703
2150 North 107, Suite 120, Seattle 98133

Microdyne 922-3
Box 1527, Rockville, Md. 20850
Product: Satro-5M TVRO terminal including five meter antenna and two satellite TV receivers*. *Personnel:* Louis H. Wolcott, George A. Bell, David L. Alvarez.

Microtime 848,855
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Microwave Associates 300
63 Third Avenue, Building 5, Burlington, Mass. 01803

Mid State Communications 226
59 North Second Avenue, Beech Grove, Ind. 46107
Product: Test equipment, radiation detectors, signal level meters, signal transmitters, drop testers, meter calibrators. *Personnel:* Lawrence C. Dolan, Doyle T. Haywood, Paul Turner.

MSI Television 704
4788 South State Street, Salt Lake City 84107
Product: Color digital character generators. *Personnel:* D. Kent Wright, Randy Wegner, Darrel Paskett, Ivan Curtis, Tony Keatro, Gerald Van Mondfrans.

The National Foundation-March of Dimes 1101
1275 Mamaroneck Avenue, White Plains, N.Y. 10605
Product: Program material on videocassette, 16 mm film, slides, scripts, scanning cards. *Personnel:* Roly Howe, Bill Stock.

Oak Industries 301
200 South Main Street, Crystal Lake, Ill. 60014
Product: Pay TV terminals, converter/decoders, on-site and remote scramblers, communications financing. *Personnel:* H. K. Sauer, Graham Stubbs, Werner Koester, C. J. Bach, Arthur Johnson, Jack Hooper, Tim Patton, Dick Kolarik, Dan Olson, Tom Fendrick, Doug Lindquist, Loren Young, Les Golbeck, Ed Zuckerman.

Parallex 708
10528 Shaver Road, Kalamazoo, Mich. 49002
Product: Custom tailored accounts receivable systems, subscriber billing services, management analysis reports. *Personnel:* David J. Richards, Thomas J. Lamb, Errol B. Zentmeyer, Kathy L. Geelhoed, Vikki A. Davis.

T. R. Pitts Co. 849
458 West Sanborn Street, Winona, Minn. 55987
Product: Pultech pedestals, environmental control chambers for underground CATV installations, winches and hoists, underground tape*, marking flags*. *Personnel:* T. R. Pitts, S. T. Pitts, Jim Pitts, Donald Storey, Jerry Sharp, Gordon Lofquist, Rodger Davis, John Bellew, John Beasley, Wendle Whitamer, D. F. Countryman, Joan Countryman, Ron Dietrich, Bill Ashinger, Jim Blackburn.

Powervision 907
550 Fessler Street, El Cajon, Calif. 92020
Product: CATV standby and standard power supplies. *Personnel:* Donald May, Donald Dion.

Prodelin 838
Box 131, Hightstown, N.J. 08520
Product: 4.5 meter antenna subsystem, hour angle declination type mount*. *Personnel:* Dave Bondon, John Morrissey, Dean Dixon, George Cardwell.

PTL Television Network 859, 859A
Charlotte, N.C. 28279
Product: TV programs: PTL Club, Accent on Music*, The Tammy Faye Show*, Club PTL. Radio: PTL Nightwatch International. *Personnel:* Ray Tripp, Yvonne Forrest, Jack Hightower, David Carver, Gary Deaner, Vicky Deaner.

Pyramid Industries 820-1
Box 23169, Phoenix 85063
Product: Coaxial connectors, fittings, accessories, metal closures for underground construction*. *Personnel:* Paul Rhodes, Earl Gilbert, Lanny Gilbert, Niel Phillips, George Gunter.

RCA American Communications 111
201 Centennial Avenue, Piscataway, N.J. 08854

RCA Community Television Systems 400
7355 Fulton Avenue, North Hollywood, Calif. 91605

Reuters 607
1700 Broadway, New York 10019
Product: News-View, Racing Service*. *Person-*

- nel: Terry L. Hulseberg, Robert C. Fanch, Ross W. McPherson, Sally L. Kinsman.
- Columbia Pictures Pay Television 921**
 711 Fifth Avenue, New York 10022
 Product: Pay TV programing including In Session (4), No Cover, No Minimum (2), Johnny Mathis Christmas Special, Animation from Around the World (5), A Night on the Town, Scapino, Fusion, Jamboree in the Hills*, Orson Welles at the Magic Castle*, Abba*. *Personnel:* Angela P. Schapiro, Scott Moger, Bruce N. Rider, Andrea Graff, Patricia McAuliffe, Benson H. Begun.
- Comm/Scope 806**
 Route 1, Box 199A, Catawba, N.C. 28609
 Product: Gas expanded low-loss coaxial cables, dropwire cables, solid dielectric coaxial cable, fiber optic system. *Personnel:* Bill Barbour, Rich Cerney, Steve Coffey, Greg Couch, Frank Drendel, Jim Godbey, Marshall Hudson, George Hutton, Jearid Leonhardt, Frank Logan, Larry Nelson, Carroll Oxford, Dale Sherrill, Gene Swithenbank, Joe Teague, Roy Tester, Ted Valpey, George Voehl, Jim Webb, Fred Wilkenloh.
- Communications Distribution 1100**
 120 Collins Industrial Boulevard, Athens, Ga. 30601
 Product: Standby power systems, hybrid splitters*. *Personnel:* Ron Livesay, Larry Livesay, Jerry Schultz, Mason Hamilton.
- Communications Marketing 108**
 2326 Tampa Avenue, El Cajon, Calif. 92020
 Product: Cable, pay and STV research, market surveys, ascertainment, franchise opportunities report with monthly update*, contract marketing, temporary/permanent personnel services*, advertising/sales promotion, system audits. *Personnel:* Jim Bloxham, John Landefeld, Ron Lederer, Bonnie Saiz.
- Compucon 229**
 13749 Neutron Road, Dallas 75240
 Product: Satellite earth station placement frequency coordination, terrestrial microwave frequency planning communications consultants. *Personnel:* Dan Yost, R. A. Shannon, Rick Walker, Jerry Schulman.
- Computer Cablevision 1111**
 2617 42d Street, N.W., Washington 20007
 Product: Color video games played by cable subscribers via telephone. *Personnel:* Ray Daly.
- Computer Video Systems 211**
 6290 McDonough Drive, Suite E, Norcross, Ga. 30093
 Product: Character generators, Compu-weather, Compu-news. *Personnel:* Bruce W. Robertson, Carl H. Rosekrans.
- Comsearch 207**
 2936 Chain Bridge Road, Oakton, Va. 22124
 Product: Frequency coordination, siting and interference analysis for satellite earth stations, RFI measurements, frequency protection and monitoring service, frequency selection for CARS systems. *Personnel:* Harry Stemple.
- Comsonics 856-7**
 Box 1106, Harrisonburg, Va. 22801
- Control Technology 208**
- 620 Easy Street, Garland, Tex. 75042
- CRC Electronics 924**
 Box 855, Waianae, Hawaii 96792
- Cybertech 209**
 1301 South Noland Road, Independence, Mo. 64055
- Daniels & Associates 201**
 2930 East Third Street, Denver 80206
 Product: Brokerage, consulting, management and investment services. *Personnel:* Bill Daniels, John Saeman, Jerry Buford, Keith Burcham, Tom Johnson, Steve Halsted, Jay Busch, Frank Griggs, Chuck Jenkins, Bob Holman, Hugh McCulloh, Jim DeSorrento, Bob Brown, Andy Eiseman.
- Davis Manufacturing 700**
 Box 9228, Wichita, Kan. 67277
- Delta Benco Cascade 506**
 124 Belfield Road, Rexdale, Ont. M9W 1G1
- Distributed Information Processing 1014**
 200 Park Avenue, New York 10017
 Product: Automatic electronic program listings*. *Personnel:* Stephen R. Keenan, Edward J. Nenninger, William C. Payette, Patrick B. Stark.
- Ditch Witch 109-110**
 Box 66, Perry, Okla. 73077
 Product: Excavation equipment. *Personnel:* R. D. Boyd, Dale Nida, Tom Tucker.
- Dotson & Brown Insurance Agency 1003**
 Box 276, Tyler, Tex. 75710
 Product: Insurance for CATV systems. *Personnel:* Martin H. Brown, Annette Brown, Ann Mitchell, Lou Walter, Becky Knepshild, Dennis Braylow, Ed Young.
- Durnell Engineering 304**
 Box 60, Emmetsburg, Iowa 50536
- Eagle Comtronics 818-819**
 Box 93, Phoenix, N.Y. 13135
- Elan Enterprises 813**
 1740 College Lane South, Wheaton, Ill. 60187
 Product: Motor generators, battery isolators, automatic switching control, automatic battery chargers. *Personnel:* Joe Johnsen Jr., Joe Johnsen Sr.
- Electroline Television Equipment 1106**
 8762 Eighth Avenue, Ville St. Michel, Que., Canada H1Z 2W4
- Emjay Electronics 409**
 212 West Oak Lane, Glenolden, Pa. 19032
- Essex Group 909**
 6235 South Harlem Avenue, Chicago 60638
- Farlon Electric 822,823**
 1691 Bayport Avenue, San Carlos, Calif. 94070
 Product: Earth station receiver, video receiver*, microwave radio.
Personnel: Jim Hurd, Joe Baker, Don Savage, Rick Le Forge, Cliff Fields.
- FCC, Cable Television Bureau 1134-5**
 Washington 20554
Personnel: Phillip Verveer, Jerald Jacobs, Anthony Cavender, Robert Powers, Early Monroe, Lauren Belvin, James Jamison, Cynthia Jeffries.
- Firstmark Financial 210**
 110 East Washington Street, Indianapolis 46204
 Product: Cable television financing. *Personnel:* Phillip M. Thoben, Michael B. Knowles, William E. Kennedy.
- Fort Worth Tower 507**
 1901 East Loop 820 South, Fort Worth 76112
- Gamco Industries 900**
 291 Cox Street, Roselle, N.J. 07203
- General Cable Apparatus Division 114-18**
 5600 West 88th Avenue, Westminster, Colo. 80030
 Product: Telsta aerial lifts. *Personnel:* L.E. Duncan, G.D. Trent, V.J. Walbridge.
- General Cable 306**
 500 West Putnam Avenue, Greenwich, Conn. 06830
- Gilbert Engineering 808-9**
 3700 North 36th Avenue, Phoenix 85019
 Product: Coaxial connectors, tools, accessories. *Personnel:* Robert Spann, Jim Moulin, Don Arndt, Joe Dolan, H. Scotty Flink, Tony Ramsey, Del Shumate.
- Gill Management Service 405**
 2025 Gateway Place, Suite 210, San Jose, Calif. 95110
- GTE Sylvania 505**
 114 South Oregon Street, El Paso, Tex. 79901
 Product: 40 channel, wired remote programmable converter with descrambler*, controllable station with plug-in power supply option*, multitaps*, drop materials*, programmable line extenders, midband-to-UHF converters, trunk distribution unit, standby power supply. *Personnel:* David Cowden, Raymond Pawley, Richard Covell, Geoffrey Headley, Ronald Leutze, Sharon Raposa, Solomon Webb, Barbara Herbert, Leman Dolby, Robert Sherwood, Mark Thomason, Douglas Smith, Robert Loveless, Barry Wilson, Richard Thorpe, Joseph Cost, Robert Bustin, Charles Auer, Gary Campbell.
- Hamlin International 610**
 126 Southwest 153d Street, Seattle 98166
- Harris 107**
 Box 1277, Kilgore, Tex. 75662
 Product: 6 meter ROTV satellite earth station. *Personnel:* Rex Vardeman, Rod Hurlburt, Jim Voelker, Don Buscher, Bob Pinto, Jerry Williamson.
- C. Harrison Associates 211**
 6290 Madonna Drive, Norcross, Ga. 30093
- Hollywood Home Theatre 404**
 1345 Avenue of the Americas, New York 10019
 Product: Pay TV programing for stand alone operations, satellite delivery movie package for systems in Eastern, mountain and central time zones*, Fanfare movie/sports package for Southwest*, Prism movie/sports package for Pennsylvania, New Jersey and Delaware*. *Personnel:* John Berentson, Richard Galkin,

Cable TV, Tulsa, Okla.; Robert G. Scott, Plantation Cablevision, Hilton Head, S.C.

What To Expect from Labor. Room 9. Moderator: Patrick J. Nugent, Karnack, Austin, Tex. Panelists: James Kingsdale, Viacom Communications, New York; Gerard C. Smetana, labor attorney, Chicago; Stuart Newman, Jackson, Lewis, Schmitzler & Krupman, New York; James J.

Loeffler, Fulbright & Jaworski, Houston.

Luncheon. Noon-2 p.m. Hilton Grand Salon. Moderator: Robert Hughes, NCTA national chairman. Speaker: Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee. Presentation of Outstanding Committee Chairman Award.

Crescent City cable offerings

The following companies will have exhibit booths at the National Cable Television Association convention at the Rivergate convention center in New Orleans. New products are indicated by an asterisk (*).

Aberdeen Cable TV Supply 500
11505 West Jefferson Boulevard, Culver City, Calif. 90230

Product: Pole line materials, underground and construction tools, headend antennas, multi-point distribution service antenna masts and AB switches*, Sigmaform shrink tubing*, earth station grounding equipment*, ladder carrier*, West Coast boots*, Peal-Cote*, cable cutters with sliding throat*. **Personnel:** George M. Acker, Paul Acker, Mark Engler, Bill Krempasky, Dale Kemper, Jerry Speckman, Carl Richard, Johnnie Hogue, Larry Freemire, Gary Zuk, Ed Bennett, Milt Young.

Adcom Communications 841
210 South Eight Street, Lewiston, N.Y. 14092

American Cable Network 830
701 South Airport Road, Traverse City, Mich. 49684

Product: Free and low-cost local origination programming packages on 3/4 inch video cassette, film-to-tape transfer, Sony equipment sales. **Personnel:** Ross Biederman, Jack Doren.

American Electronic Laboratories 302
Box 552, Lansdale, Pa. 19446

Americom Satellite Network 1016
Box 9340, Marina del Rey, Calif. 90291

Product: Program service via satellite*, satellite filing and leasing assistance*, key cinema movie systems for hotels. **Personnel:** Frank N. Merklein, Michael Paolini, William McDonald, William M. Bauce, Donald Kirk, Marce D. Raether, Charles Fredericks, Dan Fisher, Tom Kidd, Denise Kidd, Ellie Bunn, William MacRae.

Andrew Corp. 808
10500 West 153d Street, Orland Park, Ill.

Product: Earth station antennas, Heliac coaxial cable, UHF-TV transmitting antennas, STL microwave antenna systems, pressurization equipment. **Personnel:** Edward Andrew, Ricardo Apra, Robert Bickel, Geza Dienes, Edward Dwyer, Erik Engebrihtsen, Jose Luis Gonzalez, Robert Hetzler, John Pryjma, Rene Savalle, Carl Van Hecke, H. L. Woodbury, Randolph Zedic.

