It's 1977.
Do you know where your superstars are?
WTEN Albany-Schen-Troy
KOB-TV Albuquerque
WSB-TV Atlanta
WBAL-TV Baltimore
WAPI-TV Birmingham
KTVB Boise
WLVI-TV Boston
KCRG-TV Cedar Rapids-Waterl
WCIA Champ-Spring-Dec
WCIV Charleston, SC
WRET-TV Charlotte
WMAQ-TV Chicago
WXIX-TV Cincinnati
WKYC-TV Cleveland
WOLO-TV Columbia, SC
WBNS-TV Columbus, Ohio
KRIS-TV Corpus Christi
KTVT-TV Dallas-Ft. Worth
WHBF-TV Davenport-RI-Molin
WHIO-TV Dayton
KOA-TV Denver
CBET Detroit-Windsor
KDAL-TV Duluth-Superior
WEAU-TV Eau Claire
KVTI-TV El Paso
WJET-TV Erie
KVAL-TV Eugene
WTWW Evansville
WJRT-TV Flint-Saginaw-Bay Cit
WBBH-TV Ft. Myers
WANE-TV Ft. Wayne
KMJ-TV Fresno
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“The Mary Tyler Moore Show”
Could your Early News use more young adults?

If so, take a hard look at your lead-in.

You'll find the number of young adults in your Early News is greatly influenced by its preceding program.

MCA TV is in the lead-in business and we'd like to share with you a just-completed, eye-opening research study, "How To Build A Young Adult Franchise In Your Early News."

It could just be the best news you've ever had on your Early News! MCA TV
The Week in Brief

A MATTER OF SEMATICS  □ They're no longer calling it a rewrite but rather a review of the Communications Act in the House Communications Subcommittee. PAGE 19.

SPORTING  □ Congress gets in on the action on pay TV siphoning of sports and will possibly look into the three network sports coverage of tennis, boxing and the Olympics. PAGE 19.

IN THE BEGINNING  □ House Communications Subcommittee begins review hearings on the Communications Act. PAGE 20.

ON THE ROAD TO RECOVERY  □ CBS affiliates meet in Los Angeles with a conviction they will be number one in prime time next season. PAGE 20.

INTRODUCTION  □ The new president of CBS Inc., John Backe, outlines his formula for continued success at the CBS affiliates meeting. PAGE 21.

AFTERTHOUGHTS  □ David Frost assesses the journalistic and historic aspects of his interviews with former President Nixon. PAGE 22.

IN FROM THE COLD  □ CBS News President Richard Salant confirms that a lot of those stories they told about a CIA-CBS connection were true all along. Most of the incidents and practices dated back to cold war days, and he says they ended when he took over as news chief. PAGE 22.

FCC FEELS BUCKSHOT  □ Appearing before the House Communications Subcommittee, Chairman Wiley and his colleagues answer criticism and sharp questioning on procedures and policies. PAGE 25.

CONFlict OF INTEREST  □ FCC's busy week on Capitol Hill also included an appearance before Moss subcommittee which berated the commission for its policy on stock holdings of its employes. PAGE 28.

ARBITRON CRACKDOWN  □ The measurement service advises broadcasters that it condones conventional hyping, but it will cut off stations it catches using methods that confuse or entice survey participants. PAGE 32.

$6.4-MILLION SPENDER  □ Mariner Communications Corp. becomes a new name in the broadcast field as it announces plans to buy WMEX Boston and KBOO Kansas City. The K. C. buy will be an alltime high for FM. PAGE 32.

WILEY SWINGS BACK  □ The FCC chairman tells state association presidents that he intends to stick by his principles regardless of court setbacks. PAGE 33.

MORE COMMERCIAL TIME  □ D-F-S's Louis Fischer suggests a rearrangement that would permit broadcasters to squeeze in more advertising. He feels increased supply would keep prices down and obviate need for a fourth network. PAGE 40.

SKEPTICS  □ All media advertising got poor marks insofar as the public's believability is concerned. That's just one part of a national survey that also rated the performance of government agencies. PAGE 42.

CBS-TV'S CONFIDENCE  □ President Robert Wussler assures affiliates that network's bench strength, built up in the last year, will pay off in the fall programming line-up. Research Director Becker also comes up with some heartening statistics. PAGE 43.

PBS'S FALL SCHEDULE  □ Member stations get a closed-circuit feed of what's in store. Included are Sunday morning programs and Dick Cavett at night. PAGE 46.

SEVAREID'S REBUTTAL  □ The elder network correspondent has a few choice words at the CBS-TV affiliates meeting where he counters criticism of television. PAGE 47.

NEGLECTED  □ A Senate study claims that the TV networks have become increasingly disinterested in televising committee proceedings. It recommends ways to attract more coverage, including a re-examination of the public-affairs obligations of licensees. PAGE 47.

MONTREUX TIME  □ This year's exhibition may bring a European showdown for ENG and videotape. PAGE 50. Here's a look at the manufacturers who will be on hand and what they're offering. PAGE 51.

SOUTHERN AND RELAXED  □ Jody Powell seems to be instilling a more comfortable feeling in the White House press corps. As news secretary to President Carter, he combines an aw shucks manner with a good mind and strong personality to build that rapport. PAGE 73.
This extensive complex of buildings in Harrisburg, capital city of the Commonwealth of Pennsylvania, houses an unusually large number of men and women engaged in government work. In fact, of the 201,000 people in the Harrisburg SMSA, an impressive 26.9% are directly employed in a wide range of local, state, and federal government pursuits.

WGAL-TV delivers strong buying power in a diversified area

This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production $6,603,130,000; agricultural production $365,294,000; effective buying income $6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

STEINMAN TELEVISION STATIONS


WTEV Providence, R. I./New Bedford-Fall River, Mass.
Olympic gold
NBC-TV, which has repeatedly insisted it will make money on coverage of 1980 Moscow Olympics, appears to be shooting for Olympics revenues of at least $140 million to $150 million from games, which by most estimates would indeed be profitable. Projection is based in part on unamplified line in speech by Chrysler Corp. executive saying Chrysler was offered one-fourth sponsorship for $26 million. Other agency-advertiser sources confirm this range—based, they say, on negotiations for one-eighth sponsorships. Smaller packages presumably would carry higher per-unit prices. NBC is paying $85 million for Olympics rights and it’s been estimated other costs may bring total outlay to $125 million or so.

NBC sources concede Chrysler estimate was “not far off,” but say they’re selling coverage in packages of units in various day-parts, not in percentages of total. They say they’ve made some sales but can’t identify buyers yet. Agency sources, however, report that Miller Brewing has made substantial buy and believe that Revlon and Sears are among those close to buying if not already committed.

Downfield block
White House not only is not unhappy with NBC’s decision not to cover presidential news conference last Thursday (May 26), but it has expressed willingness to ask Justice Department for advisory on antitrust implications if networks agree to rotate coverage of future news conferences. Barry Jagoda, presidential media adviser, picking up public statement made earlier (BROADCASTING, April 18), also says that President would prefer rotational coverage, that coverage by single network would be sufficient to serve public interest while other two provide regular programming. Mr. Jagoda also says White House is concerned about revenue loss networks suffer in pre-empting regular programming for conference coverage.

So far, there’s been no reaction from networks. CBS’s Bill Small says idea has never been “formally” presented by White House but has received “informal” consideration within company.

Change of venue
TV networks, whose annual round of affiliates conventions came to end last week, are scouting for change of scenery next year. All three usually hold their conventions at Los Angeles’ Century Plaza hotel, as they did this year. For break in that pattern, NBC-TV has scheduled its 1978 gathering in San Francisco (St. Francis hotel); CBS officials say their 1978 meeting will “likely” be in San Francisco and ABC authorities say they’re tentatively scheduled to return to Los Angeles but wouldn’t be surprised to land elsewhere—maybe in San Francisco but not necessarily so. If recent custom holds, they’ll be held in consecutive weeks. NBC has already picked May 14-16.

Ripple effect
Steering committee for Operation Prime Time, which brought Testimony of Two Men mini-series of six hours to prime-time TV via nonnetwork line-up this spring, is set to make important announcement involving additional programming next year, including several made-for-TV movies to be produced by Universal (Testimony producers) and perhaps others including Paramount, Viacom and Group W.