Anixter-Pruzan 604
4711 Golf Road, Skokie, Ill. 60076

Product: Sony SLO 340 video tape recorder and DXC 1610 color camera*, converters/

scramblers*, utility products, antennas, heat shrink, Jerrold Electronics products, Systems Wire & Cable products. **Personnel:** Gordon Halverson, Bob Behringer, Matt Plonsky, Herb Pruzan, John Egan, Gene Robinson, Phil Glade, Tony Barclay, Gary Wilcox, Duane Hehr.

Associated Press 824-5
50 Rockefeller Plaza, New York 10020

Avantek 214,215
3175 Bowers Avenue, Santa Clara, Calif. 95051

Product: Sweep system, cable quality analyzer, field strength meter. **Personnel:** A. William F. Eperly, Neil Melby.

B&B Towers 1007
Box AD, Ajo, Ariz. 85321

Product: Steel towers. **Personnel:** Bryan Blow, Francisco Magilone.

Belden Corp. 832,839
2000 South Batavia Avenue, Geneva, Ill. 60134

Bell & Howell Video Systems 835
2411 West Howard Street, Evanston, Ill. 60202

Product: Video cassette playback and sequencing equipment (both 3/4 inch and 1/2 inch), film-to-videotape transfers and duplication. **Personnel:** Pam Arnest, John Borger, Bill Hickey, Nan Kuenzel, John Lehotsky, Dave Cuyler, Marshall Ruerhdanz, Steve Milam, Bob Pfannkuch.

Beston Electronics 232
Box 106-A, Olathe, Kan. 66061

Product: Character generators. **Personnel:** Bernie Lipari, Don MacClymont, Dave Anderson, Rod Herring, Don Cartner.

Bestvision 1001-2
5540 West Glendale Avenue, Suite C-106, Glendale, Ariz. 85301

Blonder-Tongue Laboratories 601
One Jake Brown Road, Old Bridge, N.J. 08857

Broadband Engineering 112
Box 1247, Jupiter, Fla. 33458

Budco 854
Box 4593, Tulsa, Okla. 74104

Product: Security and identification devices. **Personnel:** Bud Clements, Mary Lou Clements.

Cabledata 402
3200 Arden Way, Sacramento, Calif. 95825

Product: Computerized subscriber billing systems. **Personnel:** Rod Hansen, Bob Mathews, Ray Matteson, Doyle Catlett, Ron Rierson, Don Reiman, Art Goldstein, Barry Hyne, Fran Ellis, Vikki Knoche.

Cable Information Service/National Council of U.S. Catholic Conference 1120
475 Riverside Drive, New York 10027

Product: Religious and community group pro-

graming. **Personnel:** Dave Pomeroy, Sister Marie Clare Powell, Charles Hamilton, Bruce Mosher, Joe Elkins, Bill Inderstrod, Brother Richard Emenecker, Jerry Lackamp, Paul Bergeron, Paul Martinez.

The Cable People 826
Mountain Avenue, Deerfield, N.H. 03037

Cable Trends 852
2200 Century Parkway, Northeast, Atlanta 30345

Cable TV Program 1117
5211 North High Street, Columbus, Ohio 43214

Product: Magazine featuring local cable TV listings, marketing maintenance program for cable systems*. **Personnel:** Robert Kindred, David Gettys, John Milliken.

Catel 701
1400-D Stierlin Road, Mountain View, Calif. 94043

Product: FM video/wide band data transportation system, TV modulator*, channel processors, FM modulators, stereo multiplexers, microwave subcarrier equipment, TV and FM signal processing equipment. **Personnel:** Frank Genochio, Dick Old, Gilles Vrignaud, Jerry Lindholm, John Leslie, Ed Hendrix, Skip Robidart.

C-Cor Electronics 303
60 Decibel Road, State College, Pa. 16801

Product: Trunk amplifiers, two-way long haul trunks, midsplit amplifiers, mainline passives*, standby power supplies, surge protection, line extender amplifiers, distribution amplifiers. **Personnel:** James R. Palmer, John A. Hastings, Richard C. Taylor, Joseph P. Preschutti, Stanley I. Lindsay, Marjorie B. Masteller.

Century III-Anaconda 1010
3880 East Eagle Drive, Anaheim, Calif. 92807

Cerro Communications Products 101-4
Halls Mill Road, Freehold, N.J. 07728

Product: Drop wire, trunk and distribution cable, passive devices, internal distribution amplifiers. **Personnel:** Andrew Szegda, Charles W. Long, Neil Gallagher, Lance Belcher, Randy Haas, Bill Psaras, Steve Davidson, Fred Vitiello, Ronald Monore, Dana Newhall.

Channematic 230
2232 Lindsay Michelle Drive, Alpine, Calif. 92001

Product: Videocassette-based automation systems, programmable seven-day clocks*, earth station receiver*, earth station receiver automation systems*, real time controllers*. **Personnel:** Bill Killion, Ken Lawson, Dave Golder.

Coaxial Analysts 205-6
155 South Madison, Denver 80209

Product: Computerized system design, management services, technical services. **Person-**

tary, National Telecommunications and Information Administration.

Making Pay Cable Pay. Room 10. Moderator: Gene Schneider, United Cable Television, Englewood, Colo. Panelists: Greg Liptak, Communications Properties, Austin, Tex.; David Lewine, Times-Mirror Communications, Costa Mesa, Calif.; Jon Oscher, Cartersville Cable TV, Cartersville, Ga.; Tom Willett, Continental Cablevision, Findlay, Ohio.

Six concurrent workshops. 10:15-11:45 a.m.

Microwave and Earth Stations. Room 3. Chairman: G.C. Kleykamp, UA-Columbia Cablevision, San Angelo, Tex. "From Satellite to Earth Station to Studio to STL to MDS Transmitter to the Home: Pay Television Comes to Anchorage." Richard L. Vega, Telecommunications Systems, Baltimore. "A Time Compression Multiplex System for Multiple Video and Data Distribution for Existing Satellite Channels." Donald Kirk Jr., Digital Communications, St. Petersburg, Fla. "Low Cost Microwave." Dana Atchley, Microwave Associates, Burlington, Mass.

Testing and Maintenance. Chairman: Richard C. Hickman, Cox Cable, Atlanta. "A Reliable and Reproducible Technique for Evaluating the Shielding Effectiveness of CATV apparatus." Warren L. Braun, Comsonics, Harrisonburg, Va. "Improving Reliability of Drop Wire Connectors." John M. Hood, Cablesystems Engineering, London, Ont. "Channel Response Measurements Made Easy." Gerald L. Bahr, Mission Cable TV, San Diego. "Cable Television Inspections by FOB Field Engineers." John Hudak, FCC.

Fiber Optics: We're All Waiting. Room 11. Moderator: Bill Bresnan, Teleprompter, New York. Panelists: Ed Jarman, Cablesystems Engineering, London, Ont.; Irving Kahn, Broadband Communications, New York; James Godby, Valtec, West Boylston, Mass.

Financing for the Future. Room 5. Moderator: David O. Wicks Jr., Warburg, Paribas & Becker, New York. Panelists: Stephen B. Dodge, First National Bank of Boston; Steve Halsted, Daniels Investment Services, Denver; Kent Phillips, Teachers Insurance, New York; Loren Young, Heller-Oak Communications Finance, Chicago; James R. Foster, Chase Manhattan Bank, New York.

How Does Your Office Handle Your Public? Room 7. Moderator: Joe Benes, Coachella Valley TV, Palm Desert, Calif. Panelists: Sheldon Satin, Sheldon Associates, New York; Donald Williams, Mission Cable Television, San Diego; Chuck Younger, Continental Cablevision, Findlay, Ohio.

Special Services for Special Audiences. Room 4. Moderator: Cliff Schrock, Tektronix, Beaverton, Ore. Panelists: Pat Duey, Metro Cable, Don Mills, Ont.; Barbara Burkett, Model Secondary School for the Deaf, Washington; Thomas Freebaron, Deafness Research and Training Center, New York University; Marg Pullishy, QCTV Ltd., Edmonton, Alberta; Robert D. Kline, Instructional Media Services, Indianapolis; Dominick Mettica, Niagara Frontier Rehabilitation Center, Buffalo, N.Y.

Luncheon: Noon-2 p.m., Hilton Grand Salon. Moderator: Robert Schmidt, NCTA president. Speaker: Charles Ferris, FCC chairman. Presentation of Outstanding State and Regional Activity Award.

The Future of Television. 2:30-3:45 p.m. Room 16. Moderator: David Susskind. Panelists: Norman Lear, TAT Communications, Los Angeles; Sid Sheinberg, MCA Inc., Universal City, Calif.; William M. Webster, RAC Corp., New York; Russell Karp, Teleprompter, New York; John A. Schneider, CBS, New York.

NCTA Chairman's reception. 6:30-7:30 p.m. Fairmont International Ballroom. Host: Robert Hughes, NCTA national chairman.

NCTA anniversary banquet. 7:30 p.m. Fairmont Imperial Ballroom. Master of ceremonies: Richard W. Loftus, Amvideo, Solomons Island, Md. Presentation of Larry Bogggs, Jerry Greene and Delmer C. Ports Awards. Entertainment: Frank Gorshin. Music: Herb Tassen and His Orchestra.

Wednesday, May 3

Two concurrent workshops: 8:15-11:45 a.m.

Systems Operation. Room 6. Chairman: Nick Worth, Telecable, Norfolk, Va. "Interphasing Cable Television and Broadcast Subscription Television." Early D. Monroe Jr., FCC. "AGC/ASC Design." Bert Arnold, RCA/Community Television Systems, North Hollywood, Calif. "Co-Chan-

nel Protection Limitations of the Circularly Polarized Antenna Array." Steven I. Biro, Biro Engineering, Princeton, N.J. "Developmental Approaches for an Existing Cable System." Fred Ciccone and Dean Adrian, Manhattan Cable TV, New York. "Basic Acoustics for the Cable Television Studio." W. Sherwood Campbell, American Television & Communications, Englewood, Colo. "Low-Cost System Status Monitoring." D. Stevens McVoy, Broadband Technologies, Columbus, Ohio.

Four concurrent workshops. 8:15-9:45 a.m.

Hands-on Demonstration. Room 3. Chairman: Ralph Haimowitz, Indian River and Palm Bay Cablevision, Sebastian, Fla. Participating associates: John Weeks, Avantek, Santa Clara, Calif.; Bob Welsh, Wavetek Indiana, Beech Grove; Raleigh Stelle, Texscan, Indianapolis; Cliff Schrock, Tektronix, Beaverton, Ore.; Harry Sadel, Sadelco, Weehawken N.J.; Larry Dolan, Mid State Communications, Beech Grove, Ind.; Carl Hensley, Comsonics, Harrisonburg, Va.

Other Pay Services: Competitive or Compatible? Room 16. Moderator: John Gwin, Cox Cable, Allanta. Panelists: Richard Vega, MDS Association, Baltimore; Morris Tarshis, Bureau of Franchises, New York City; Robert Kelly, chairman, New York State Commission on Cable TV, Albany; John M. Lewis, Wometco Communications, Miami; Walter Hinchman, chief, Common Carrier Bureau, FCC; Robert S. Block, American Subscription Television, Los Angeles.

Access Programing is Alive and Well. Room 9. Moderator: Tony Acone, TV Transmission, Lincoln, Neb. Panelists: Sue Buske, National Federation of Local Cable Programers, Dubuque, Iowa; Red Burns, Alternate Media Center, New York; James E. Hanlon, Suffolk Cablevision, Central Islip, N.Y.; Beverly J. Land, Cox Cable, Atlanta; Lauren Belvin, FCC Cable Television Bureau.

Systems Rebuilds: the State of the Art. Room 7. Moderator: John Raines, Jackson Communications, Clayton, Ohio. Panelists: Mark Weber, Sammons Communications, Dallas; Bill Brazeal, Telecommunications, Denver; Hub Schlafly, Transcommunications, Greenwich, Conn.; Joseph Stern, Stern Telecommunications, New York.

Frontiers of Service: Cable for Rural America. Room 4. Moderator: Frank Drendel, Comm/Scope, Catawba, N.C. Panelists: Representative Edward Jones (D-Tenn.), member of Agriculture Committee; Ray Ballard, Rural Electrification Administration, U.S. Department of Agriculture; David Fullerton, National Telephone Cooperative Association, Washington; Richard Leghorn, Cape Cod Cablevision, South Yarmouth, Mass.; Arthur Harding, NCTA assistant general counsel.

Six concurrent workshops. 10:15-11:45 a.m.

The People You Pay: Staffing a Cable Operation. Room 5. Moderator: Al Gilliland, Gill Cable, San Jose, Calif. Panelists: Bill Pitney, Cox Cable, Atlanta; Ross McPherson, Coaxial Analysts, Denver; Erick Behre, The Cable People, Deerfield, N.H.; Greg Gerard, General Television, St. Cloud, Minn.; Hank Cicconi, Sammons Communications, Dallas.

Get Ready for Advertising. Room 16. Moderator: Monroe Rifkin, American Television & Communications, Englewood, Colo. Panelists: Bill Donnelly, Young & Rubicam, New York; Bob Rosencrans, UA-Columbia Cablevision, Westport, Conn.; Bob Schultz, Video Probe Index, Bayside, N.Y.; Ted Turner, Turner Communications, Atlanta; Neal Orr, Cable Program Services, Reston, Va.

Tightening the Ship: Internal Controls in Your System. Moderator: Rodney Hansen, Cabledata, Sacramento, Calif. Panelists: Harvey Johnson, Teleprompter, New York; Robert B. Clasen, Continental Cablevision, Springfield, Ohio; Bruce Plankington, Communications Services, Junction City, Kan.; Nate Levine, Credit Protection Association, Dallas; Barbara McWhorter, UA-Columbia Cablevision, San Angelo, Tex.

Cable As a Religious Experience. Room 4. Moderator: Lee Wallenhaupt, Summit Communications, Winston-Salem, N.C. Panelists: David Pomeroy, National Council of the Churches of Christ, New York; Richard Emenecker, Diocese of Pittsburgh; Tim Flynn, Trinity Broadcasting, Santa Ana, Calif.; Roger Flessing, PTL Television Network, Charlotte, N.C.; Stanley Ditchfield, Christian Broadcasting Network, Virginia Beach, Va.

New Services-New Subscribers-New Revenue—Through Automation. Room 5. Moderator: Harry Greenberg, Cable Communications of Iowa, Algona. Panelists: M. William Adler, Weston TV Cable, Weston, W.Va.; Craig McCaw, Twin City Cablevision, Seattle; Mark Savage, Tulsa

Yours, Mine and Ours: the Future of Copyright. Room 10. Moderator: Stuart Feldstein, NCTA vice president and general counsel. Panelists: Representative Martin Russo (D-III.), member of House Communications Subcommittee; John Baumgarten, general counsel, U.S. Copyright Office; Bernard Korman, American Society of Composers, Authors and Publishers; Burt I. Harris, Harris Cable, Los Angeles.