Equal opportunity employer
National Association of Broadcasters, which has no minorities or women among its top-echelon executives, is under strong pressure to choose candidate from one or other of those categories for at least one of two existing vacancies: vice president for television and secretary-treasurer. It’s likely both jobs will be filled from outside present staff, with highest priority—from board—on filling TV job before summer meeting in June. At least one woman is known to be among candidates for that job: Jane Cohen, program director of WRC-TV Washington (NBC O&O) and past president of American Women in Radio and Television.

If at first
Universal Pictures Television has laid out $90,000 for free-form half-hour comedy pilot, Flakes, which is being considered as prime-access series for 1978. Producer is Video Tape Network, New York company that specializes in distribution of programs for closed-circuit feed to colleges. Flakes, with cast of five newcomers who get involved in satirical comedy situations, will be geared to type of audience that does on NBC’s Saturday Night Live. It’s Universal’s first attempt at prime-access project since Don Adams’ Screen Test.

Morning line
Fully one-fourth of 48-member National Association of Broadcasters board is running for five board offices. Majority of those are clustered in races for vice chairman of radio and TV boards, where fields may get more crowded still. As example, Robert McKune of KTRK(AM)-KZNN(FM) Rolla, Mo., is seriously considering entry into radio vice chairman race against four announced candidates: David Scribner of Doubleday Broadcasting, Dallas; Bill Sims of Wycom Corp., Laramie, Wyo.; Paul Reid of WBBM(AM) Fitzgerald, Ga., and Jerry Lee of WOVR(FM) Philadelphia. Bill O’Shaughnessy of WWAX-AM-FM New Rochelle, N.Y., although widely thought to be opponent of Len Hensel of WSM(AM) Nashville, for radio chairman, may end up in vice chairman race. His aim is to get on NAB executive committee (which includes radio vice chairman); letter he sent board members announcing his availability doesn’t specify for what.

In other races: Three people are running for TV vice chairman: Thomas Bolger of WMVT(V) Madison, Wis.; Bill Bengson of KOAM-TV Pittsburg, Kan., and Robert McConnell of WISH-TV Indianapolis.

Kathryn Bromar of Springfield TV Broadcasting, Springfield, Mass., unopposed for TV chairman, is on way to becoming first woman NAB officer. Joint board chairmanship will go to Don Thurston of WMNB-AM-FM North Adams, Mass., who is also unopposed. Elections will be held at NAB board meeting June 27 in Williamsburg, Va.

Long line at CPB
Corporation for Public Broadcasting maintains that number-two position under President Henry Loomis is still up for grabs, but out of 417 persons who have expressed interest in senior vice president’s job vacated by Scott Miller, at least one name has surfaced among front-runners: Cortland Anderson, public relations man with New York Telephone and former managing editor of St. Petersburg (Fla.) Times. New CPB director of communications and public affairs, however, is locked up. He’s Ed Hymoff, editorial consultant to South Korean mission to UN.

Return of the prodigal
Jim Aubrey, who was known as “smiling cobra” when he served as president of CBS-TV from 1959 to 1963, is ready to jump back into television with both feet. Based in Hollywood, Mr. Aubrey has formed production company with movie and TV producer Ronald Lyon and “we’ve been approached by all three networks,” according to Mr. Aubrey. First project, already announced, is three-hour made-for-TV movie for NBC called ‘The Next Howling Wind’ about true-life incident in Pennsylvania involving series of murders of patients in asylum for criminally insane.
See it at Montreux.
At NAB, many of you saw—and tried—the kind of television equipment you one day hoped to use.
Smaller, Simpler. More flexible and reliable.
All achieved through advanced RCA engineering and design.
The new video freedom is TV equipment affording better-than-ever value, and an unparalleled style of videography.
Now, broadcasters worldwide will be able to see and try this new RCA equipment at the International Television Symposium and Technical Exhibition, Montreux, Switzerland, June 3-10, 1977.

Three kinds of camera freedom, each in NTSC, PAL or SECAM.
The brand-new TK-760 is an example of RCA advanced technology. It has created a studio camera with the ruggedness, stability and light weight that makes it a natural for field production, too.
A light camera body, a very compact CCU and a single camera cable give the TK-760 the flexibility you need for virtually any camera assignment.
Other advantages: a warm-up time of 5 to 7 seconds, automatic cable equalization and automatic timing, "firsts" for a camera in the TK-760 price range; and more automatic adjustments so that less experienced operators can obtain excellent pictures.
Another perfect example is the TK-76 portable camera. It uses no backpack of CCU, and gives you all the freedom of a 16-mm film camera.
But the TK-76 can do a few things film can never do, like providing live or taped coverage without the time delay of film processing.
The TKP-45 is freedom in a portable production camera with almost limitless applications, inside and out. An array of accessories from a truly portable Minipack CCU to a Minimax full-size lens adapter builds a versatile system all your own.
Quality TKP-45 features include 25 mm tubes, shock-mounted optics, Scene Contrast Compression, and a full complement of automatic operating features.

Video freedom in a VTR: TR-600A.
Here's exceptional integrated circuit design that lets you enhance
The considerable basic capabilities of the TR-600A with the simple addition of plug-in modules.

There's a choice of two microprocessor-controlled editing systems. SE-1 is a low-cost, previewable basic editor which allows editing to single-frame accuracy.

IE-600 is a complete electronic Code Editing system that brings sophistication, versatility to editing at half the price of previous equipment with comparable capability.

It can control one recorder R-600A, and up to eight playback R-600A's. Editing controls are mounted on the recorder's main control panel, or in a remote console.

A third option is Super High-band/Pilot for NTSC and PAL models. Such operation results in improved moiré and reduced banding—at 7½ ips or 15 ips.

And for true quad performance, the TR-600A includes a long list of automatic subsystems, many of which would be costly options on competitive recorders.

The TR-600A is designed to meet the different needs of almost any user, and is available in NTSC, PAL or SECAM.

New video freedom in film-to-tape conversion.

A key element is the TK-28 camera. Circuitry corrects errors in color balance, color levels and mid-gray gamma. It operates automatically, or manually to give the results you want.

As the TK-28 applies color corrections scene by scene, the FR-35B projector lets you handle 35 mm film with unprecedented ease, thanks to a solid-state logic servo-control, cine or 6x cine speeds, fast shuttle, variable speed (0 to 48 fps), cueing on frame (24/25 fps), freeze frame and instant start and stop.

Companion to FR-35B is the PM-86SL magnetic sound recorder which features an electric interlock for precise synchronization.

Both operate on worldwide standards with no conversion necessary.

Mini-mobile van: video freedom on the go.

This RCA mini-mobile unit is designed for interchangeable use in ENG, sports pickup and on-site shooting of commercials and documentaries.

The standard complement of major equipment includes a TR-600A or HR-400 helical-scan VTR, plus a pair of TKP-45 cameras for shooting through a cab hatch, from the roof or rear platform, or as far afield as a mile with a Triax adapter.

With RCA, it's freedom of choice for the new video freedom. And it's yours to try at Montreux.
Radio-TV

Stokely-Van Camp □ Company will feature its Beanee Weenee Chilee Weenee in three-week radio and TV campaign beginning in early August. Handley and Miller, Indianapolis, will schedule radio and TV spots in 31 Southern and Southeastern markets to reach women, 25-49.

Uniroyal □ Tire manufacturer is arranging 16-week spot-TV campaign to start in early August. Ogilvy & Mather, New York, is going after men, 18 and over, in at least 50 markets during prime, early and late fringe time.

Pillsbury □ Food service division is planning three-week spot-TV drive for its Poppin' Fresh pie shops beginning in early June. Paragon Companies, Minneapolis, is gearing campaign to women and men, 25-54, during fringe-time viewing periods in four markets.

Chesebrough Ponds □ Company has six-week TV flight set for its Aziza cosmetics beginning in early June. Waring & LaRosa, New York, is placing spots during fringe viewing periods, seeking women of all ages.

Hartz Mountain □ Pet food company has 11-week TV promotion for its various products beginning in early June. Hope Martinez Media, New York, will place spots during fringe, day and prime-time to reach women and men, 18-49.

Borden Northern □ Dairy and services division will schedule four- and five-week spot-TV buy starting in early June for its milk and ice cream. Tracy-Locke Advertising, Dallas, will handle during fringe time periods in about 35 markets to reach women, 18-49, and children.

Mars □ Company has nine-week spot-TV campaign for its Starburst and Forever Yours candy bars planned for late September. Ted Bates, New York, is mapping spots in 76 markets during early fringe time to attract children and teenagers.

Max Factor □ Cosmetic company has three-week TV campaign set for various products starting in early June. SFM Media, New York, will schedule during fringe time in about 24 markets, seeking women, 18-49.

Sunshine □ Biscuit company has spot-TV flight set for its Hi Ho crackers in early June, running for six weeks. SSC&B, New York will gear campaign to reach women, 18-49, during fringe and prime time.

Jeno's □ Food company is preparing three-week spot-TV drive for its pizza starting in early July. Independent Media Services, New York, will handle during fringe and prime-time viewing periods, focusing on women, 18-49.

Kal Kan □ Dog food company will feature its KAL Mealtime dog food in seven-week TV push beginning in early August. Honig-Cooper, Harrington, Los Angeles, will place spots during fringe, day and prime-time periods, looking for women, 25-49.

Standard Oil of Indiana □ Oil company will launch 10-week spot-TV campaign for its corporate division in early June. D'Arcy-MacManus & Masius, Chicago, is scheduling in 36 Midwest markets including Detroit, Chicago and St. Louis, during prime time. Adults, 18-49, are target audience.

Archway □ Cookie company has five-week spot-TV campaign ready for late June. Archway United Advertising, Glencoe, Ill., will buy in about 50 markets to attract women, 25-64.

Hollywood Brands □ Division of Consolidated Foods will feature its candies in four-week spot-TV promotion starting in early June. Kelly Nason, New York, will place in 31 markets during day and early fringe time, seeking women, 18-49, and teen-agers.

Crown Zellerbach □ Consumer products division has nine-week TV campaign set for various products beginning in late June. D'Arcy-MacManus

Source: N1I, 1984-87, Oct.-Apr., avg. AA ratings. Estimates subject to qualifications available on request.

Broadcasting May 30 1977
Right On Down The Line, People Make The Difference At Rust Craft!

Take Andrea McVey, Programming Assistant at WEYI-TV, Flint-Saginaw. Andrea manages to program enough time for herself to get pretty involved in community affairs; and she's the only girl we know who decorates goose, ostrich and rhea eggs for a hobby. Or take Nick Elkins, Creative Services Director at WJKS-TV in Jacksonville. Nick is active in Palms Presbyterian Church and the Community Association. And he spends as much time as possible on the golf course at Ponte Vedra Country Club. Then there's Rochelle Brown of WROC-TV News in Rochester. Rochelle is a first-rate backgammon player. In fact, she once played in a tournament for nine hours straight. Account Executive Bob Lindstammer, at WSTV-TV, Steubenville. Bob is another Rust Craft employee who cares about his community. He's particularly active in the community government of nearby Toronto, Ohio where he serves as a councilman. And how about Charles Coleman at Rust Craft's Augusta outlet WRDW-TV? He jumped from Film Director to top salesperson on the time, Charlie's using it to pursue his two favorite hobbies . . . bass fishing and golf. These are just some of the interesting and interested citizens who make the difference at Rust Craft. Rust Craft people communicate with their viewers and with each other.

RUST CRAFT BROADCASTING CO.
WRDW-TV Augusta, Ga.
WRCB-TV Chattanooga, Tenn.
WJKS-TV Jacksonville, Fla.
WROC-TV Rochester, N.Y.
WEYI-TV Saginaw-Flint, Mich.
WSTV-TV Steubenville, Ohio
& Masius, San Francisco, will schedule spots during day, access, news and early-fringe periods, seeking women, 25-45, in 30 markets.

C&H Sugar □ California and Hawaiian sugar company has two five-week spot-TV flights scheduled for early June and early August. Foote, Cone & Belding/ Honig, San Francisco, is placing spots during fringe time, reaching for women, 25-49.


Allen Products □ Division of Liggett & Myers will feature its Alpo canned dog food in nine-week spot-TV buy beginning in mid-June. Weightman Advertising, Philadelphia, will handle campaign in 21 markets during day and prime time. Demographic target is women, 25-64.

American Luggage Works □ Luggage company will feature its American Tourister luggage in three-week spot-TV promotion starting in early June. Doyle Dane Bernbach, New York, will schedule in about 30 markets in late fringe and prime time to reach adults, 18-49.

Owens-Illinois □ Company's closure division has five-week spot-TV promotion set for its Magic Button home canning supplies for early June start. Howard Swink Advertising, Marion, Ohio, will handle in at least 10 markets during day and early fringe periods to reach women, 18 and over.

Rep appointments
□ WTVI-TV Bangor, Me.: Avery-Knodel, New York.

Thos. Y. Crowell □ Publisher will launch two-to-three-week spot-TV buy in early June for Dr. Wayne Dyer's book, "Erroneous Zones." Waterman, Getz, Neidelman Advertising, New York, is arranging spots in five major markets, including Los Angeles and San Francisco. Adults, 18 and over, are target audience.

Child Guidance Toys □ Division of Questor Education Products company has five-week spot-TV flight set for various toys beginning in October. Kurtz & Symon, New York, will place spots during children's programing periods in 11 markets to reach children, 2-11.

California Table Grape Commission
□ Fresno, Calif., will promote grapes as "natural snack" in two 12-week TV spots called "Boy! Robot!" and "Disappearing Grapes." Botsford Ketchum, San Francisco, is handling for June-through-September campaign in 27 markets.

Radio only

General Foods □ Food company will focus on its Mellow Roast coffee starting in late June in one-week spot-radio promotion. Grey Advertising, New York, will handle in about 15 markets, zeroing in on women, 25 and over.

Southwestern Bell □ Telephone company will feature its Yellow Pages in 14-week spot-radio drive, through Gardner Advertising, St. Louis, beginning in late June. Men, 16 and over, are target audience in two markets.


Mobile □ Agricultural division will feature Mobil oil farm lubricants in four-week spot-radio promotion, through Media Marketing, Western Springs, Ill., beginning in mid-August. Campaign will be set in about 30 western and midwestern farm markets to reach farmers.

American Express □ Two-week spot-radio buy, through Ogilvy & Mather, New York is set for early June. Two markets will be used to reach adults, 25-49.

J.M. Smucker □ Food company is arranging 16-week spot-radio promotion for its various products starting in mid-June to reach women, 25-49. Wyse Advertising, Cleveland, will buy in 20 markets, including Atlanta, Boston and St. Louis.

Gwallney □ Food division of International Telephone & Telegraph Corp. has four-week spot-radio flight set for early June for its Big 8 sausages. Ted Bates, New York, wants to reach women, 25-49, via three markets.

Schenley □ Liquor company is planning 13-week spot-radio drive for Cruz Garcia Real Sangria beginning in June. Shaller Rubin Associates, New York, will handle in eight markets, including Dallas and Miami. Demographic target is adults, 18-34.

Aqua de Silva □ Cologne will get two-week radio promotion starting early next month. Advertising People, Bala-Cynwyd, Pa., will schedule spots in New York, aiming to reach women, 25 and over.

Wells Lamont □ Work gloves will get 13-week spot-radio drive beginning in early August. Kelly Scott and Madison, Chicago, will buy in 60 markets to reach men, 35 and over.

Northwest Cherry Growers □ Organization is arranging four-week radio drive for cherries starting in late June. Evans/Pacific, Seattle, will place spots in 39 markets including Denver, Phoenix and San Francisco, to reach women, 25-64.

Henrici's Restaurants □ Division of Green Giant Co. has 12-week radio campaign scheduled for steak and lobster restaurant chain for September start. Campbell-Mithun, Chicago, will place spots in three markets to reach adults, 25-49.

BAR reports television-network sales as of May 1

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended May 1</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>Change from 1976</th>
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<tr>
<td>Monday-Friday</td>
<td>158</td>
<td>$1,075,400</td>
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<td>$70,692,000</td>
<td>38,202</td>
<td>$1,182,784,900</td>
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</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting May 30, 1977
A NEW HIGH-SPEED FILM FOR
"AVAILABLE DARKNESS."