Tiered Programming: How Many Bells Can You Keep in the Air? Room 7. Moderator: Edward Allen, Western Communications, Walnut Creek, Calif. Panelists: Charles F. Dolan, Cablevision Systems, Jericho, N.Y.; Jock Hill, Control Data, Bloomington, Minn.; Roderick A. MacLeod, Commonwealth Cablevision, Lansing, Mich.; Tryg Myhren, American TV & Communications, Englewood, Colo.

Dollars You Are Not Banking: Illegal Taps. Room 16. Moderator: Donald Tykeson, Liberty Communications, Eugene, Ore. Panelists: David Croll, Tucker-Anthony, Boston; Louis H. Diamond, Danzansky, Dickey, Tydings, Quint & Gordon, Washington; J. Patrick Michaels, Communications Equity Associates, Tampa, Fla.; James Ackerman, Becker Communications, Indianapolis; Dayton Chapin Jr., Union Mutual, Portland, Me.; Thomas R. Wilcox, Hartford National Bank, Hartford, Conn.

Tailoring Your Approach to Financing. Room 9. Moderator: Donald Tykeson, Liberty Communications, Eugene, Ore. Panelists: David Croll, Tucker-Anthony, Boston; Louis H. Diamond, Danzansky, Dickey, Tydings, Quint & Gordon, Washington; J. Patrick Michaels, Communications Equity Associates, Tampa, Fla.; James Ackerman, Becker Communications, Indianapolis; Dayton Chapin Jr., Union Mutual, Portland, Me.; Thomas R. Wilcox, Hartford National Bank, Hartford, Conn.

Fiber Optics. Room 6. Chairman: James W. Stilwell, Communications Properties, Jenkintown, Pa. "A 4.2-Kilometer Operational Fiber Optic Communications System." Frederick N. Wilkenloh, CommScope, Catawba, N.C. and Marshall C. Hudson, Valtec, West Boylston, Mass. "Linear Laser for CATV Application." C.J. Hwang, General Optronics, South Plainfield, N.J. "An Eight-Kilometer Fiber Optic CATV Supertrunk System." Whitworth Cotten and C. Richard Patisaul, Harris Corp., Melbourne, Fla., and Donald G. Monteith, Cablesystems Engineering, London, Ont. "Optical Fiber Communications, Technology and Applications." Ira Jacobs, Bell Telephone Labs, Holmdel, N.J.

Two-way. Room 3. Chairman: Kevin D. Gossman, Teleprompter, Rochester, N.Y. "Technical Considerations in the Design and Operation of a Two-Way CATV System in a Major Market Area." G.C. Kleykamp, UA-Columbia Cablevision, San Angelo, Tex. "The Rockford Two-Way Cable Project: Existing and Projected Technology." James B. Wright, Rockford Cablevision; Martin P. Block and Robert E. Yadon, MSU-NSF-Rockford Two-Way Cable Project, Michigan State University, East Lansing. "The New Urban Market: Paving the Way for Two-Way Telecommunications." John D. Fannetti, City of Syracuse, N.Y. "Technical Aspects of Two-Way CATV Systems in the Federal Republic of Germany." R. M. Schnee and F.K. Kraus, Heinrich-Hertz Institut, Berlin.

Six concurrent workshops. 10:15-11:45 a.m.

The Future is Today. Room 16. Moderator: Kenneth Gunter, UA-Columbia Cablevision, San Angelo, Tex. Panelists: Representative Henry Waxman (D-Calif.), member of House Communications Subcommittee; Lionel J. Wilson, mayor, Oakland, Calif.; Richard E. Wiley, Kirkland & Ellis, Washington; Gustave Hauser, Warner Cable, New York; Les Brown, *New York Times*.

Subscriber Rate Deregulation. Room 11. Moderator: John Saeman, Daniels & Associates, Denver. Panelists: Red Bennett, Business and Commerce Committee, Harrisburg, Pa.; Jeffrey Forbes, Massachusetts Community Antenna TV Commission; Thomas Alexander, Teleprompter, Lakeland, Fla.; Richard Thiessen, Manhattan Cable TV Services, Manhattan, Kan.

More Public Television Service—through Cable. Room 10. Moderator: Amos B. Hostetter Jr., Continental Cablevision, Boston. Panelists: Richard Neustadt, assistant director of Domestic Policy Staff, White House; Hartford Gunn, Public Broadcasting Service; Bruce Christensen, Rocky Mountain PBS Network, Provo, Utah; John T. Caldwell, WEBC-TV Springfield, Mass.; Frederick Breitenfeld, Maryland Public Broadcasting.

Price and Pride: Programming, Packaging, Pricing and Marketing for the New Cable System. Room 9. Moderator: John Malone, Telecommunications, Denver. Panelists: Mark Van Loucks, United Cable TV, Englewood, Colo.; Ernest R. Olson, Cox Cable, Atlanta; Ronald Dorchester, Communications Properties, West Hartford, Conn.; Charles R. Morris Jr., American TV & Communications, Englewood, Colo.

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Interference: Managers Can't Ignore It. Room 7. Moderator: James Palmer, C-Cor Electronics, State College, Pa. Panelists: Frank Bias, Viacom, Pleasanton, Calif.; C. Phyll Horne, FCC Field Operations Bureau; Gene Adams, National Telecommunications and Information Administration.

Tapping Untapped Talent: Another Look at EEO. Room 4. Moderator: J. Richard Munro, Time Inc., New York. Panelists: Angela Shaw, National Association for the Advancement of Colored People, New York; Ruby C. White, EEO consultant to NCTA; Lionel Monagas, director, EEO, FCC; Pluria Marshall, National Black Media Coalition, Houston; Jerry Lindauer, Communications Properties, Austin, Tex.; Gwen Young, Equal Employment Opportunities Commission.

Luncheon. Noon-2 p.m. Hilton Grand Salon. Moderator: Daniel Aaron, NCTA chairman. Speaker: Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee. Presentation of Idell Kaitz Memorial Award and Outstanding Engineering Achievement Awards.

Annual membership meeting. 2:30-3:30 p.m. Room 7. Presiding: Daniel Aaron, NCTA chairman. Reports of standing and special committees. Elections of groups B and C directors. Other business.

Tuesday, May 2

Seven concurrent workshops. 8:15-9:45 a.m.

Education and Training. Room 6. Moderator: Tom Polis, Magnavox CATV Systems, Manlius, N.Y. "A Crying Need—Training and Continuing Education." Fred E. Burnish, General Electric Cablevision, Decatur, Ill. "Diagnosing cable system faults." Kenneth L. Foster, New York State Commission on Cable Television. "Technical Personnel—Buy Them, Steal Them or Raise Your Own?" Glen Chambers, American Television & Communications, Appleton, Wis.

Advanced Techniques. Room 3. Chairman: Frank Bias, Tele-Vue Systems, Pleasanton, Calif. "The Characterization of Video A/D and D/A Converters for Cable Television Applications." Bryan F. Smith, Computer Labs, Greensboro, N.C. "Microprocessors for CATV Systems." Ernest O. Tunmann and James F. Roche, Tele-Engineering, Framingham, Mass. "Application of SAW Technology to the CATV Industry." Alex Best, Scientific-Atlanta, Atlanta, and Tom A. Martin, Anderson Laboratories, Bloomfield, Conn.

Franchise Renewals and New Approaches. Room 11. Moderator: Douglas Dittrock, Viacom, New York. Panelists: Charles P. Currier, Baton Rouge City Council; Harold Horne, Cable TV Information Center, Washington; Benjamin J. Conroy Jr., Communications Properties, Austin, Tex.; Frank Nowaczek, Warner Communications, New York; Martin Michaelson, Hogan & Hartson, Washington; Michael Koff, U.S. Steel, Pittsburgh.

An Alarming Development—Two-Way Activated System. Room 5. Moderator: Don Shuler, Viacom Cablevision of Dayton (Ohio). Panelists: Hugh Bramble, Viacom Cablevision of Dayton; Walter Hotz, Cable Guard of Dayton.

The Tax Bite. Room 7. Moderator: Carl Gainer, Richwood TV Cable, Richwood, W. Va. Panelists: James L. Cooper, Tocom, Longwood, Fla.; Walter Kaitz, California Community Antenna Television Association; Ivan Johnson, Arizona Cable Television Association; Howard Slater, Connecticut Cable Television Association.

Washington Wire. Room 16. Moderator: Ralph Baruch, Viacom, New York. Panelists: Representatives John M. Murphy (D-N.Y.) and Charles J. Carney (D-Ohio), members of House Communications Subcommittee; James Quello, FCC commissioner; Paul I. Bortz, deputy assistant secre-

NCTA Advance

Record crowds expected at NCTA in New Orleans

Preregistration indicates attendance of 6,000 for show jammed with top Washington speakers—O'Neill, Hollings, Van Deerlin, Ferris

The National Cable Television Association is heading to New Orleans next week for its 30th annual national convention with the largest registration, it appears now, in the last four years. The association had about 2,000 prepaid registrations on hand last week and anticipates as many as 6,000 by the time it's all over, NCTA President Robert Schmidt said last week. He figures just under half of those will be cable operators and the rest will be exhibitors, students and other visitors.

That crowd, potentially the largest since the association's convention in Anaheim, Calif., in 1973, the planners say, will see a program packed with public figures, most from Washington, the source of much of the good news for the industry in the last few years. Topping the list are Sunday's convention opener, House Speaker Thomas P. O'Neill Jr., and the three luncheon speakers, FCC Chairman

Charles Ferris and Senate and House Communications Subcommittee chairmen respectively, Ernest Hollings (D-S.C.) and Lionel Van Deerlin (D-Calif.).

The list of VIP's goes on, taking in some of the congressmen who will rewrite the Communications Act: House Communications Subcommittee members Martin Russo (D-Ill.), Thomas Luken (D-Ohio), Henry Waxman (D-Calif.), John Murphy (D-N.Y.) and Charles Carney (D-Ohio). There also will be FCC Commissioner James Quello, Hartford Gunn, vice chairman of the Public Broadcasting Service, and Richard Neustadt of the President's domestic policy staff.

Those and still others are scheduled to appear on one panel or another talking about subjects such as: new kinds of programming for cable; the progress of fiber optics; new kinds of pay-cable services; the future of advertising on cable, and a session with a provocative title in this setting, "The Future of Television," with producers David Susskind and Norman Lear, Sid Sheinberg of MCA, William M. Webster of RCA, Russell Karp of Teleprompter and John A. Schneider of CBS.

Following are some other highlights:

- A panel Monday on cable's future, focusing on new adaptations of technology, with among others, Congressman Waxman, former FCC Chairman Richard E. Wiley (now with the law firm of Kirkland & Ellis) and Warner Cable's Gustave Hauser.

- A Monday panel on cable and public

broadcasting. "With four channels of programming coming, where can it go—except through cable?" the convention program asks.

- The presentation of the outstanding engineering achievement awards Monday at lunch to Robert D. Bilodeau of Suburban Cablevision and Robert Tenten of Home Box Office.

- A Tuesday session on the Washington connection, to discuss the Communications Act rewrite, recent court decisions and the FCC economic inquiry. The panelists are some of the decision makers: Congressman Murphy and Carney of the House Communications Subcommittee, FCC Commissioner James Quello and Paul I. Bortz, expected to become deputy assistant secretary for the new National Telecommunications and Information Administration.

- Two sessions of fiber optics, one Monday on the technical aspects, the other for managers Tuesday that will try to answer the question: "When will those promises be fulfilled?"

- The NCTA 30th anniversary banquet Tuesday night with impressionist Frank Gorshin.

- A panel Wednesday on "getting ready advertising at both the local and national levels."

Throughout the program, conventioners will be encouraged to visit the hardware exhibits, featuring 150 companies occupying 45,000 square feet of floor space. The NCTA staff reports that is one-quarter larger than last year's exhibit.

Hour by hour in New Orleans: the complete NCTA agenda

Registration. The NCTA registration desk will be located on the concourse of the Rivergate convention center. Registration hours are 10 a.m.-7 p.m. on Sunday, April 30; 7 a.m.-7 p.m. Monday and Tuesday, and 7:30 a.m.-noon Wednesday.

Equipment exhibits. Displays of cable equipment and services will be located in the north and south halls of the Rivergate convention center. Hours for the exhibits are 11 a.m.-1 p.m. and 3 p.m.-7 p.m. Sunday, April 30; 9:45 a.m.-6 p.m. Monday and Tuesday, and 9:45 a.m.-2 p.m. Wednesday.

Workshops and luncheons. Unless otherwise noted, all convention sessions will be held in the Rivergate convention center.

Sunday, April 30

Opening session. 1 p.m. Rooms 15 and 16. Ceremonial opening: Olympia Marching Band. Welcome: Rex A. Bradley, chairman, convention committee. Remarks: Daniel Aaron, NCTA chairman. Presentation of Robert Beisswenger Award. Keynote address: Thomas P. (Tip) O'Neill (D-Mass.), Speaker of the House, introduced by Representative Henson

Moore (R-La.), member of House Communications Subcommittee. Comments: Philip Vermeer, chief, FCC Cable Bureau.

Exhibitors reception. 5-6 p.m. North and south halls.

Monday, May 1

Eight concurrent workshops. 8:15-9:45 a.m.

Electronic Funds Transfer: Regulatory Hurdles. Room 6. Co-chairmen: Kenneth Gunter, U-A Columbia Cablevision, San Angelo, Tex; Robert Luff, NCTA vice president-engineering. Keynote speaker: John B. Benton, former executive director, National Commission on Electronic Fund Transfers. NCTA technical update: Kenneth Gunter (U-A-Columbia), chairman, NCTA Engineering Committee.

State and Local Regulation—a Growing Business? Room 11. Moderator: Bill Strange, Sammons Communications, Dallas. Panelists: Representative Thomas Luken (D-Ohio); Alfred E. Alquist, California state senator; Tony Esposito, New York State Cable Television Association; John Clear, Office of Cable Television, New Jersey Board of Public Utilities; Frederick Finn, NCTA assistant general counsel; James Baumann, Ohio state representative.

Teleprompter steps up use of fiber optics

It adds kilometer-long link to Manhattan system, will build five miles of it into Lompoc

Teleprompter Corp., which began testing fiber-optic transmission in its New York cable system in mid-1976, last week announced plans for further use of the laser technology there and in Lompoc, Calif.

Teleprompter Manhattan currently uses fiber optics to carry the Home Box Office pay signal 850 feet from a microwave dish to the cable system's control center. By Aug. 1, Teleprompter Manhattan expects to install another kilometer's (.62 of a mile) worth, providing a link from the cable system to new Teleprompter corporate headquarters, located outside its franchise area.