When the story's there, but the available light isn't so available, load up with new Eastman Ektachrome video news film high speed 7250 (tungsten). You can shoot where special lighting would be unwelcome or impossible, because you'll have 7250's high speed (EI 400 tungsten) working for you. What's more, you can push development two stops to EI 1600 tungsten with remarkably little increase in grain. Now you can afford to stop down and cover scenes and people with a depth of field and sharpness you may never have thought possible.

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

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

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

FILM IS GOOD NEWS.
June 2-4—Associated Press Broadcasters annual meeting, Chase-Park Plaza, St. Louis. 1978 convention will be at Stouffer's Twin Towers, Cincinnati, June 1-3.

June 3-10—International Television Symposium and Technical Exhibit, Montreux, Switzerland. Information: Directorate, 10th annual Television Symposium, PO. Box 97, CH-1820 Montreux.


June 13-15—Broadcast Promotion Association 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.


Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.


Nov. 14-16—Television Bureau of Advertising annual meeting, Hyatt Regency hotel, San Francisco.

Nov. 16-20—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, Detroit, Birmingham, Ala., will be site of 1978 convention.


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

Emanating Main Office

EDITOR: I am really surprised that nemo was not identified by someone in your office. It is an old term born in the early days of telegraph when most signals originated from a central office. Nemo is an abbreviation for "Not Emanating Main Office" which in short means remote origination of signals. — Nick Hudak, RCA, Camden, N.J.

EDITOR: Nemo, an abbreviation for "Not Emanating Main Office," is a telephone company term adopted by radio broadcasters when remote broadcast pick-ups were carried over previously ordered telephone pairs from the pick-up point to the main studio.

Often, a companion "order wire" was ordered simultaneously with the nemo line to the same remote location and a portable mag (magneto) telephone was carried by the station engineer in addition to the "remote" box for studio/remote communications. This "mag" phone could be run from the studio to provide time cues to the remote engineer. One such code in use at WOOD(AM) Grand Rapids, Mich., some 30 or so years ago was: one ring—1 minute to end of show; two rings, 30 seconds, a series of short, insistent rings—wrap it up right now! Don't feel badly, Mr. Smith, when I began my broadcasting career in 1947, it took an old time telephone nemo line installer to explain the origin of the term. — Dale Wolters, chief engineer, WZDM-FM-TV Grand Rapids, Mich.

EDITOR: Regarding Alan Smith's question as to the birth of the word "nemo" (Broadcasting, May 2), I, too, as an old-timer (since 1937) have often wondered about its origin, but never found an answer. After posting the question at a lunch-time discussion, an engineer, Art Yamaski, who recently joined our engineering and development department, came up with this interesting tid-bit. In "Electronics and Nucleonics Dictionary" (1960-John Markus) may be found this definition: "Nemo (not emanating from main office)—a radio or television broadcast originating outside the studio. Also called remote!"

However, I also queried several former CBS engineers, now retired, one of whom, Bob Monroe (who preceded me at CBS), provided quite a different story. A copy of his letter is enclosed. His version is perhaps more appealing. — James D. Parker, staff consultant, telecommunications, CBS-TV, New York.

(Mr. Monroe's letter follows)

This is the only light I can shed on the question of the origin of "nemo." Back in 1955, Jim Beloungy (at WBAM-TV Chicago at the time) was telling me about his experiences as a young man in the very early days of radio broadcasting.

In the early 1920's, Jim told me, his first job was with the Bell System at 24 Walker Street, New York, working with a group involved in the engineering problems of providing telephone circuits to radio stations and networks for remote broadcast
pick-ups. Among their problems—they needed a short, catchy name for such circuits.

The inspiration for the name they chose came from a most unexpected source. According to Jim, each day at noon time this group of young telephone company engineers would leave the Walker Street building and walk toward Broadway for lunch. On the upper floor of one of the Broadway loft buildings that they could see as they approached Broadway was a large sign reading “Nemo Corset Co.” That did it—telephone lines for remote broadcasts became nemo’s.

EDITOR: Further on “nemo,” I should have waited a little longer—until I heard from Howard Chinn, a well-known authority on technical matters. He joined CBS in the early 30’s and retired several years ago. I would judge his story to be more authentic. A copy of his letter is attached. Note that he credits Bob Monroe’s report of Jim Beloungy’s version, which I forwarded last week [see above]—James D. Parker.

(Mr. Chinn’s letter follows)

Jim Beloungy (via RBB) notwithstanding, the term did not come from a sign with Walker Street. As I remember it, it comes from the Latin but by a somewhat devious means. Back about the time you were born there was a comic strip about a character from outer space who was named “Little Nemo,” meaning from an unknown place. As you are well aware, broadcasting station WTMJ-TV, with its station offices in the building, has a finite number of broadcast circuits from the telephone exchange serving the station. When a remote circuit is ordered up, telco patches the requested circuit into one of the program circuits serving the station. Since you never knew beforehand where a given remote would show up on the jack panel the program on a given circuit was from an “unknown place” until it was identified. Thus, it was a “nemo,” which is, from an unknown place.

The same situation exists, of course, in the telephone exchange itself. When a remote is wired up, the linesman selects a cable from a central trunk you never know where unknown place will appear on a given circuit. Unfortunately, I do not know whether telco or NBC originated the name, although I suspect the latter did.

The Latin word “nemo” means “nobody,” if I am not mistaken. This was apparently stretched in the comic strip to mean “unknown.” Or perhaps my Latin or that of the cartoonist is at fault.

Deft touch for touchy issue

EDITOR: We feel that we have made a significant step forward in permitting television cameras to be present in federal courtrooms to cover vital hearings.

As part of its extensive coverage of the school desegregation order to the Milwaukee public school system, our public television station, WMVS-TV, had received permission from the lawyers involved to try to videotape or broadcast live anti-pated court activity or hearings. That permission was granted, provided the material was broadcast in total with comment to be supplied by a member of the Milwaukee bar.

Special Master Dr. John Gronouski, appointed to oversee the desegregation process in Milwaukee, ordered the hearings to take place in the Federal building in Milwaukee May 11-14, 1976.

Our initial approach to the attorneys paid off. The hearings had to be broadcast in entirety. We cleared our sister public television channel, WMVT, for this purpose. We also fed the commercial television and radio stations which could use sections of the feed provided they stated “the hearings are being broadcast in full on WMVT channel 36.”

The results were extremely gratifying. Our television stations as a group were credited with helping to lessen the tension in the community brought on by this rather inflammatory issue.

Our WMVS initiated negotiations to broadcast two-and-one-half days of similar school desegregation hearings in February 1977. We got permission.

Television has a vital role to play in the broadcast issues that concern the public. If coverage of such events is broadcast with care and consideration, a measure of trust is then built.—Otto F. Schlaak, manager, WMVS(TV)-WMVT(TV) Milwaukee.

It’s still down the pike

EDITOR: My concern is that WNET(TV) tries to give the impression that it is licensed to New York, which of course is not so. Public television station WNET is assigned to Newark, N.J. It has always been.

WNET produces excellent programs for public stations but unfortunately does very little for its city of license. The FCC should remind the operators that it is WNET Newark, N.J., the only VHF in the state. —Nathan Shoehalter, extension specialist, Rutgers University, New Brunswick, N.J.

Where the action is

EDITOR: I have noticed in the last couple of weeks or so the “Business Briefly” column now breaks down media buys by radio and television categories. I am delighted to see this, and it makes it a lot easier for us trying to follow what is being bought in our particular medium. —Larry Saunders, general manager, WTMJ(AM) Norfolk, Va.

And there are others

EDITOR: In your March 28 issue an item stated that CPM, Chicago, would place spots for our Bionic knife in “at least 40 markets.” We do utilize CPM to buy spot TV for us in 20 to 25 markets. We also use William B. Tanner Co. for roughly the same number of markets, and our own media department people buy spot TV in over 100 markets.—Edwin J. Sherwood, vice president, Popell Advertising Inc., Chicago.
Buying efficiency need not cause effectiveness loss

The recent price increases in the broadcast media have sent many agencies and advertisers scurrying for more efficient ways of spending their media dollars, but in doing so creative alternatives are often sacrificed. At Bristol-Myers the emphasis is placed on the development of programing vehicles that are aimed at particular audiences using an effective commercial environment. We have found that if the effectiveness is there, efficiency will usually follow.

A case in point is the development and success of Earth News, a syndicated radio property sponsored by Clairol's Herbal Essence hair-product line. Now in its third year, Earth News runs twice daily on about 350 teen and young-adult radio stations. The overwhelming success of Earth News illustrates the mutual benefits that can result when an advertiser is flexible enough to fine-tune advertising strategies to the needs of the consumer.

For several years prior to 1974, Clairol's Herbal Essence had used both spot and network radio to reach the teen and young adult audience. Our network radio schedules had coverage depth and efficiency to reach our target audience, but did not, in our judgment, provide us with an optimum commercial environment. Radio listenership for this demographic has a characteristically high turnover rate, and we felt that the conventional newscasts of network radio did not offer the ideal environment. We wanted a format that would attract new listeners and reinforce the credibility of our sales message—a "foreground" commercial environment in tune with the needs of our potential customers. On top of this, we wanted the efficiency of network radio and the clearance control of spot radio. Our options in terms of existing media were nil.

At this time, we were approached by Jim Brown, producer of Earth News. The show, backed by another sponsor, was then running on about 30 California radio stations. Although the station line-up had limited offer, both Bristol-Myers and Young & Rubicam felt that the show itself was just what we were looking for and could answer a definite need in teen and young-adult radio.

Earth News is a five-minute program dealing exclusively with the issues and personalities of interest to young listeners—a commercial environment which stands out from the surrounding musical format but very much in tune with the sound and format of stations attracting the young audience.

The editorial staff of seven is headed by Lew Irwin, the on-air voice of Earth News, and a pioneer in the field of alternative news broadcasting. He has extensive contacts in the music and record community, providing virtually an unlimited fund of interview material. He travels widely to obtain enough material to produce 14 original shows a week, 52 weeks a year. There are no repeats.

In addition to providing an ideal commercial environment, Earth News allows us complete control over clearances and enables us to accurately measure our audience delivery. It was obvious from the beginning that Earth News would satisfy two of our criteria—commercial environment and firm monitoring control. The third requirement, efficiency, was harder to achieve since a 30-market station list was hardly an auspicious beginning.

From our knowledge of the radio marketplace we knew that stations were anxious for short features which would fit within their formats and provide relevant information to their listeners. Stations were frustrated by what was available to them from other sources, but most lacked the facilities to produce their own programming. Bristol-Myers believed in Earth News and in the people behind it and was convinced that it was an effective advertising vehicle that could become an efficient one if given a chance.

In November 1974, we took a calculated risk that paid off, airing Earth News nationally. Bristol-Myers's department of media and program services, Young & Rubicam and the producer all helped in the initial clearance effort, and by Jan. 1, 1975, we had 127 stations, covering the top-100 ADI's. After the initial 127 stations, the producer took over most of the clearance work, filling in markets and rapidly expanding our coverage. We are currently on 338 stations, and in addition the show is donated to and broadcast over the full facilities of American Forces Radio as well as over 21 American embassies and 19 domestic military bases.

Station and audience response has been overwhelming. Although stations are only required to run the show two times per day, some run it eight or 10 times. One station even ran a Best of Earth News special playing 72 shows (without commercials) in one weekend. Most stations receive an average of 10 to 15 calls or letters per week regarding the show, usually requesting additional information on one of the features. The producer has received several thousand letters, all of which are answered and many are placed in the show as "the Herbal Essence of Earth News" or "Clairol's Earth News." There is obviously no tune-out here.

Bristol-Myers's support of syndicated vehicles recognizes the fact that new programming possibilities continue to arise in both television and radio and advertisers flexible enough to take advantage of the possibilities with reap maximum benefits. The philosophy which supported Earth News has also led to the development of In Search Of, Bristol-Myers's successful prime-access television series, which is now running in over 65% of the U.S. Here again, the subject matter is timely—unexplained phenomena and mysteries such as the Bermuda Triangle, life after death and Loch Ness exploration. As with Earth News, In Search Of has proven itself to be an effective commercial environment that has generated widespread station and audience acceptance.

The success of Earth News, like many advertising gambles, was a case of the right show at the right time. Given the circumstances of the radio marketplace in 1977, it is questionable whether we could achieve from scratch today what we did in 1975. It illustrates the necessity for continual re-evaluation of all media alternatives not only in terms of efficiency but in terms of how well they meet changing consumer needs.

Peggy Kelly, manager of spot broadcast in Bristol-Myers's department of media and program services, is a graduate of Brandeis University. She has been in the media department at Bristol-Myers for four years. Her present responsibilities include supervision and coordination of all Bristol-Myers spot television and radio advertising, as well as clearances of syndicated properties.
An important reason: The Milliken textile manufacturing and research complex

Milliken, among the top employers in our 32-county ADI, is one of the nation’s largest privately-owned companies. Its textile research center, the world’s largest, weaves together talented chemists, physicists, electronics, chemical and mechanical engineers, who work in a modern 400,000 sq. ft. complex to develop textile products for use by apparel, home furnishings and other industrial organizations. Milliken’s research and manufacturing facilities contribute significantly to the total of 101,000 employed by our area’s textile industry.

Many major industries have developed around our long-established textile mills: chemicals, rubber, electrical, ready-to-wear, transportation. Add intensive farming and tourist activities, and the total fabric is one of material success: A market with a labor force of 590,980 in a total payroll of $3,099,980,000. 486,200 TV households* effectively served by WSPA-TV. For availabilities, check our national reps.

WSPA-TV
Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President.
TV 7, AM 95 - FM 98.9
CBS Affiliate in the Nation’s 36th Market
National Reps: H-R Television, Inc.
*Arbitron TVADI Book ’76-’77

World’s Largest Textile Research Center
Van Deerlin calls Communications Act study 'review,' not a 'rewrite'

House subcommittee chairman signals a less drastic retooling than many had feared

"Rewrite" is out. "Review" is in.

That's what House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told Broadcasting last week in describing what his subcommittee is attempting to do to the Communications Act of 1934. "Perhaps we'd have been more correct if we had accurately described what our intent was from the beginning," he said, "which is a substantial reappraisal" of the Communications Act, or "review," as the chairman said he now prefers.

He has not abandoned the term rewrite, but "I'm not going to lead with it," he said. He did in fact strike out that word from a staff-prepared opening statement at the subcommittee's Communications Act hearings last week, and substitute his own words, "review—and possible rewrite."

When the project was hatched late last year, Mr. Van Deerlin described it as a "basement-to-penthouse" rethinking of the act (later modified to "basement-attic"). That, he said last week, still applies. "I think we ought to challenge everything."

But "if by rewriting the law, some people think we're going to rewrite every sentence, then that's not what we're going to do," he said. "I think we can come up with something here that most people will agree is not going to alter their lives."

Which parts of the old act will remain and which will be changed cannot now be predicted, he said. He did say, however, that broadcasters can expect "something new on the manner in which broadcast licenses are awarded and extended." He would not elaborate on that or on his remark that cablecasters can expect "something on cable's place in the sun."

Mr. Van Deerlin said his ultimate goal, which he thinks can be accomplished in this Congress, is to make the Communications Act compatible with modern communications technology and amenable to new developments—in his words, "to encourage the greatest diversity of choices by the consuming public at the least possible cost." He said he thinks a "very thorough re-examination of the act" can be completed in this Congress (which ends at the end of next year).

The terminology has to change, he said, because "I sense that a lot of people have become unnecessarily fearful. . . . I'm going to start calling it a review or reappraisal just because I don't like to frighten people unnecessarily."

He added at another point: "I sense that in many areas—not just in broadcasting and cable, it's the common carrier section and the whole bit—there's been a great apprehension that a lot of laymen are going to sit down and rewrite a law that is a bedrock of [the regulated businesses'] entire existence."

"Nobody here [in Congress] is looking for monuments in the form of a new act."