The New York system involves a two-fiber optical link, with one fiber carrying 20 television channels and the other, six TV channels and FM radio signals. A larger system, about five miles, is planned for completion in Lompoc by July 1. There the link also will involve two fibers, but with one carrying up to 12 channels and the other serving as a spare. Replaced will be a microwave link that sends the signals to the trunk line serving about half of Teleprompter's more than 12,000 Lompoc subscribers.

The primary hardware supplier for Teleprompter in this venture is Times Fiber Communications. Optical transmitters and related equipment were designed by Electro Optic Devices; General Optronics has developed new lasers for the projects.

The two Teleprompter systems, according to Lawrence J. DeGeorge, president and chairman of Times Fiber Communications, "are the culmination of years of research work. They demonstrate the compatibility of fiber and coaxial cable."

William J. Bresnan, president of Teleprompter Cable Television, would not elaborate on the price for the installations but he did say that it was "competitive with what it would have been" had Teleprompter planned a more conventional cable route.

Cable Briefs

Vying. Three cable companies are seeking franchise for Alexandria, Va., Washington suburb. Companies are Community Cable Vision Inc., headed by James M. Thomson, former Virginia legislator; Alexandria Cablevision, represented by former FCC Chairman Frederick W. Ford, and Arlington Telecommunications Corp., which already holds franchise in nearby Arlington county, Va. Alexandria city

council has yet to pass ordinance opening city to cable.

Building. Communications Properties Inc., Austin, Tex., will commence construction of first phase of new Louisville, Ky., cable system by November, said CPI President Robert W. Hughes. First-phase construction totals approximately 300 miles of plant, passing 26,000 homes. Mr. Hughes said CPI expects to be serving some subscribers by early 1979.

Enfranchised. City councils of West Memphis, Ark. (Memphis suburb), Council Bluffs, Iowa, and Wichita Falls, Tex., have awarded cable television franchises to American Television & Communications Corp., Denver, ATC announced. In West Memphis, ATC said construction of 90-mile plant to pass 9,000 homes is expected to be completed in 18 months. A required referendum in Council Bluffs has been set for May 16. System there will have 225-mile plant and will pass approximately 25,000 homes. Texas system will serve 35,700 households.

And they're off. Last Monday (April 17), Warner Cable's Qube system in Columbus, Ohio, began offering eight live races for eight days from racetrack in Grove City, Ohio—"believed to be the first time a full racing card has ever been carried by live TV," says Warner. Pay-per-view price: \$1.25.

Currents. Practising Law Institute of New York will hold three-day seminar on "Current Developments in CATV, TV and Pay Television" June 14-16 at Americana Hotel. Representatives from FCC's general counsel's office, Copyright Office of Library of Congress and House Communications Subcommittee. Contact: Nancy B. Hinman, PLI, 810 Seventh Avenue, New York 10019.

'Copyright Bible.' That's what National Cable Television Association is calling new publication, "Copyright Compliance—a Primer," intended to help system operators comply with new copyright legislation. All members of NCTA, Community Antenna Television Association and Society of Cable Television Engineers will be sent copies. Other operators wishing copies may obtain them through members of those organizations.

Pay-TV magazine. The title is *What's Up, America*; the producer/director is Charles Braverman (*Nixon; From Checkers to Watergate, Peanuts to the Presidency*) and Viacom International's Showtime pay cable service is gearing it as the pilot for a made-for-pay-TV magazine series. The pilot, planned for fall 1978 play, will contain five segments ranging from a report on a New York bakery where gingerbread men and women come "fully equipped" to behind-the-scenes with a Los Angeles improvisational comedy group. Voice-over narration is planned but there will be no on-camera reporters. How often the program would be offered hasn't been determined.

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The Broadcasting Playlist™ Apr 24

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>Night Fever</i> □ Bee Gees	RSO
2 2	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
6 3	<i>If I Can't Have You</i> □ Yvonne Elliman	RSO
8 4	<i>Dust in the Wind</i> □ Kansas	Kirshner
3 5	<i>Staying Alive</i> □ Bee Gees	RSO
11 6	<i>The Closer I Get to You</i> □ R. Flack/D. Hathaway	Atlantic
7 7	<i>Jack and Jill</i> □ Raydio	Arista
5 8	<i>Lay Down Sally</i> □ Eric Clapton	RSO
4 9	<i>Emotion</i> □ Samantha Sang	Private Stock
13 10	<i>With a Little Luck</i> □ Wings	Capitol
10 11	<i>Ebony Eyes</i> □ Bob Welch	Capitol
24 12	<i>Too Much</i> . . . □ Mathis & Williams	Columbia
17 13	<i>Goodbye Girl</i> □ David Gates	Elektra
9 14	<i>Our Love</i> □ Natalie Cole	Capitol
16 15	<i>We'll Never Have to Say Goodbye</i> □ Dan & Coley	Atlantic
14 16	<i>Flashlight</i> □ Parliament	Casablanca
15 17	<i>Running on Empty</i> □ Jackson Browne	Elektra/Asylum
18 18	<i>Dance with Me</i> □ Peter Brown	DR-TK
22 19	<i>Count on Me</i> □ Jefferson Starship	Grunt/RCA
19 20	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
12 21	<i>Love is Thicker Than Water</i> □ Andy Gibb	RSO
31 22	<i>On Broadway</i> □ George Benson	Warner Bros.
29 23	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
33 24	<i>Shadow Dancing</i> □ Andy Gibb	RSO
25 25	<i>Feels So Good</i> □ Chuck Mangione	A&M
26 26	<i>Movin' Out</i> □ Billy Joel	Columbia
21 27	<i>Just the Way You Are</i> □ Billy Joel	Columbia
23 28	<i>More Than a Woman</i> □ Bee Gees	RSO
20 29	<i>Sweet Talkin' Woman</i> □ Electric Light Orchestra	UA/Jet
28 30	<i>Werewolves of London</i> □ Warren Zevon	Asylum
34 31	<i>I Go Crazy</i> □ Paul Davis	Bang
30 32	<i>Disco Inferno</i> □ Trammps	Atlantic
27 33	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
32 34	<i>Thank You for Being a Friend</i> □ A. Gold	Asylum
42 35	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
36 36	<i>Hot Legs</i> □ Rod Stewart	Warner Bros.
38 37	<i>Before My Heart Finds Out</i> □ Gene Cotton	Arista
35 38	<i>Dance Dance Dance</i> □ Chic	Atlantic
45 39	<i>This Time I'm in It for Love</i> □ Player	RSO
— 40	<i>Baby Hold On</i> □ Eddie Money	Columbia
43 41	<i>Fooling Yourself</i> □ Styx	A&M
41 42	<i>Always and Forever</i> □ Heatwave	Epic
37 43	<i>Thunder Island</i> □ Jay Ferguson	Asylum
49 44	<i>You Belong to Me</i> □ Carly Simon	Elektra
46 45	<i>Fantasy</i> □ Earth, Wind & Fire	Columbia
42 46	<i>We are the Champions/Rock You</i> □ Queen	Elektra
39 47	<i>Falling</i> □ LeBlanc & Carr	Big Tree/Atlantic
48 48	<i>Deacon Blues</i> □ Steely Dan	ABC
— 49	<i>Because the Night</i> □ Patty Smith	Arista
— 50	<i>Two Out of Three</i> . . . □ Meatloaf	Epic

Playback

Abba aces again. Stations across the country are taking no chances with Abba's new single, *Take a Chance on Me* (Atlantic): Just under "Playlist's" top 50 this week, it's a sure bet. "It's a *big record*," says Chris O'Kelly of WZGC(FM) Atlanta, "their biggest since *Dancing Queen*." Jeff Ryan of WTRY(AM) Troy, N.Y., concurs that the single "sounds good on the air . . . sounds like a hit!" *Take a Chance*, says Beau Elliott of WEEC(AM) Duluth, Minn., is typical Abba, "which is something new every time." The song is different—the introduction is a *cappello*—and it may take some a few listens to enjoy. Jim Sebastian of WTXN(AM), Dover, N.H., says "it's different than most Abba songs, it starts off cold, but by the third or fourth time, it catches you. You begin to hear the hooks." **Metamorphosis.** Sweet has made a change in style with their new single, *Love Is Like Oxygen* (Capitol), and it appears to be paying off. "They were bubble-gummy for a few years," says Dave MacKay of WRKV(AM) Roanoke, Va. The single, from the album *Level Headed*, is "the most mass-appeal music that they've done . . . it will easily make top 15," he says. Eva Wood of WLAC(AM) Nashville agrees that *Love Is Like Oxygen* is "a different kind of sound for Sweet, more mass appeal than in the past." As to its success, Bruce Stevens of WBBQ(AM) Augusta, Ga., says the single "would be 'breaker of the week' if we had such a category . . . it exploded." **Country crossovers.** Dolly Parton's getting top 40 play again with her new single, *Two Doors Down* (RCA), and, says Sam DeVincent of WOWO(AM) Fort Wayne, Ind., "it's catchy, but it's nothing like her last song [*Here You Come Again*] . . . I'd call it funky-country!" Jacky Ward is also on top 40 charts—WFIL(AM) Philadelphia's, to name one—with his *A Lover's Question* (Mercury).

Country

Last This week week	Title □ Artist	Label
10 1	<i>She Can Put Her Shoes</i> . . . □ Johnny Duncan	Columbia
9 2	<i>I've Got a Winner in You</i> □ Don Williams	ABC
5 3	<i>Hearts on Fire</i> □ Eddie Rabbitt	Elektra
11 4	<i>Someone Loves You Honey</i> □ Charley Pride	RCA
6 5	<i>Every Time Two Fools Collide</i> □ Rogers & West	UA
16 6	<i>Always on a Mountain</i> □ Merle Haggard	MCA
1 7	<i>Ready for the Times to Get Better</i> □ C. Gayle	UA
3 8	<i>I Cheated on a Good Woman's Love</i> □ B. Craddock	Capitol
14 9	<i>Starting All Over Again</i> □ Don Gibson	ABC
4 10	<i>Sweet Sweet Smile</i> □ Carpenters	A&M
2 11	<i>It's All Wrong But It's All Right</i> □ Dolly Parton	RCA
12 12	<i>It Don't Feel Like Sussin' to Me</i> □ The Kendalls	Ovation
13 13	<i>A Lover's Question</i> □ Jacky Ward	Mercury
7 14	<i>We Believe in Happy Endings</i> □ Johnny Rodriguez	Mercury
23 15	<i>Bucket to the South</i> □ Ava Barber	Ranwood
22 16	<i>Mamas Don't Let Your Babies</i> □ Waylon & Willie	RCA
8 17	<i>Walk Right Back</i> □ Anne Murray	Capitol
18 18	<i>Don't Every Say Goodbye</i> □ T.G. Sheppard	Warner Bros.
— 19	<i>Here in Love</i> □ Dottie	RCA
— 20	<i>The Power of Positive Drinking</i> □ Mickey Gilley	RCA
— 21	<i>Do You Know You are My Sunshine</i> □ Statter Bros.	Mercury
15 22	<i>I Would Like to See You Again</i> □ Johnny Cash	Columbia
24 23	<i>Maybe Baby</i> □ Susie Allanson	Warner Bros.
— 24	<i>Come On In</i> □ Jerry Lee Lewis	Mercury
— 25	<i>Red Wine and Blue Memories</i> □ Joe Stampley	Epic

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A indicates an upward movement of five or more chart positions between this week and last.

Justice Dept. backs Spanish International's satellite-user stand

Special network wants to deal directly with Comsat, cut out the middlemen; JD would take matters still a step further

The Department of Justice has filed comments with the FCC supporting a request by Spanish International Network Inc. to be granted "authorized user" status on international satellites. Justice called the request—which, if allowed by the commission, would let SIN contract directly with the Communications Satellite Corp. (Comsat)—"the first step toward promoting more effective and efficient international communications."

Furthermore, Justice suggested that the FCC use the SIN petition as a springboard for "initiating additional changes in its international communications regulation." Justice said the commission should: (1) rescind its authorized user policy "as it affects services that can be provided only via satellite"; (2) initiate a rulemaking to rescind its authorized user policy "as it affects other customers for other international communications services," and (3) begin another rulemaking "to establish the terms and conditions" whereby international carriers may deal directly with Intelsat, "paying Comsat only a ministerial fee for any necessary coordination services."

"There is no question . . ." said Justice, "but that at present the international communications field is neither effectively competitive nor effectively regulated." It added that the "threat" of retail customers dealing directly with Comsat "presumably would encourage the terrestrial carriers to make their operations more efficient." Justice cited AT&T, ITT, RCA and Western Union International as the principal users of international satellites.

Canada predicts TV spectrum shortage

CRTC report in advance of WARC sees real problem ahead if UHF band is not expanded

By the end of this century Canada expects to experience a severe shortage of television channels, and nothing short of new spectrum space for the UHF band is likely to alleviate it, according to a report issued by the Canadian Radio-Television and Telecommunications Commission (CRTC). The CRTC said the shortage will be especially severe in the Quebec City-Windsor, Ont., corridor—the string of cities and towns along the northern shores of Lakes Ontario and Erie, just across from

the heavily populated American border states.

The report, which concluded that the present 470-890 mhz UHF band "is not sufficient to satisfy all the future requirements for terrestrial television broadcasting," was prepared by the CRTC as part of the Department of Communications' preparations for the World Administrative Radio Conference to be held in Geneva next year.

In Canada's 62 largest metropolitan areas, the CRTC said, a number of cities have been allocated an "insufficient" number of channels. The study "made a careful examination of every reasonable method that could be employed to meet the expected channel shortage and found that none can significantly contribute to lessening the expected channel shortages using present technical criteria." Methods to expand the number of channels that were explored by the CRTC and found wanting included: simple drop-ins, drop-ins predicated on drop-outs, channel shifts, reduction of protected contours, reduction of station parameters, consolidation of delivery systems, use of precision off-set, reallocation ignoring taboos and reallocation ignoring assignments. "None of these," the report said, "was found to contribute significantly toward meeting the expected additional television channel requirements in the largest and demographically most complex areas."

Part of Canada's problem, the report pointed out, is the linguistic make-up of the country. The necessity of providing dual-language services, "combined with the existence of both a private and a public broadcasting component," means that in Canada there is a "greater demand for frequency spectrum" than in countries such as the United States.

The report suggested (but did not elaborate) that broadcast satellites may help to alleviate some of the nation's spectrum problems. But, it said, satellites seem more "suitable to provide services other than those considered for the terrestrial system. Their potential impact on spectrum requirements for terrestrial services cannot be made with any appreciable degree of certainty."

Technical Briefs

One-inch reader. Society of Motion Picture and Television Engineers has new book, "One-Inch Helical Video Recording," compiled from papers presented on subject at society's television conference in Atlanta last February. Softbound, 136-page book is available from SMPTE for \$15.

North of the border. CBS has ordered RCA TV cameras and associated equipment valued at \$1.25 million from RCA Broadcast Systems, Camden, N.J. Nineteen TK-76 ENG cameras are included in purchase to be used throughout CBC's nationwide newsgathering operations.

Frame up. New frame synchronizer, VW-1, has been introduced by Campbell,

Calif.-based Adda Corp. Unit is described as fourth harmonic, digital synchronizer with ability to lock remote, network, ENG and satellite feeds to station reference. It also functions as TBC for hetrodyne color U-matic recorder formats. VW-1 is priced at less than \$20,000. Freeze frame is available as option.

TV with a beat

RCA patents special-effects device that can keep time with music

A digital special-effects generator that freezes TV images in time to music, creating an impression similar to that of a strobe light, has been patented by engineers at RCA's broadcast equipment center in Camden, N.J.

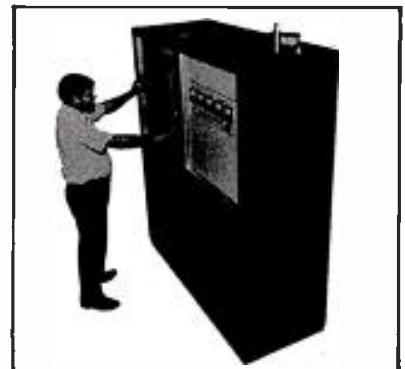
First displayed at the National Association of Broadcasters convention two years ago, the equipment is basically an add-on device for a frame synchronizer, according to one of its inventors, Robert Hurst. Also listed on the patent as co-inventor is Fred W. Huffman, an engineer and marketing executive who has since left RCA for another company.

The invention emphasizes the "beat" components of the audio feed, Mr. Hurst said, and uses them to cue up individual stills from the synchronizer. RCA has not yet decided to market the invention, according to Mr. Hurst.

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344	Memorex	807,100	40	Noxell	21,732,800	135	Sony	5,365,200
89	Mennen	8,358,000	209	Ocean Spray Cranberries	2,478,300	*600	Souhland	433,900
283	Menthohatim	1,407,200	424	Ohio Art	357,400	124	Sperry Rand	5,819,200
188	Merrill Lynch	2,875,000	449	Olin	269,700	416	Spring Air	377,100
498	Metro-Goldwyn-Mayer	97,400	182	Olympia Brewing	3,001,300	42	Squibb	20,689,600
156	Metropolitan Life	4,190,600	501	Oneida Silversmiths	94,600	311	St. Regis Paper	1,097,000
504	City of Miami Beach	86,600	*509	Orange Bowl Committee	78,800	204	Staley	2,585,800
245	Michelin Tire	1,795,900	403	Outboard Marine	426,400	66	Standard Brands Inc.	13,575,200
*34	Miles Laboratories	26,286,200	466	Owens Country Sausage	186,000	460	Standard Oil of Calif	224,000
*373	Minolta	610,300	404	Owens Illinois	425,200	185	Stanley Works	2,968,300
*520	Minwax	52,000	266	Owens-Corning Fiberglas	1,595,200	*545	Starr Bronze	13,700
313	Mirro Aluminum	1,082,900	102	Pabst Brewing	7,254,100	14	Sterling Drug	49,200,300
547	John E. Mitchell	11,900	355	Papercraft	710,900	270	Stokely Van Camp Inc.	1,564,500
99	Mobil	7,334,900	*395	Pathcom	449,000	91	STP Corp.	8,050,600
421	Monarch Wine	362,200	459	Penn Mutual Life	226,400	86	Levi Strauss	8,754,000
240	Monroe Auto Equipment	1,841,200	46	J C Penney	18,940,500	*405	Stride Rite	413,800
259	Mony-Mutual of New York	1,651,300	308	Pennwall	1,134,000	265	Stroh Brewery	1,606,400
37	Morton-Norwich	24,535,800	230	PennZoil	1,995,900	178	Sun Co.	3,109,300
494	Motorola	104,000	*357	Peniel	707,100	*323	Sun International	1,017,900
322	Mrs Smith's Pie	1,035,400	31	Pepsico	28,636,500	384	Sun Life of Canada	521,800
10	Nabisco	63,024,600	463	Pet	136,000	115	Sunbeam	6,448,800
*491	Nalcon Chemical	113,500	160	Peter Paul	3,846,200	351	Sunmark	734,000
499	National Association of Insurance Agents	97,200	468	Petersen	179,300	*548	Superior Mufflers Centers	10,500
197	National Automotive Part Association	2,669,500	68	Pfizer	13,086,600	456	Superscope	238,400
381	National Bakeries Services	532,900	*356	Pharmaceutical Manufacturers Association	710,500	327	Suzuki Motor	974,900
105	National Bankamericard	6,946,000	24	Philip Morris	32,302,900	457	Swank	229,800
*358	National Enquirer	698,800	117	Phillips Petroleum	6,333,100	410	Talley	391,400
212	National Federal/Coffee Growers Columbia	2,428,800	18	Pillsbury	39,881,300	88	Tandy	8,487,500
116	National Presto Industries	6,375,700	281	Pioneer Electronic	1,422,700	493	Tappan	106,600
292	National Railroad Passenger Corp.	1,292,500	*168	Pittway	3,515,200	65	Teledyne	13,689,300
226	National Union Electric Corp	2,096,800	113	Pizza Hut	6,504,600	78	Texaco	10,816,700
538	Neison	25,700	47	Polaroid	18,701,900	166	Texas Instruments	3,875,800
20	Nestle	35,384,700	402	Ponder & Best	429,000	109	Textron	6,655,100
235	New York Life	1,904,600	*437	Popeil	311,100	480	TFI	143,700
*467	New York Times	181,900	495	H. K. Porter Co. Inc.	103,700	194	3 M	2,745,400
55	Nissan Motor	16,543,500	261	PPG	1,647,000	426	Thompson Medical	351,000
354	N L Industries	711,100	465	Pratt & Lambert	185,300	*515	Tiburon Vintners/Sonoma Vineyards	68,000
75	North American Philips	11,946,100	401	Prince Macaroni	432,700	285	Time	1,390,400
85	North American Systems	8,916,200	1	Procter & Gamble	235,251,300	90	Timex	8,194,200
340	Northern Natural Gas	846,000	87	Prudential	8,710,300	*539	TMT Food Products	23,500
528	Northrup King	39,000	148	Publishers Clearing House	4,681,200	298	Tomy	1,247,200
149	Northwest Industries	4,685,200	223	Purex	2,238,500	318	Tonka	1,074,200
333	Northwestern Mutual Life	894,000	412	Purolator	383,300	359	Tootsie Roll	684,900
			436	Qantas Airways	313,600	336	Toro Manufacturing	880,100
			52	Quaker Oats	18,057,800	106	Toyo Kogyo	6,901,100
			173	Quaker State Oil Refining	3,224,600	74	Toyota Distributors	12,129,600
			211	Questor	2,456,800	179	Transamerica	3,089,800
			13	Ralston Purina	50,136,400	295	Travelers	1,263,000
			118	Raytheon	6,281,200	434	Tropicana	323,200
			58	RCA	16,142,100	180	20th Century Fox	3,033,900
			248	Readers Digest	1,784,200	428	U.S. Bedding	338,600
			388	Redken Labs	510,000	418	U.S. Shoe	374,000
			406	Regal Ware	404,700	349	U.S. Steel	755,700
			*500	Regency Electronics	98,500	97	UAL	7,437,000
			207	Renfield Importers	2,551,000	330	William Underwood	937,700
			551	Lloyd Reston Ltd	8,000	67	Union Carbide	13,489,100
			51	Revlon	18,093,500	474	Union Oil of California	163,100
			130	Reynolds Metals	5,570,000	267	Uniroyal	1,576,800
			139	R. J. Reynolds	5,148,400	208	United Aircraft	2,516,800
			21	Richardson Merrell	34,450,400	*543	United China & Glass	20,500
			*527	Richlon International	40,800	*415	United Industrial Syndicate	379,200
			258	Rio Tinto-Zinc	1,658,100	201	United States armed forces	2,601,800
			341	Rival	845,100	190	United States government	2,823,700
			189	Rockwell	2,881,300	157	United States Tobacco	4,002,100
			414	Rollins	380,100	361	Universal Communications	670,500
			183	Roman Meal	2,992,000	206	Upjohn	2,573,000
			*383	Ross Hall	523,000	181	Vlasic Foods	3,019,200
			108	Rothmans of Pall Mall Canada	6,659,200	49	Volkeswagen	18,249,700
			193	Royal Crown Cola	2,754,000	448	Volvo Import	274,700
			238	Rubbermaid	1,890,300	*439	Wang Laboratories	308,100
			290	Ryder Systems	1,339,300	345	Ward Foods	797,500
			252	SCM	1,703,800	120	Warner Communications	6,228,300
			*484	S V Tool	135,900	11	Warner-Lambert	62,098,300
			511	Sakrete	72,700	529	Washington State Apple Commission	39,000
			*490	Savannah Food	114,100	*488	WD-40	115,500
			155	Savings & Loan Foundation	4,227,200	435	Victor F. Weaver	320,400
			272	Schaefer	1,543,000	441	Weber-Stephen	304,500
			35	Schering-Plough	26,176,400	309	Weight-Watchers	1,118,200
			*506	Schick Sun Classic Pictures	83,800	251	Welch Foods	1,734,500
			23	Schlitz	33,900,100	147	Wella	4,716,200
			389	Schmidt	496,800	*164	Wendys Old Fashioned Hamburgers	3,696,600
			263	Scholl	1,623,200	187	Westinghouse	2,885,000
			423	Schwepes USA	359,000	219	Weyerhaeuser	2,324,000
			348	Schwinn	788,100	409	Wham-O	396,400
			*419	Scientific Application	370,700	132	Whirlpool	5,468,300
			352	Scott Paper	4,391,900	234	White Consolidated Industries	1,927,900
			122	Scovill	5,949,900	*385	Wine Imports of America	520,400
			277	Sealy	1,442,000	279	Wolverine World Wide	1,438,500
			*167	Searle	3,645,100	396	Woodhill Chemical	448,900
			7	Sears Roebuck	80,226,900	195	F. W. Woolworth	2,733,200
			278	Sentry Insurance	1,440,000	*536	Wrap-on	28,000
			320	Serta	1,089,800	321	William Wrigley Jr.	1,068,300
			229	Seven Up	2,064,200	127	Xerox	5,693,400
			*458	Sharp	228,800	210	Yamaha	2,457,100
			77	Shell Oil	10,905,600	287	W. F. Young Inc.	1,381,900
			177	Sherwin Williams	3,151,600	129	Zenith Radio	5,572,800
			377	Simmons	589,400	438	Ziebart Process	308,100
			107	Singer	8,897,500			
			66	Smithkline	16,487,700			
			397	Smucker	445,100			

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144	Columbia Pictures	4,903,900	202	Hartford Life	2,593,200	94	Keebler	7,849,700
125	Combe	5,711,800	161	Hartz Mountain	3,809,800	17	Kellogg	40,615,000
*394	Comerco	452,300	136	Hasbro	5,329,900	249	Kemper	1,752,900
218	Conair	2,342,000	30	Heinz	28,826,200	422	Keyes Fibre	361,200
175	Connecticut General Insurance	1,471,300	175	Helene Curtis	3,167,300	382	Kikkoman	531,700
246	Consolidated Foods	4,760,100	82	Hershey Foods	9,721,500	73	Kimberly Clark	1,223,600
315	Continental	1,078,200	43	Heublen	20,498,700	546	King-Size	13,400
184	Control Data	2,991,400	250	Hickory Farms of Ohio	1,742,800	376	Kiplinger Washington Editors	569,900
478	Comwood	152,600	225	Hilton Hotels	2,169,100	481	Knape & Vogt	140,100
365	Cooper Industries	663,500	337	Hobart	872,700	*522	KOA Campgrounds	48,000
328	Copersucar	951,200	103	Holiday Inns	7,137,200	440	Kraco Enterprises	306,200
134	Corning Glass Works	5,389,600	316	Home Insurance	1,078,100	41	Kraftco	21,153,800
112	Cosmair	6,651,200	80	Honda Motor	10,221,000	137	Kresge	5,240,300
343	Colter	807,200	205	Honeywell	2,573,600	540	Kroehler	22,600
126	Cotton Inc.	5,701,100	228	Hoover	2,067,000	408	La-Z-Boy Chair	398,700
335	Sarah Coventry	880,900	215	Hormel	2,381,200	446	Lafayette Radio	281,800
62	CPC International	15,662,900	237	Houbigant	1,898,400	*519	Laulifer	53,900
452	Credit Union of North America	258,500	516	House of Westmore	65,400	*530	Lava-Simplex	33,000
473	Creomulsion	165,900	306	Household Finance	1,148,200	367	Lego Systems	643,700
145	Culbro	4,773,500	550	Hurst	6,300	*451	Lenders Bagel Bakery	266,700
*482	Cutter Labs	139,000	*525	Husky Oil	44,800	542	Lennox	21,500
*379	D&S Products	542,700	236	E. F. Hutton	1,904,400	8	Lever Brothers	68,418,300
239	DCM	1,846,900	*471	Hyde Athletic	166,000	174	Lewis Howe	3,224,000
274	Deimler-Benz	1,514,600	304	Hygrade Food	1,189,500	393	Liberly Mutual	457,900
170	Dart	3,295,200	143	IC Industries	4,950,400	111	Liggett Group	6,552,400
231	Dazey	1,991,100	141	Ideal Toy	5,040,200	374	Lincoln National Life	606,100
350	De Beers Mines	754,500	98	IFI International	7,397,200	110	Litton	6,645,800
387	Dean Witter	513,000	507	Illfelder Toy	81,000	347	J. Lyons	778,900
286	Del Labs	1,366,300	514	INA	68,000	121	MCA	6,033,400
150	Del Monte	4,476,700	*532	Inaugural Committee	31,800	399	WJB	440,400
489	Dell Publishers	114,400	163	Inter Bank	3,724,100	271	Magic Chief	1,550,100
497	Delta Airlines	97,800	433	Interco	326,000	153	PR. Mallory	4,340,300
492	Dennison	113,100	83	IBM	9,661,500	*417	Mannington Mills	374,800
*472	Detroit Tool & Metal	165,900	296	International Dairy Queen	1,257,300	332	Maremont	898,500
*526	Di Giorgia	41,600	199	International Nickel Co Inc.	2,611,000	*461	Marion Labs	201,600
450	Diamond International	267,200	291	International Spikes	1,295,500	324	Marriott	1,015,200
114	Walt Disney Productions	6,461,400	70	ITT	13,047,100	59	Mars	15,912,700
*454	Dominick International	250,600	364	Interstate Brands	664,800	196	Masco	2,722,000
171	Dow Chemical	3,274,000	537	Iroquois Brands	27,700	203	Matsushita	2,590,900
165	Dr. Pepper	3,692,200	518	Janex	54,600	76	Mattell	1,017,100
186	du Pont De Nemours	2,914,500	464	Jel Serl	185,800	93	Oscar Mayer	7,875,500
486	Dunlop Tire & Rubber	121,100	487	Jenos	116,400	521	Maynard Small Treasure Tree	49,200
370	Dynamics Corp. of America	634,200	*325	Jerrico	1,010,400	224	Maytag	2,198,700
431	Dynascan	332,800	15	Johnson & Johnson	48,538,900	216	McAfee	2,368,900
360	Eastern Air Lines	678,500	36	S. C. Johnson	26,101,600	19	McDonalds	37,353,600
27	Eastman Kodak	30,444,500	329	Jovan	940,100	338	Mead Products Group	865,700
269	Eaton	1,569,900	K-Tei	172,900	222	Mego	2,280,600	
297	Economics Lab	1,248,500	255	Kawasaki Motor	1,677,200	*407	Melville	401,400
305	Edison Electric	1,188,500						
413	Eli Lilly	382,000						
310	Eltra	1,102,200						
214	Emerson Electric	2,397,800						
*505	Emery Air Freight	86,300						
213	Employers Insurance of Wausau	2,400,500						
22	Esmark	34,208,400						
80	Exxon	15,768,800						
260	FDI	1,650,100						
172	Faberge	3,267,100						
*531	Famolare Shoe	32,700						
386	Faultless Starch	514,500						
284	Fedders	1,404,000						
371	Fieldcrest Mills	627,700						
*378	Film Ventures	546,200						
79	Firestone Tire & Rubber	10,231,300						
253	Fleet	1,695,400						
100	Florida Citrus Commission	7,301,200						
176	Florists Transworld Delivery	3,163,800						
*496	Fonas	101,500						
9	Ford Motor	66,085,400						
339	Foster Grant	858,100						
217	Fotomat	2,358,100						
442	R. T. French	299,000						
470	Fun Stuff Toys	168,200						
192	Gabriel	2,758,700						
363	GAF	667,700						
299	Gallery of Homes	1,244,300						
81	Gallo	10,193,200						
314	Garan	1,079,900						
38	General Electric	24,248,800						
2	General Foods	143,312,800						
6	General Mills	82,147,600						
5	General Motors	90,699,500						
352	General Signal	720,400						
95	General Telephone & Electric	7,705,300						
169	General Tire & Rubber	3,438,300						
200	Georgia Pacific	2,603,400						
268	Gerber	1,574,800						
16	Gillette	46,659,200						
241	Glass Packaging Institute	1,835,100						
247	Gold Seal	1,787,100						
128	Goodrich	5,602,000						
69	Goodyear Tire & Rubber	13,052,900						
544	Great Atlantic & Pacific Tea	16,000						
131	Green Giant	5,508,700						
71	Greyhound	13,042,000						
101	Gulf & Western	7,270,400						
119	Gulf Oil	6,236,300						
232	Haggar	1,946,500						
123	Hallmark Cards	5,890,800						
44	Hanes	20,476,200						
391	Hart Schaffner & Marx	464,000						