Van Deerlin

Bid to take key NFL contests off home screens in favor of theater TV evokes alarm from Van Deerlin and Frey, as well as promise of legislation that would ban pay cable access too; House will hold hearings on three TV networks' dealings with pro and amateur sports

A report indicating that the National Football League's Super Bowl and playoff games might be captured for closed-circuit theater television was enough to bring Congress into the ball game last week. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Representative Louis Frey Jr. (R-Fla.), ranking minority member on the subcommittee, are now working on legislation to protect conventional television against the siphoning of such programs by any pay medium, including pay cable.

But that wasn't the only TV sports matter on their minds. Mr. Van Deerlin said the subcommittee will look into hints of sports scandal on each of the three networks. Two areas of his concern are already the subject of federal interest. One is CBS's coverage of the "winner-take-all" tennis matches, which is of interest to the FCC (Broadcasting, May 23), (John Appel, CBS Inc. deputy general counsel, told the CBS-TV affiliates meeting in Los Angeles last week that the commission had asked CBS to investigate the matter.) Another is ABC's U.S. Boxing Tournament of Champions, the subject of a federal grand jury probe in Baltimore (Broadcasting, April 4).

The NBC matter troubling Representative Van Deerlin is the network's $85 million contract with the Soviet Union to cover the 1980 summer Olympics in Moscow. He wants the terms made public to determine whether the network's journalistic integrity is being compromised.

Mr. Van Deerlin said the subcommittee would probably hold two days of hearings on those three matters in "three or four weeks. This is a subject that cries out for attention," he said.

The chairman, in an FCC oversight hearing on Tuesday and later in talking to reporters, said the allegations regarding the events in which CBS and ABC are involved are reminiscent of the quiz scandals of the late 1950's. Pursues in the "winner-take-all" matches were in fact divided among competitors. And the so-called boxing tournament of champions was suspended amid charges of bribery, fight-fixing and faking of boxers' records.

Both networks are making their own investigations. And to Representative Van Deerlin, the "speed" with which they announced those investigations indicates "they knew they were in something they shouldn't be." The subcommittee's hearing, he said, would be to determine the extent to which "networks are becoming..."
part of the events they're covering.”

As for NBC's Olympic contract, Representative Van Deerlin said it would be “wholesome” if the terms of the contract were made known—to determine whether something had been agreed to “regarding coverage over and above actual sports.”

The decision to outrun the Sargent proposal to the West Coast casters' representatives Van Deerlin and Frey over the possible disappearance from television of the sports events, long a staple of network service, was triggered by reports that Bill Sargent, a West Coast representative, hoped to sell his rights to the Super Bowl and the playoff games for five years and show them on closed-circuit television in some 500 theaters. The reported offer: $400 million, far more than the current network bids.

Last week, NFL officials indicated they did not think the offer would be given serious consideration (page 45). But Mr. Van Deerlin was not reassured. “If the Sargent proposal doesn't go,” he said, “someone else's will.” Mr. Frey referred to the Sargent proposal as a “rip-off,” and said, “if there's anything we can do to prevent it, we should.”

To Representative Van Deerlin, such preventive action is a matter of “good faith.” He noted that he has criticized the commission for holding back cable television but has promised he would not permit the siphoning of “classical sports events.” By that, he appeared to mean not only the Super Bowl, World Series and major horse races, but such events as the college and professional football games now available on conventional television. The loss of such events to any kind of a pay system, he said, “is not going to happen.”

Discussion of possible antisiphoning legislation comes two months after the U.S. Court of Appeals in Washington overturned the FCC's rules designed to protect conventional television from the loss of films and sports events to cable (Broadcasting, March 28). The commission has asked the Supreme Court to review the decision as it affects the sports rule. And Representative Van Deerlin reads the court’s opinion as an invitation to Congress to legislate to protect against the siphoning of sports events which, unlike films, he feels, are a perishable commodity.

The Sargent plan proved a boon to the National Association of Broadcasters in its efforts to impress Congress with broadcasters' view of the seriousness of the pay cable threat. It demonstrated, John Summers, executive vice president, said, that “we're not just crying wolf.” NBC President Vincent Wasilewski conveyed that thought in a letter to Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee. He said it “demonstrates that a very small percentage of the market is all that is needed for pay-TV to outbid commercial television” and “confirms the potential for the suppliers of sports programming to sell to the highest bidder.”

Off and running:
Van Deerlin & Co. start the review

More opinion than consensus greets first hearings into Communications Act study; they begin at the beginning

The House Communications Subcommittee began Communications Act review hearings last week. They started at the beginning with a discussion of the electromagnetic spectrum. The lack of consensus among the experts underscored the complexity of the subcommittee's task: how to square the competing demands of government and private users of spectrum space, how to make room for more and at the same time make everything fit into some sort of national plan for future communications growth.

Representative Timothy Wirth (D-Colo.) touched on the dilemma. If the marketplace is permitted to rule communications policy, what is to prevent a future occurrence such as UHF's being held back by TV set manufacturers reluctant to build UHF tuners into their products. Shouldn't the government take action to prevent that, Mr. Wirth asked.

No, replied FCC Chairman Richard Wiley, “I'm not sure we can structure how the marketplace is going to develop.”

In response, Mr. Wirth said, “How, then do we better anticipate future technologies?... How does the government systematically look at it?”

No one raced forward with a response, but all four non-committee witnesses—Mr. Wiley; Samuel Probst, assistant director for frequency management, Office of Telecommunications Policy; John Richardson, director of the Department of Commerce Office of Telecommunications, and Glen Robinson, former FCC commissioner and now law professor at the University of Virginia—offered their thoughts on what is good and bad with the present spectrum allocation system.

Mr. Wiley suggested that in the face of increasing demand for spectrum in many sectors that the government might want to experiment with auctions or lotteries to decide who among equally qualified candidates should receive a license. The first sector in which to try such a test, he said, might be multi-point distribution service (MDS).

Chairman Wiley said a major weakness of the present allocation system is that the spectrum was divided up in rigid blocks, while experience shows that spectrum need varies with time and geographical location. The FCC is currently studying the mechanics of a sharing plan wherein different services would occupy the same block.

OTP's Mr. Probst said that in the absence of specific instructions in the Communications Act about how to administer government and private allocations, OTP and the FCC "have worked out a good working relationship"—a comment which Mr. Robinson later disputed. Mr. Probst also said weaknesses in the present allocation system are an inability by OTP and FCC to validate actual usage of allocated spectrum space, a dearth of young people with spectrum expertise, and a lack of "high-level understanding" of the significance of telecommunications at most government agencies.

OT's Mr. Richardson said there should be more of a wedding of economic, social and engineering expertise in spectrum allocation deliberations. He called for more research and the lowering of barriers to telecommunications growth.

Mr. Robinson said a major problem in the present system is that spectrum space is being given away, offering no incentive for efficient use of the spectrum. "There's an insatiable appetite for free lunch," he said. Mr. Robinson said, too, that the subcommittee should keep cable and fiber optics in mind as alternatives to spectrum users. "Where you have the option of not using spectrum at all," he said, "you obviously have huge potential savings."

CBS convinces its affiliates all will be well

Wussler says compensation for halt of station line-up will be increased some 20%; one affiliate thinks network could be back in ratings leadership by Christmas

The CBS Television Network unveiled to its affiliates last week a 1977-78 program schedule and promotion package that sent them home cheering. The affiliates had gone to Los Angeles for their annual conference with their network, an unaccustomed number two in prime time, far behind ABC-TV and marginally ahead of NBC-TV. They left in the conviction that CBS-TV is headed for recovery. One prominent affiliate, never known to be prolific, offered to bet even money that CBS-TV would be back as number one by Christmas. Nobody took the bet.

Not only that, Robert Wussler, CBS-TV president, dropped a titillating hint of higher station compensation. The details were withheld for the moment, but Mr. Wussler said that more than half of the affiliates—"those who have developed the greatest cost efficiency in delivering audience—would receive increases aggregating in the end a 20% addition to the network's compensation budget.

Affiliates agreed that the two days at the Century Plaza hotel had been shrewdly programmed. On the opening day (May 24), a parade of program department vice presidents outlined the new season plans for all dayparts and previewed five new prime-time programs, The Fitzpatrick's, We've Got Each Other, Dan'l Boone,
Wussler's formula for calculating efficiency in audience delivery would include the station's record of clear network programs. One broadcaster who is among those who so far have rejected the Saturday CBS Sports Spectacular said he expected to hear about that in any discussion of rate of adjustments.