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+ 18%	PHILADELPHIA
+ 23%	BOSTON
+ 42%	SAN FRANCISCO
+ 23%	DETROIT
+ 67%	PITTSBURGH*
+ 21%	ST. LOUIS
+ 25%	MINNEAPOLIS-ST. PAUL
+ 37%	ATLANTA
+ 13%	TAMPA
+ 9%	BALTIMORE
+ 40%	HARTFORD-NEW HAVEN
+ 8%	DENVER
+ 9%	CINCINNATI
+ 32%	KANSAS CITY
+ 46%	BUFFALO
+ 18%	SAN DIEGO
+ 37%	PHOENIX
+ 125%	GREENVILLE-NEW BERN- WASHINGTON
+ 28%	GRAND RAPIDS
+ 18%	LOUISVILLE
+ 19%	ALBANY-SCHENECTADY
+ 9%	SYRACUSE
+ 40%	LANCASTER-HARRISBURG
+ 25%	SAN ANTONIO
+ 9%	RALEIGH-DURHAM
+ 71%	WICHITA-HUTCHINSON
+ 67%	KNOXVILLE
+ 31%	JACKSONVILLE
+ 15%	FRESNO
+ 6%	CHAMPAIGN-SPRINGFIELD-DECATUR
+ 20%	HONOLULU
+ 24%	LINCOLN
+ 29%	YOUNGSTOWN
+ 80%	LEXINGTON
+ 40%	FARGO-VALLEY CITY
+ 67%	DULUTH-SUPERIOR
+ 57%	LAFAYETTE
+ 33%	CHARLESTON, S.C.
+ 20%	TRAVERSE CITY-CADILLAC
+ 55%	MASON CITY-AUSTIN-ROCHESTER
+ 16%	YAKIMA
+ 50%	LAS VEGAS
+ 40%	BOISE
+ 13%	BANGOR
+ 18%	UTICA
+ 33%	PRESQUE ISLE
+ 75%	SARASOTA

*half-hour time difference, all others same time period.

Source: NSI

The audience figures shown are estimates, subject to the methodology and procedures used by the service noted.

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Network TV ad figures show who spent what last year

TVB breaks down advertiser list to detail newcomers to the medium and increased spending by oldtimers

A total of 551 advertisers participated in network television's first \$3-billion year, investing more than \$3.6 billion in 1977, or 21% more than three fewer advertisers spent in network TV in 1976, according to a report by the Television Bureau of Advertising. The figures were compiled for TVB by Broadcast Advertisers Reports.

The 1977 total, released earlier, was put at \$3,619,475,400, as compared with \$2,991,611,100 in 1976 (BROADCASTING, March 13).

The 1977 network advertiser roster includes 69 that were new to network television, according to TVB. Their expenditures ranged from \$6,700 by Chemtoy Corp. to \$3,696,600 by Wendy's Old-Fashioned Hamburgers.

All of network TV's top 10 spenders increased their network investments:

	1977	% change '77 vs. '76
1. Procter & Gamble	\$235,251,300	+22
2. General Foods	143,312,800	+11
3. Bristol-Myers	114,425,600	+11
4. American Home	108,428,700	+11
5. General Motors	90,699,500	+26
6. General Mills	82,146,600	+42
7. Sears, Roebuck	80,226,900	+41
8. Lever Brothers	68,418,300	+13
9. Ford Motor	66,085,400	+32
10. Nabisco	63,024,600	+13

After Wendy's, the 10 biggest spenders among the newcomers to network TV were G.D. Searle & Co. (for Icy Hot Arthritis Rub and Metamucil laxative), \$3,645,100; Pittway Corp. (First Alert Smoke Alarm), \$3,515,200; Allied Mills (Solo Dry dog food), \$1,358,200; Alleghany Corp. (Investors Diversified Services), \$1,134,200; Champion Home Builders, \$1,083,800; Sun International (movies), \$1,017,900; Jerrico Inc. (Long John Silver restaurants), \$1,010,400; Pharmaceutical Manufacturers Association, \$710,500, and Pentel Co. (pens and pencils), \$707,100.

The 1977 network TV advertisers and their expenditures are shown below. They are listed alphabetically and also ranked, and newcomers are indicated by asterisks.

96	Abbott Laboratories	57,551,000
246	Ace Hardware	1,795,100
*517	Adolph Coors	65,200
447	Aero Mayflower Transit	281,400
282	AFL-CIO	1,422,400
*398	Agway	440,400
427	Aladdin Industries	349,800
92	Alberto Culver	7,998,100
*307	Alleghany	1,134,200
300	Allegheny Ludlum	1,234,500
375	Allied Artist	592,600

*288	Allied Mills	1,358,200
154	Aluminum of America	4,274,700
485	Amerace	127,800
513	American Airlines	68,000
191	American Bankers Association	2,772,400
535	American Blitrite	28,000
138	American Brands	5,227,700
142	American Can	4,962,500
57	American Cyanamid	16,361,900
380	American Dairy Association	541,600
*366	American Egg Board	647,800
64	American Express	14,245,000
*479	American Florist Marketing Council	151,200
198	American Gas Association	2,641,600
4	American Home Products	108,428,700
420	American International Pictures	364,000
369	American Luggage Work	637,400
63	American Motors	14,913,200
*445	American Standard	286,700
29	AT&T	28,963,100
151	AMF	4,469,900
242	Amstar	1,822,400
317	Amway	1,074,600
443	Anchor Hocking	297,700
280	Anderson Clayton	1,431,400
25	Anheuser Bush	32,165,400
*512	Arista Records	72,500
*523	Arkansas Louisiana Gas	46,200
294	Armstrong Cork	1,278,900
362	Armstrong Rubber	668,300
541	Arnold Industries	21,600
257	Associated Mills	1,663,200
254	Atlas Supply	1,694,700
276	Avco	1,457,000
53	Avon Products	17,931,000
264	Aztek-Hamway International	1,617,700
432	Ball	331,400
243	Banfi Products	1,819,200
476	Bankers Life of Des Moines	156,300
444	Bassett Furniture Industries	289,400
162	Beatrice Foods	3,725,000
*524	Beclon Dickinson	45,900
453	Beech Nut	250,600
39	Beecham Group	24,118,600
159	Bendix	3,897,100
158	Beneficial	3,921,600
346	Benjamin Moore	784,800
477	Berol	153,900
221	Bethlehem Steel	2,311,100
84	Bic Pen	8,932,200
475	Binney & Smith	159,700
140	Black & Decker	5,068,000
54	Block Drug	17,269,500
244	Blue Bell	1,816,000
331	Blue Cross	915,100
262	Boeing	1,641,600
*425	Boise Cascade	356,000
72	Borden	12,466,400
390	Milton Bradley	492,500
534	Broschi	29,900
3	Bristol Myers	114,425,600
104	British Leyland	7,117,400
353	British-American Tobacco	713,900
411	Brockton Footwear	387,400
326	Brown Group	983,400
293	Brown-Forman Distillers	1,286,200
289	Brunswick	1,350,800
227	Burlington	2,073,000
301	Calif.-Oregon-Wash. Dairyman Association	1,227,400
302	California Raisin Advisory Board	1,217,500
45	Campbell Soup	20,087,500
463	Cannon Mills	185,900
220	Canon USA	2,316,100
502	Capitol Industries	89,000
48	Carnation	18,386,300
334	Carrier	891,400
61	Carter Wallace	15,728,900
430	William Carter	337,300
510	Carters Ink	78,500
303	Castle & Cooke	1,216,400
*312	Champion Home Builders	1,083,800
319	Chanel	1,073,100
342	Charms	823,100
256	Chatter Drug & Chemical	1,673,700
*549	Chemtoy	6,700
33	Chesebrough Ponds	27,350,700
26	Chrysler	31,901,600
133	Church & Dwight	5,465,000
368	Ciba-Geigy	643,000
273	Citicorp	1,528,400
455	Clark Arnold	249,200
*372	Climaco	615,900
508	Cling Peach of California	79,100
32	Clorox	28,423,900
50	Coca Cola	18,094,800
392	Coleco	458,100
503	Sidney Colten Enterprises	86,600
12	Colgate Palmolive	51,154,700
533	Colorforms	31,300

Abourezk unit looks into regulation of image advertising

Oil companies and their agencies are subpoenaed for information on institutional ads; spokesman for subcommittee says it's all to determine effectiveness of regulation of such commercials

A Senate subcommittee has subpoenaed documents from major oil companies and their advertising agencies as part of an investigation into federal regulation of corporate image advertising, causing concern in the advertising community. But a spokesman for the subcommittee, in answer to questions last week, sought to dispel suggestions that the panel, Senator James Abourezk's (D-S.D.) Subcommittee on Administrative Practice and Procedure, is on a witch hunt.

Senator Abourezk, who has sponsored legislation to break up the 18 major oil companies, has been active in the field of energy advertising before, winning a fairness doctrine complaint in 1977 against WTOP-TV Washington for carrying a Texaco TV commercial that Senators Abourezk and Birch Bayh (D-Ind.) and the Energy Action Committee successfully contended was an argument against divestiture legislation.

But Charles Ludlam, a counsel for the Abourezk subcommittee, said last week that "we haven't taken sides" in the investigation. Institutional advertising is a "very interesting subject," he said, "about which little is known." He said the subcommittee sees a "significant public interest" in the advertising practices and is studying whether the federal agencies with jurisdiction are doing their jobs.

There are four agencies being studied: the FCC, which must determine whether a commercial raises a controversial issue of public importance, triggering the fairness doctrine; the Federal Trade Commission, with authority to act against ads that are false or misleading; the Internal Revenue Service, which must deny tax deductions for advertising that attempts to influence the public on legislative or political matters, and the Department of Energy, with jurisdiction over the question of utility advertising costs to consumers.

The subcommittee says it is studying the effectiveness of these agencies' efforts as well as the extent to which they can be coordinated to avoid duplication, according to a letter that went out with subpoenas to several companies.

Mr. Ludlam said the investigation is in "the preliminary stages" right now, and he declined to name the firms that received subpoenas. But it has been reported

that they include four oil companies and their advertising agencies: Exxon and McCaffrey & McCall; Gulf and Young & Rubicam; Mobil and Doyle Dane Bernbach, and Texaco and Benton & Bowles.

They were asked to supply all their ads, broadcast and print, since Oct. 17, 1973; all information and surveys about the effects of the ads on the audience; names of the people who worked on the ads and information about the ads' connections with lobbying efforts by the companies.

Mr. Ludlam termed the material "background information." "The companies providing it have been very cooperative so far, he said." They are not targets." Furthermore, he added, the panel is "not interested in substituting its judgment on content."

Eventually the investigation will blossom into hearings this year, Mr. Ludlam said, perhaps by next fall.

■ On the other side of Capitol Hill, meanwhile, there is another inquiry that touches on advertising, this one by the House Government Operations Subcommittee on Commerce, Consumer and Monetary Affairs. This inquiry, in progress eight months, is studying the question of "grassroots" lobbying by corporations, specifically the IRS's enforcement of the prohibition against deducting as a business expense lobbying aimed at the public. Subcommittee counsel Peter Barash said the panel has found "substantial non-compliance" with the tax laws. Advertising, he said, makes up a "significant part" of grassroots lobbying. He had difficulty thinking of any broadcast examples, saying "It is primarily a print problem." The subcommittee plans to open hearings in three to four weeks.

Advertising Briefs

Another for attorneys. Tennessee state supreme court has decided to permit broadcast advertising by lawyers. While there was little objection to allowing attorney ads in print, practice in broadcast format had been questioned. On argument by Tennessee Association of Broadcasters, court approved it 3-2, on April 10, making Tennessee fifth state to give its permission for lawyer ads on radio and TV after Colorado, Maryland, Wisconsin and Ohio.