Officials at both ABC-TV and NBC-TV professed surprise at Mr. Wussler's announcement of a general review of compensation. At those networks it was said that reviews are routine. CBS-TV station relations officials said they believed that ABC-TV had recently adjusted compensation in premium markets but in no others. The same sources said their word was that NBC-TV had been adjusting on a somewhat broader scale.

In other business at the closing and closed session:

- The affiliates adopted a resolution recognizing the growing criticism of television violence but asserting a "to self-regulate" to the industry, free of the dictates of those who would seek to control us from the outside." The affiliates also commended CBS-TV for "its sensitivity to this issue by significantly reducing the amount of prime-time "hard action" programming for the season." The resolution was adopted after Van Gordon Sauter, CBS-TV vice president, program practices, had vigorously defended the network's record and explained how his department screens excesses. Mr. Sauter also called for "reasoned discourse" instead of "heavy-handed pressure" as the way toward a solution of the violence issue.

- Mr. Wussler was reportedly asked by an affiliate, George Koehler of the Gateway station group, whether CBS would have scheduled Soap, the new sex-oriented show, if ABC-TV had not bought it. (ABC-TV officials told their affiliates, at the introduction of the controversial program, that either CBS-TV or NBC-TV would be glad to have it [BROADCASTING, May 16].) Mr. Wussler was said to have replied that Soap did not meet CBS-TV standards.

- Mr. Wussler was also asked whether the proposal for an extension of the Walter Cronkite half-hour evening news to an hour—a lively topic at last year's convention—was "dead or dormant." His response: "Dormant."

- Bill Leonard, Washington vice president, CBS Inc., described the House Communications Subcommittee's proposed revision of the Communications Act as "a bomb ticking in those corridors, and, if it should ever go off, broadcasting as we know it would never be the same." It is possible, he said, that every broadcaster in the nation will be "involved and affected" before the "rewrite runs its course."

Backe begins deTaylorization process at CBS

New management, says the new manager, will keep its eye on the ball and its lances on the wall; windmill-titting out, NBC- and ABC-poking in

In his first appearance before a convention of CBS-TV affiliates last week, John D. Backe, the new president of the parent CBS Inc., put a lot of distance between himself and the man he succeeded seven months ago. Mr. Backe never mentioned Arthur Taylor, but everybody in his audience knew whom he meant when he said that "in recent years" management had taken its "eye off the ball," had diverted too much energy to "nonproductive pursuits" and had ended up "fizzling at windmills for no constructive purpose."

He was speaking to station operators...
who could remember Mr. Taylor's lectures on television morality and family programming with occasional excursions into cosmic matters well beyond the affiliates' more grounded interests in network ratings and station compensation. Mr. Backe told them what they wanted to hear: "From now on," said Mr. Backe, "I think you'll see all of us at CBS concentrating more on our basic businesses, where our expertise lies.... From now on, I think you'll be seeing less little deals poking at windmills and a little more poking at NBC and ABC."

The Backe formula is to consolidate and develop existing resources. "I am not ruling out a fifth operating group some day... to add to the four now in the company, said Mr. Backe, "but the concentration, he said, would be on "development from within."

(Mr. Backe thus confirmed at the highest level the corporate policy that subordinates had described in a Broadcasting report on corporate diversification May 16.) In emphasizing his interest in network businesses he said that he "thinks the affiliates he is spending his time with are making a "good deal of my first seven months in this job trying to learn as much as possible about CBS's various businesses—particularly broadcasting, where I guess I'm thought of as the new boy on the block."

He said, however, that a lack of experience had in many ways been an asset. "Being new to the trade has allowed me to challenge some of the sacred cows, some of the caveats," he said. "When someone tells me that we do something only 'because that's the way it always has been done,' it just points out to me a place where I ought to be trying to something else.

At CBS, Mr. Backe said, "we're changing and changing fast. I don't have to tell you that these have not been easy months for the CBS Television Network. But we've come through the worst of it. I believe that we're on the road back to our traditional spot at the top," he added, in his only direct reference to another CBS executive: "Bob Wussler and his team have done a tremendous job of rebuilding."

The CBS commitment, he said, is to "top-quality news.""Salacious and overly violent programs may temporarily build ratings," he said. "But the price to us, and to the public, is too high. I am well aware," he told the affiliates, "that as leaders of your own communities, many of you agree that too many broadcasters have not lived up to their responsibilities on this front."

Mr. Backe was also critical of the "seemingly growing trend in journalism—print as well as broadcast—toward gossipy, tabloid-style news." He said the public was "too smart to be fooled for very long by that kind of style without substance."

As for CBS journalism, he said, "I pledge to you that CBS as a company, and I personally, will support CBS News fully in maintaining the high standards that have made it and kept it the world's most respected broadcast journalism organization."

Mr. Frost goes to Washington to bask in press club glory

Nixon interviewer, who made believers of the skeptics, says he intended series to leave judgment up to viewer

David Frost, the Britisher who scooped the world with his series of interviews with former President Nixon, provided a personal wrap-up of that accomplishment in an appearance at a National Press Club lunch in Washington last Thursday, less than 24 hours after the fourth installment was shown.

His assessment: "I hope we fleshed out the historical record. I hope that you have gained a deeper perception of [Mr. Nixon]. I have believed in television as an implicit rather than explicit medium. I hoped to leave each of you to draw your own conclusions."

As for the "checkbook journalism" aspect of the interviews—Mr. Nixon's total receipts are expected to reach $1 million—Mr. Frost said the president had already been established when former President Johnson sold his memoirs, in the form of a series of television interviews, to CBS, and in the form of a book to CBS's subsidiary, Holt, Rinehart and Winston.

Besides, he said, Mr. Nixon will get "four times the publicity" the published memoirs, as for the television interviews. And he said it requires at least as much "nervous energy" sitting through interviews with the press club as writing a book. And in his interviews, Mr. Frost said, Mr. Nixon had no "editorial control, as he will in writing a book."

Mr. Frost was questioned about matters not covered in his interviews—the 1½-minute gap on one of the White House tapes and why President Nixon did not burn the tapes. Those matters and others will be covered in a fifth program. "After a breather, we'll get around to it," he said.

After 28 3/4 hours of interviewing the former President, what feelings does Mr. Frost have regarding him? "I have an amalgam and mixture of feelings. It cost him a lot to say he let the country down.... But he still retains a mind-boggling definition of presidential power."

And, as quoted from the former President's comments in the fourth episode, Mr. Nixon believes the press has too much power. "He feels the editor of the Washington Post is more powerful than the President of the United States," Mr. Frost said.

Mr. Frost had breakfast and a long talk with President Carter's special assistant for media and public affairs, Barry Jagoda, Thursday morning. Mr. Frost was reported to be interested in doing an interview with President Carter, but said only that he hadn't been "negotiating" anything and that he had been discussing future possibilities. Mr. Jagoda later said he and Mr. Frost had covered a wide range of topics, including syndication and its potential for providing a "fourth service," as well as Mr. Frost's interest in doing "some broadcasting here."

But Mr. Jagoda added: "Nothing came out of the conversation that I'm going to recommend to the President."

CBS- CIA connection confirmed by Salant

News chief says network cooperated with Intelligence agency during cold war period, allowing access to reporters, reports and outakes

CBS News President Richard S. Salant has confirmed that CBS cooperated with the Central Intelligence Agency during the 1950's and early 1960's by allowing CIA agents to monitor news reports coming into the network's studios and by providing them with outakes and blow-ups of news footage. Of particular interest to the agents, Mr. Salant said, were films of riots and demonstrations abroad which were used to help identify individuals involved in those incidents.

The network's relationship with the agency was maintained during former CBS News President Sig Mickelson's tenure, Mr. Salant said, and was terminated when Mr. Salant took over as head of news in 1961. Shortly after assuming his post, Mr. Salant said, he received a telephone call from a CIA agent informing him of the agency's relationship with his predecessor and encouraging Mr. Salant to maintain it. Mr. Salant said he refused the request.

The arrangement with the CIA was confirmed by Mr. Salant in an interview with the Los Angeles Times while he was in California for the CBS-TV affiliates meeting last week.