Northwest expansion. A very-Knodel Television, New York, has opened offices in Seattle and Portland, Ore. Seattle office is at 221 First Avenue West; (206) 282-4900. Jack Davis, sales manager of KJR(AM) Seattle, has been named manager. Portland office is at 620 S.W. Fifth; (503) 223-5980. Heading office is Ron Hillbury, former marketing director for Simpson/Reilly, Portland.

New member for SRA. Major Market Radio Inc., New York, joined Station Representatives Association, effective April 1. MMR becomes 13th radio member of association, which now includes 32 radio and television station representative firms.

MIKE'S AHEAD HEAD-TO-HEAD-TO-HEAD!

NO.1 IN PHILADELPHIA

In the only market where Mike, Merv and Dinah compete in the same time period (4-5:30 PM) The Mike Douglas Show on KYW-TV continues to be the big winner.

MIKE vs MERV

- + 11% Rating
- + 10% Share
- + 13% Households
- + 9% Women
- + 7% Men

MIKE vs DINAH

- + 25% Rating
- + 21% Share
- + 29% Households
- + 25% Women
- + 12% Men



Source: Feb. 1978 NSI

The audience figures shown are estimates, subject to the techniques and procedures used by the service used.

THE MIKE DOUGLAS SHOW
GROUP W PRODUCTIONS
 INC. WESTINGHOUSE BROADCASTING COMPANY
 90 PARK AVENUE, NEW YORK, NEW YORK 10016

MORE WOMEN FOR MIKE!

FEB. 1978 vs. NOV. 1977
Including such significant increases as:

- + 36% NEW YORK
- + 20% LOS ANGELES*
- + 8% PHILADELPHIA
- + 20% BOSTON
- + 58% SAN FRANCISCO
- + 23% DETROIT
- + 64% PITTSBURGH*
- + 22% ST. LOUIS
- + 38% MINNEAPOLIS-ST. PAUL
- + 15% SEATTLE
- + 34% ATLANTA
- + 8% TAMPA
- + 8% BALTIMORE
- + 29% HARTFORD-NEW HAVEN
- + 12% DENVER
- + 10% SACRAMENTO
- + 32% KANSAS CITY
- + 43% BUFFALO
- + 21% SAN DIEGO
- + 30% PHOENIX
- + 24% GRAND RAPIDS
- + 24% LOUISVILLE
- + 10% ALBANY-SCHENECTADY
- + 33% LANCASTER-HARRISBURG
- + 14% SAN ANTONIO
- + 24% RALEIGH-DURHAM
- + 47% WICHITA-HUTCHINSON
- + 63% KNOXVILLE
- + 28% JACKSONVILLE
- + 5% ROCHESTER, N.Y.
- + 157% FRESNO
- + 42% CHAMPAIGN-SPRINGFIELD-DECATUR
- + 36% HONOLULU
- + 15% LINCOLN
- + 200% GREENVILLE-NEW BERN-WASHINGTON
- + 64% YOUNGSTOWN
- + 78% LEXINGTON
- + 22% FARGO-VALLEY CITY
- + 67% DULUTH-SUPERIOR
- + 39% LAFAYETTE
- + 43% CHARLESTON, S.C.
- + 21% TRAVERSE CITY-CADILLAC
- + 50% MASON CITY-AUSTIN-ROCHESTER
- + 13% YAKIMA
- + 17% LAS VEGAS
- + 40% BOISE
- + 10% ALBANY
- + 20% PRESQUE ISLE
- + 25% SARASOTA

*half-hour time difference, all others some time period
Source: NSI

The audience figures shown are estimates, subject to the techniques and procedures used by the service noted.

THE MIKE DOUGLAS SHOW
GROUP W PRODUCTIONS
INC. WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, NEW YORK 10016

drugs, that his wife and children had been followed and that the claimed harassment included auditing of his tax returns.

But Judge Gesell, in an order issued in January, said the suit could not proceed as long as Mr. Anderson refused to divulge his sources. The defendants wanted to test Mr. Anderson's statements against the recollection of others—including the sources with knowledge of the matters, Judge Gesell said. Mr. Anderson claimed newsman's privilege, as guaranteed by the First Amendment, entitled him to protect his sources.

But, Judge Gesell said in his January order, "Plaintiff is attempting to use the First Amendment simultaneously as a sword and shield." He cannot have it both ways. Plaintiff is not a bystander in the process but a principal. He cannot ask for justice and deny it to those he accuses."

Judge Gesell said in his order last week that Mr. Anderson had notified the court "that on grounds of principle he would continue to refuse to answer" the questions.

The envelope please

Winners are announced in Roy Howard and National Headliner competitions

Two more rounds of kudos have been bestowed on broadcasters, as the Scripps-Howard Foundation last week presented its Roy Howard Public Service Awards and the Press Club of Atlantic City announced who will be picking up National Headliner Awards later this month.

Taking top honors in the broadcast division of the Roy W. Howard awards was KOY(AM) Phoenix for the airing of *The I.R.E. Reports*, a copyrighted series on crime in that state prepared by a group of reporters after the murder of newspaperman Don Bolles; KOY supplemented the report with a documentary of its own. The programs were aired over 18 days. The Scripps-Howard Foundation awarded a bronze plaque and a \$2,500 cash prize.

Both second prizes of \$1,000 went to CBS-owned stations: WBBM-TV Chicago for *Slum Landlords* and KNX-FM Los Angeles for *Rape is a Four Letter Word*.

In KOY's case, it was the first time a radio station beat out the TV entries for first place. KNX-FM was the first FM ever to take a Howard award.

For radio, the following stations and organizations took National Headliners:

- WFAA(AM) Dallas for consistently outstanding reporting in cities over 250,000; KTBB(AM) Tyler, Tex., for cities under 250,000.

- WILO(AM) Frankfort, Ind., Mall Dodson Memorial Award for outstanding public service.

- WSGN(AM) Birmingham, Ala., for outstanding documentary, *A Matter of Fraud—A Question of Ethics*.

- National Public Radio for outstanding public service by a network for *Cape Cod, the Grand Tour*.

- Associated Press Radio for outstand-

ing documentary by a network for *The New Staff-Shade Behind the Sunbelt*.

And for television:

- WCBS-TV New York for consistently outstanding reporting in cities over 500,000; KUTV(TV) Salt Lake City for cities under 500,000.

- WJLA-TV Washington for outstanding public service.

- WCVB-TV Boston for outstanding documentary, *Dying to Grow Up*.

- NBC-TV for consistently outstanding reporting by a network for *The New Mob*.

- ABC-TV for outstanding public service for *Minute Magazine*.

- NBC-TV for outstanding documentary for *The Last Voyage of the Argo Merchant*.

Consumer news becoming fixture in TV journalism

Survey finds that in top markets most stations devote some time to it

Eighty percent of television station news directors and producers think the consumer movement has changed TV news. More than 60% say consumer reports have become regular features on their news programs. Fifty-one percent claim to have reporters specializing in consumer affairs.

Those are among the results of a "TV News and Consumerism" study released last week by the TV-radio department of Ruder & Finn, a New York-based public relations firm. Surveyed were 120 news directors and producers from the top 50 markets, representatives of two network affiliates from each market, and 20 independent stations, all said to have been randomly chosen.

The definition "of consumer news" was left to the individual news directors and producers surveyed.

Among the survey's specific findings:

As market size increased, so did the amount of consumer reporting, the survey found. More consumer reporting also was likely at network affiliates.

Of the total sampling, 69% reported airing consumer news two or more times each week. Within the top 16 markets, the figure rose to 79%; markets 17-33 averaged 78%, and markets 34-50: 42%.

Among network affiliates, 74% said they were offering consumer news at least twice a week; only 40% of the independents said the same. Ninety-four percent of the network affiliates in the top 16 markets said such reporting came at least twice weekly; 64% said at least four times a week. In the same markets, 41% of the independents said consumer reports came two or more times a week; only 8% went as high as four reports a week.

The poll said that 21% of all the stations had a production or research crew working on consumer stories. Within the top 16 markets, 80% claimed to have consumer reporters.

minimum." In other words, it's hard to know what the right move is until it's usually too late to make it. According to Dr. Kissinger, that is why decisions based on morality and confidence are so often required. "This," he said, "is the tragedy of policy making."

Asked during a question and answer session if he thought network newscasters had become too intimately involved with the diplomatic process, Dr. Kissinger replied with what was in effect a plea for longer network newscasts. Broadcasters do not have the time in a half hour, he said, to properly explain "the relationship of various events to each other and the sense of nuance that makes the difference between great achievements and mediocrity." He also said that "theoretically" limiting coverage of terrorist activities might reduce their frequency, but he added, "I have no brilliant idea as to how to do this without a massive invasion of freedom of the press."

Dr. Kissinger told BROADCASTING that the disastrous ratings for his NBC News special about Euro-communism, which scored an 8.6 rating and a 14 share on Jan. 13— "that week's least-watched show— didn't surprise him because he has "no feel whatsoever" for ratings. The allegations from Harvard University professors and others that the program was biased also didn't surprise him, he said, because "I've had the same arguments with my Harvard colleagues for years."

The subject and scheduling of Dr. Kissinger's next NBC special have not yet been determined, but NBC President Herbert Schlosser said discussions between Dr. Kissinger and NBC News President Lester Crystal are in progress. Mr. Schlosser, who is said to be responsible for signing Dr. Kissinger to his exclusive NBC contract, sat next to him during last week's luncheon (the dais was laden with NBC executives in general), and IRTS President Giraud Chester credited Mr. Schlosser with setting up Dr. Kissinger's speech.

Asked about his own plans, Mr. Schlosser said that he is just now beginning to concentrate on deciding what he will do when Fred Silverman relieves him in June. He said he has discussed options with representatives of some organizations (he wouldn't say which ones), but that a position with RCA has not been ruled out.

Judges may deny reporters access to some proceedings

Supreme Court upholds decision barring Florida press from certain exhibits and discussions

The U.S. Supreme Court last week left undisturbed a lower court decision that a federal judge may deny reporters access to some exhibits and to bench discussions between himself and counsel. The judge

had said such precautions were necessary if there was "a bare possibility" that unsequestered jurors were reading the newspapers.

The ruling, by Judge Ben Krentzman, was issued in the first of two trials of former Senator Edward J. Gurney (R-Fla.), who was eventually found innocent of all charges.

Reporters for the *Miami Herald* and the *St. Petersburg Times* and their newspapers protested to the U.S. Court of Appeals for the Fifth Circuit that Judge Krentzman's orders denying them access to exhibits— some admitted into evidence but not yet shown to jurors, others not yet admitted into evidence—or to bench conferences violated the First Amendment guarantee of a free press and the Sixth Amendment guarantee of a public trial.

The appeals court rejected the arguments.

In another court action involving reporters' access to court-related matters, U.S. Judge James R. Miller in Baltimore refused to unseal the transcript of a tax hearing involving Hancho C. Kim, who was convicted on April 15 in the Korean influence-buying scandal on Capitol Hill.

The suit to unseal the transcript was filed by the Baltimore Sunpapers after two of its reporters were barred from a pretrial hearing by Judge Miller. The hearing involved a motion by Mr. Kim and his wife to have their indictment on two counts of income tax evasion dismissed.

Judge Miller, noting that the Kims had urged the court to keep the records under seal, said, "The press has no more right to information in the bosom of the judiciary than the public."

Journalism Briefs

Model TV Ford. After various reschedulings and subject matter changes, first NBC-TV special with former President Ford now is expected this month. Network has set aside Wednesday, April 26, 10-11 p.m. (NYT) for *Gerald R. Ford: Presidential Decisions*, discussion on foreign policy then and now, with John Chancellor reporting.

Soft cover. Paperback edition of "Synopsis of the Law of Libel and the Right of Privacy" has been issued by E. W. Scripps Co. for general distribution. Original hardcover edition was printed last year by company for its newspapers, broadcast outlets, syndicates and UPI. In it, Cleveland communications lawyer Bruce Sanford discusses general principles of law and right of privacy as they apply to news media specifically. Individual copies are \$1.25, which includes postage. On orders of 10 copies or more, it is \$1 per book plus cost of postage and handling bulk shipments. Address: Newspaper Enterprises Association, Box 91428, Cleveland 44101

Most cooperative. Four radio stations will be honored for outstanding membership cooperation with AP during 1977. They are KFUL(AM) Garden City, Kan. (over-all cooperation); WNEG(AM) Toccoa, Ga.

(spot news); KOBE(AM) Las Cruces, N.M. (member enterprise), and WRBQ-FM Tampa, Fla. (weekend news coverage). Twenty-eight other stations were cited for honorable mention certificates by the AP Broadcasters, which will present plaques to winners at its annual convention in Cincinnati June 1-3.

What price vanity. Three young hostages sneaked away from their captor last week in Menlo Park, Calif., as alleged abductor, Al Bouyer, was shaving in preparation for televised interview with John Hambrick, anchorman for KRON-TV San Francisco. Mr. Bouyer, described by local police as escaped convict from Alabama, had requested television appearance to proclaim innocence of crimes police said he committed.

Jack Anderson suit against Nixon and aides is dismissed

Judge said columnist tried to make First Amendment 'sword and shield' in refusing to reveal sources

Columnist Jack Anderson, forced to choose between divulging sources or seeing a \$22 million court suit against former President Richard Nixon and members of his administration dismissed, saw the judge in the case throw out the suit.

U.S. District Judge Gerhard Gesell in Washington said there is "substantial indication" that Mr. Anderson "can prove acts of official harassment."

But, he noted, Mr. Anderson refused, "on principle," to identify his sources. And an "orderly trial, fair to both sides," Judge Gesell added, "cannot proceed to a just result unless the plaintiff reveals the names of all his relevant sources."

Accordingly, in response to a motion by the defendants, Judge Gesell dismissed the suit.

Besides Mr. Nixon, the defendants in the suit included former Secretary of State Henry Kissinger, former Director of the Central Intelligence Agency Richard Helms, former Attorney General John N. Mitchell, former White House aides H.R. Haldeman, John D. Ehrlichman, Charles W. Colson, John Dean and 11 others.

Mr. Anderson had claimed that former President Nixon and his aides had ordered an investigation of him that included illegal wiretapping and unlawful entries. Mr. Anderson also said that his 1971 column alleging that the Nixon administration, despite its outward appearance of neutrality, had tipped toward Pakistan in its war with India, triggered an investigation of him by the White House "plumbers" unit, which had been established to plug administration news leaks.

Nor were those the only claims. Mr. Anderson had alleged that there had been a plot to murder him by use of poison, another to inject him with hallucinogenic

Arledge makes his news move

Reasoner and Walters to be shunted aside in favor of rotating anchor team headed by Reynolds in Washington, Jennings in London, Robinson in Chicago; she's to do interviews; he's asked for release to return to CBS

Correspondent Frank Reynolds will be "the main anchorperson" on *ABC Evening News*, serving as head of the national desk and based in Washington, and other major news desks will be located in London, Chicago and New York under plans announced last week by **Roone Arledge**, president of ABC News and Sports.

In addition to Mr. Reynolds, key correspondents will be:

- Peter Jennings, ABC News's European correspondent, who will head the foreign desk, based in London, and serve as anchor for that area—when he is not out covering news developments in Europe, the Middle East, Africa and other points.

- Max Robinson, anchorman on WTOP-TV Washington's *Eyewitness News* since 1969, who will head the domestic desk, based in Chicago, and serve as anchor for news in that area—the first strong Midwest news operation by any network in many years, Mr. Arledge noted.

- Barbara Walters, currently co-anchor with Harry Reasoner, who will work from a "special coverage desk" in New York, specializing in interviews and in tapping high-level news sources but doing little or no anchor work in the sense of reading or introducing stories. Thus in New York, where networks have traditionally based their news anchors, ABC News will have none on a regular basis.

Mr. Arledge, who announced the plans at a news luncheon in New York on Wednesday, indicated that nothing had been decided about Mr. Reasoner's future, except that he won't be part of the new setup. Mr. Reasoner has said he wants out of his ABC contract, reportedly to re-join CBS News.

Mr. Arledge said that the new *Evening News* structure would probably go into

effect this summer and that in the meantime Mr. Reasoner would continue as co-anchor "for a while." He said he has been having talks with Mr. Reasoner about his future and that there would be "an announcement," although he couldn't say when.

He repeatedly refused to say whether ABC would let Mr. Reasoner out of his contract. That has two years to run, but Mr. Reasoner has insisted he had an oral agreement with earlier ABC News officials to let him out in June of this year if he wasn't satisfied in the job.

Mr. Arledge did say that it is customary to hold people to their contracts and, responding to a questioner's suggestion that he was "tormenting" Mr. Reasoner, he said that if ABC does release him, it will be "an act of compassion."

Howard K. Smith will continue his thrice-weekly commentaries on *Evening News* under the new setup, Mr. Arledge said, and Tom Jarriel will be "kind of a roving on-the-spot coverer of events" and "also fill in" for the other anchors—ABC News prefers to call them "principal reporters"—when they're out on assignment.

Mr. Arledge said he hoped to open a West Coast news desk in Los Angeles later but wasn't planning it along with the other changes "because I didn't want to confuse everybody." He suggested that a West Coast desk might permit the insertion of regional stories into the regular West Coast feeds, but said that it wouldn't be economically or technically practical to have "different stories for different parts of the country" on a regular basis.

In answer to another question he said the new format would be ideal for a one-hour newscast and "I'd love it [expansion to an hour] but I can't see it happening." ABC and CBS were ready to expand a couple of years ago despite affiliates' objections, he recalled, but "NBC pulled the rug out" by announcing it would not expand.

Av Westin, executive producer of *Evening News*, and control of the broadcast will remain in New York at least for the foreseeable future, Mr. Arledge said. He did not rule out an eventual move to Washington but said he felt that keeping production control in New York would provide a better perspective and a more objective evaluation of news from all sources.

Mr. Westin, like Mr. Arledge, empha-

sized that with the new format ABC News is moving the broadcasts "out of the studio to where the news is." Mr. Westin called it "a major innovation in bringing the news to the American people."

Messrs. Reynolds, Jennings and Robinson, who also spoke at the news conference, also stressed the team spirit and their own determination to provide top-quality news service.

Ms. Walters was en route back from Panama, where in an interview broadcast Wednesday night Panamanian leader Omar Torrijos Herrera told her he had developed contingent plans to blow up the Panama Canal. Mr. Arledge said he had hoped to arrange closed-circuit facilities for her to speak to the news conference but had been unable to. In any case, he said, she is delighted with the new *Evening News* arrangement.

Mr. Arledge said Washington was chosen as site for the national desk because that's where news of most importance to Americans happens. Chicago was chosen for the domestic desk because important news events often occur in "the heartland of America" and are too often under-reported. London will be the base for the foreign desk but its beat will be international and Mr. Jennings will travel widely.

Indeed, ABC News's announcement said, the key to the whole new operation "is the mobility of the principal reporters."

Kissinger's words for the IRTS wise

The focus was mainly foreign, but NBC's resident diplomat made some media connections; he backs a longer news block

Former Secretary of State Henry Kissinger addressed a luncheon gathering of the International Radio and Television Society in New York last Wednesday, and his speech was directed solely at matters of foreign policy. But his underlying philosophic theme may have had some network executives nodding their heads in agreement.

"The most difficult problem in policy making," he said, "is that when your scope for action is greatest, your knowledge on which to base that action is at a



Arledge



Reynolds



Jennings



Robinson



Reasoner



Walters

Game shows abroad. Fremantle Inc., New York, has been granted European and British rights to game shows created by Goodson-Todman Inc., New York. Fremantle will not license these shows to foreign TV stations or organizations but will co-produce them with originating outlet. Starting shortly will be Italian production of *The Better Sex* and Belgian, Dutch and German versions of G-T's *Family Feud*.

Big climb. ABC Sports reportedly paid \$1 million for exclusive coverage of attempted climb of 1,500-foot-high cliff in Zion National Park, Utah, by George Willig, man who scaled New York's World Trade Center last year. Two-day climb, which ABC said is first such feat to be covered live, was scheduled for April 22-23 (4:30-6 p.m. NYT).

Brave world. NBC-TV is producing four-hour miniseries version of Aldous Huxley's futuristic novel, "Brave New World." Plans are to air program in 1978-79 season, with Jacqueline Babbitt (*Sybil*) and Universal producing.

Seller's seller. Milt Strasser Associates, television sales firm serving independent producers and distributors has been formed. Headed by Milt Strasser, former Eastern division sales manager for Avco-Embassy Pictures-TV, company listed following clients: Television Syndication Group, Ben Barry Associates, Exclusive International Pictures, Harmill Productions Ltd. and World Communications Group. Strasser will be based in Spring Valley, N.Y.

A new kind of TV drops into Syracuse

Illegal and X-rated, 'Lucky Seven' is instant if not long-running sensation

An experiment in what might be called guerilla television hit the airwaves in Syracuse, N.Y., during the April 15-16 weekend when an unlicensed station calling itself "Lucky Seven" broadcast several popular movies, including the X-rated "Deep Throat."

Reports vary as to when Lucky Seven first went on the air, but members of the area's TV business believe it may have been broadcasting on a limited basis, at times sending out only audio, for as long as a month. During the weekend of the 15th, it apparently upped its transmission power, and viewers near the University of Syracuse were offered such movies as "Deep Throat," "Rocky" and "One Flew Over the Cuckoo's Nest" in addition to programs such as *Saturday Night Live* and *Star Trek*. At one point Lucky Seven reportedly aired a satirical newscast with an anchorman wearing a gas mask. The point, said one local newsmen, was that all TV news is "stinko."

Lucky Seven (for the market's

unassigned channel seven) also had its own theme song and logo—a pair of dice.

Despite what was described as a poor quality black-and-white picture, the pirate station's increased program schedule drew the attention of local broadcasters and an FCC investigation has been initiated. The consensus was that the operation was the handiwork of students at the university, although Lucky Seven ceased its operations before the commission could trace the origin of its signal. As one local broadcaster put it, "If these kids are smart enough to put a television station on the air, they're smart enough to take it off before they get caught." Unlicensed broadcasting is punishable by a fine of up to \$10,000, a year in jail or both, according


to Edward Kelly, senior engineer in the FCC's Buffalo, N.Y., office.

Mr. Kelly and others said that setting up a TV station is not technically difficult. Armed with a basic knowledge of electronics, a camera and a video cassette recorder (one broadcaster said he had seen marks on Lucky Seven's pictures characteristic of such recordings), aspiring station managers would only have to build or buy a distribution modulator and an antenna to be in business. Officials at Syracuse University and other nearby schools reportedly checked their broadcasting and cable facilities at the time Lucky Seven was on the air to establish that they were not the source of the broadcasts.

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end of this year; the companies are looking to start with some 50,000-60,000 rooms ready to offer the service.

HBO meanwhile is said to be developing "specially designed program guides, lobby, elevator and front-desk posters, in-room advertising and merchandising materials." Within the service areas of its more than 500 affiliates, it says, are more than 500,000 hotel/motel rooms. The specific charge to the hotel/motel operator will be determined by the individual cable system.

Of the two hotel managers quoted in the HBO release, one represented the Phoenix Holiday Inn Airport hotel and was quoted as saying "Guests enjoy HBO very much. Now when they return to our Holiday Inn, many are specifically requesting a room with Home Box Office . . ."

For the past six months, according to an HBO spokesman, the service has been tested in more than a dozen hotels.

ABC stands nearly pat on Saturday morning

Only one hour is changed; network will embark on Sunday AM show

ABC-TV, ahead of CBS-TV by a nose in the Saturday morning ratings competition, last week announced the least-changed Saturday line-up of the three commercial networks. ABC's biggest new thrust in children's programs is to come on Sunday morning, when it will introduce a new "informational-variety" program called *Kids Are People Too*.

ABC says the new show is "a significant departure in network children's programming"—it is to feature interviews with art and entertainment personalities. *Kids Are People Too* also will present some new twists for affiliates. Stations are to be offered a 90-minute program, which they can use in its entirety or for only the last 60 minutes. And, for "the encouragement of local participation," the program is to have some segments designed to provide opportunities for cut-aways to a local children's personality. Since it is scheduled to start at 10 a.m., it gives affiliates the option of adding a half hour to their Sunday morning network feed. The current schedule starts at 10:30 a.m. with *Jabberjaw* and continues with the *Great Grape Ape Show* (11-11:30 a.m.) and *Animals, Animals, Animals* (11:30 a.m.-12 noon). *Jabberjaw* and *The Great Grape Ape Show* are canceled as of the new schedule's premiere Sept. 10.

Beginning Sept. 9, the Saturday line-up will have two new half-hour shows—*The All New Pink Panther Show* and *Fangface*, "a loveable character whose life becomes complicated whenever a full moon or even a picture of one appears." Canceled is the one-hour *Krofft Supershow*. New formats and new titles will be given two returning series, *The Scooby All-Star Laff-a-Lympics* and *Superfriends*. The *ABC Weekend Specials*

anthology, which had usually run at 12 noon-12:30 p.m., sometimes to 1 p.m., is now to run consistently at 12 noon-12:30 p.m., an ABC spokesman said, while the *ABC Afterschool Specials* will continue with seven original and seven rerun productions on staggered weekday afternoons.

Following is ABC's new Saturday schedule (for CBS's and NBC-TV's revisions, see BROADCASTING, April 3):

The All New Pink Panther Show (8-8:30 a.m.); *Challenge of the Superfriends* (8:30-9:30 a.m.); *Scooby's All-Stars* (9:30-11:30 a.m.); *Fangface* (11:30 a.m.-noon); *ABC Weekend Specials* (noon-12:30 p.m.); *American Bandstand* (12:30-1:30 p.m.)

P&G-Italian TV venture

RAI Corp. (Radiotelevision Italiana) and Procter & Gamble Productions are joining forces to co-produce *Marco Polo*, a six-hour project based on the life of the 13th century Venetian explorer. Producer Vincenzo Labella and writer Anthony Burgess (both with credits from *Jesus of Nazareth*) have been signed. P&G had sponsored *Jesus of Nazareth*, produced by RAI and ITC Entertainment, and aired on NBC-TV last year. Filming is planned in Italy, Iran, Afghanistan, India, Tibet, Burma and the People's Republic of China.

Renato M. Pachetti, president of RAI Corp., estimated production costs at \$6 million to \$7 million and said P&G planned to offer its sponsorship of the miniseries on one of the commercial TV networks, probably in the fall of 1979.

Broadcasters would have FCC say nay to CCMM on children's reporting

Opponents charge proposal to revise Form 303 is just backdoor approach to reopen children's programming inquiry

"There is no need to create the additional administrative and processing burdens of yet another FCC annual report," one group of broadcasters told the FCC last week as the deadline passed for comments on a proposal to redefine children's programming.

A petition filed earlier this year by the Council on Children's Media and Merchandising (BROADCASTING, Feb. 6) asked the commission to make several substantial changes to its Form 303 that would, among others, change the definition of children's programming from shows produced for children to shows viewed by significant numbers of children.

A brief prepared by the Washington law firm of Pierson, Ball & Dowd for the Association of Independent Television Stations, Gaylord Broadcasting and Pittsburgh Telecasting Inc. (the licensee of WPGH-TV there, an independent UHF)

called the council's petition a "veiled effort" to bring up issues the commission chose not to concern itself with when it issued its report on children's television in 1974. The petition "is bereft of evidence indicating changed circumstances or other reasons for altering the conclusions reached by the commission after careful study of similar council requests," the brief said.

An equally strongly worded filing was made by American Broadcasting Companies Inc. ABC said the council's petition "proceeds from faulty assumptions" that (1) "substantial abuses" exist in children's programs; (2) "the process of self regulation is ineffective," and (3) "alleged deficiencies . . . can be remedied by broader definitions and more information."

ABC said the council's proposals for more information from licensees amounted to "an elaborate web of regulatory procedures in search of a problem." Nor did the network stop there. It called the proposals "inappropriate and unnecessary" and said they constituted an "unwarranted effort to shape the programming decisions that licensees should make."

Other filings were made by Metromedia Inc. (which asked the commission to dismiss the council petition out of hand) and the National Association of Broadcasters. NAB called the petition a "contrived and shallow concealment of a relentless drive to rewrite" the commission's 1974 policy statement (BROADCASTING, April 17).

Program Briefs

Capcities connection. Total of 176 stations, perhaps "the largest independent commercial TV network to air a major news documentary," are set to carry Capital Cities Television Productions' April 27 one-hour prime-time special on energy, *The \$45 Billion Connection*.

MCA's salaries. Lew R. Wasserman, chairman and chief executive officer, and Sidney Jay Sheinberg, president and chief operating officer, were MCA Inc.'s highest paid officers in 1977, receiving \$300,000 each. Proxy statement anticipating May 23 annual meeting in Chicago also shows Vice Presidents Frank Price and Ned Tanen as next highest paid, at \$250,000 each. Under separate contracts Mr. Wasserman is to receive no less than \$250,000 annually through 1981, then serve as consultant at \$100,000 annually; Mr. Sheinberg is to get no less than \$250,000 annually to Jan. 2, 1982; Mr. Tanen no less than \$220,000 annually to Jan. 2, 1983, and Mr. Price no less than \$200,000 annually to June 1, 1982. Jules C. Stein, 81-year-old founder of MCA, was paid \$52,000 as director and executive in 1977.

Strong mover. As *Newlywed Game* enters second year of production for syndication, Worldvision Enterprises reports Chuck Barris production has been sold in 77 markets, 24 of the top 25 and 46 of the top 50.