Mr. Salant said Friday that the network's cooperation with the CIA should be viewed in light of the cold war political climate in which it took place. "This was in
the days before all of us became sophisticated about our relationships with the government,” he said. “I think it was considered normal then.” But by the time he arrived as news chief, Mr. Salant said, “I was very uneasy about it.”

Former CBS correspondent Daniel Schorr said he has been conducting his own investigation into the CIA’s contacts with various news organizations since he left CBS last summer (after his controversial leaking of classified congressional reports on CIA activities). Mr. Schorr said he wanted to find out if his reports had anything to do with his termination. He said that Mr. Salant’s comments about CBS’s involvement with the CIA conformed with his own findings “as far as they go.”

Mr. Schorr last year quoted former news chief Mr. Mickelson to the effect that CBS Chairman William Paley had introduced Mr. Mickelson to CIA agents in Mr. Paley’s office in 1954. Mr. Paley denied any recollection of such a meeting. Last July, Mr. Schorr wrote a piece for the New York Times which quoted a high CIA official as saying that formal agreements of cooperation between high corporate executives and the CIA were common during the 1950’s.

Mr. Salant said Friday that his investigation was unable to confirm whether or not the meeting in Mr. Paley’s office occurred. E.K. Meade Jr., vice president of corporate affairs, CBS Inc., was asked if there had been any contact between the CIA and non-news executives at CBS. Mr. Meade said he would have no comment until he had a chance to “dig into it.”

Mr. Salant was also quoted by the Los Angeles Times as saying, “Mickelson is now head of Radio Free Europe and Radio Liberty and he’s working to take a few jabs—I mean, total control; it hangs together.”—a statement that brought sharp retorts from both RFE/RL and Mr. Mickelson. “Radio Free Europe and Radio Liberty have no connection with the Central Intelligence Agency and have had none since 1971, when the agency had been the channel for federal funding.” a spokesman for the radio services said. From London, where he had gone on RFE/RL business, Mr. Mickelson said, “Salant should be brought to book” for the remark, “It’s a very serious distortion of the facts.” He said he has had no contact with the CIA since leaving CBS.

The Los Angeles Times also quoted Mr. Salant as saying Ted Koop, who has since retired from the company, had permitted the CIA to “look at outlooks” and to talk to correspondents while he was head of the network’s Washington bureau, in the 1950’s. Those statements also were disputed, Mr. Koop saying his only contact with the CIA was maintained at the request of New York headquarters and was limited to permitting his office to be used as a channel for CIA purchase of film clips from news programs that had been aired. “There was nothing untoward,” Mr. Koop said on Friday. “We’d sell film clips to almost anybody.”

In Brief

ABC-TV squeaked by NBC-TV to win Arbitron’s May sweeps (April 27-May 24) with 16.0 rating to NBC’s 15.9 rating. (CBS-TV came in third at 15.2.) In Nielsen’s sweeps (April 28-May 25), it was dead heat, with ABC and NBC at 15.9 rating. CBS again getting 15.2. NBC’s strong early lead (“Closed Circuit,” May 16) was wiped out in last two weeks by ABC telecasts of theatrical Clint Eastwood movie “High Plains Drifter,” All-Evangelista heavyweight-championship fight and two made-for-TV movies, “Lucan” and “Good Against Evil,” all of which ended up with shares in high 30’s and above. One indication that Richard Nixon-David Frost interviews and Operation Prime Time’s Testimony of Two Men ministries—both of which went in on sweep periods—made presences felt is that three-network averages were down two full rating points from comparable averages during last year’s May sweeps.

Senator Wendell Anderson (D-Minn.) has introduced resolution in Senate calling on National Football League Club owners to continue to make Super Bowl and playoff games available to general public on television.

Federal judge has dismissed $4 million lawsuit against NBC which claimed that network’s termination of News and Information Service for radio constituted breach of contract. Suit was filed last March by all-news WNUA/AM, West Springfield, Mass. (Broadcasting, March 7). Wnu accused NBC of “deceptive trade practices” and “defect” for encouraging station to believe it could rely on NIS for at least two years. Judge’s decision notes that contract specifically stated agreement could be terminated with as little as six months notice. NBC notified NIS subscribers on Nov. 10, 1977, that it would end NIS on May 29 of this year. It did just that at midnight Sunday. Some 34 of 70 subscribing stations took NIS feed right up to end.

CBS has bought TV rights to “Network,” United Artists/MGM’s satirical industry putdown, for $5 million for three runs, beginning in fall 1978. “Network” released last year (Broadcasting, Nov. 22, 1978), won Oscars for best actor (Faye Dunaway, as ruthless head of programming), best supporting actress (Beatrice Straight, as distraught wife of William Holden) and best screenplay (Paddy Chayefsky).

Hearings before House Communications Subcommittee last week heard complaints about way government is preparing for World Administrative Radio Conference, 1979. Harold Kassens, former assistant chief of FCC Broadcast Bureau now with A.D. Ring and Associates, said FCC (1) hasn’t monitored licensed frequencies to find out how efficiently they are being used, (2) hasn’t done study to see how much of UHF band should be reserved for TV. David Honig, representing National Black Media Coalition, complained that there are no consumer or minority interests (besides himself) on FCC’s WARC advisory committee. Representative Barbara Mikulski (D-Md.) suggested establishment of “chief negotiator” to resolve domestic frequency disputes and to represent U.S. in negotiations with other countries.

Legislation to require network affiliates to prescreen prime-time network entertainment programing was introduced in House last week by Representatives Edward Markey (D-Mass.) and Barbara Mikulski (D-Md.), both members of Communications Subcommittee. Provisions would have to be made available to station 30 days in advance of airing. Bill would exempt public affairs programing, live shows, sports events and reruns.

Paul W. Putney, deputy chief of FCC Broadcast Bureau, is leaving commission on June 10 to return to Philadelphia and rejoin law firm he left three years ago to sign on with commission. Firm—Dechert, Price & Rhoads—has essentially no communications law practice. Mr. Putney’s replacement as deputy chief is expected to be Martin Levy, now chief of Broadcast Facilities Division. David Landis, assistant chief of division, will probably move into chief’s job.

Gary Nardino, VP and head of New York television department of William Morris Agency, named to new post of president of Paramount Television Productions, based in Los Angeles.

Mort Slakoff, director of creative services, Viacom Enterprises, New York, named to new post of VP of creative services, Metromedia Television, New York, effective June 27, responsible for advertising, promotion and public relations for company-owned TV stations and Metromedia Producers Corp.

Meyer H. (Shap) Shaprio, 76, executive secretary of Broadcast Pioneers and retired director of public relations of Broadcast Music Inc., New York, died in New York Friday (May 27) after brief illness. At Peabody awards luncheon earlier this month (Broadcasting, May 23) he received certificate of appreciation for his dedicated services.
ENTERTAINMENT

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TWO 1976-77 EMMY AWARD NOMINATIONS
● "OUTSTANDING COMEDY-VARIETY OR MUSIC SERIES"
  GUEST STAR RITA MORENO
● "OUTSTANDING SINGLE PERFORMANCE IN A MUSICAL-VARIETY SERIES"
Oversight group uses buckshot on the FCC

During commission trip to Hill, Wiley defends consumer-aid efforts, debates how much funding should be given to proceeding participants, denies any dodge of Sunshine law, stands up to Maguire blast about lack of VHF service to New Jersey

FCC Chairman Richard E. Wiley, who contends the commission has done as much if not more than other government agencies to open up its processes to the public, found himself defending that record in a hearing before the House Communications Subcommittee last week.

The commission’s “consumer record is a good one,” he said. “We established the consumer assistance office on our own . . . We held 10 regional meetings where we opened ourselves to questions from the public.” He mentioned, also, the commission’s monthly en banc meetings in Washington and the newsletters dispatched to groups interested in FCC proceedings.

The defense was triggered by a statement of Representative Albert Gore (D-Tenn.) that the consumer affairs office, which was established about a year ago to aid members of the public seeking answers to questions about commission procedures, was established as a “result of pressure from the public.”

Not so, said the chairman. He said the commission created the office with four persons pulled from other areas of the commission. And, but for the negative reaction of the Office of Management and Budget and the budget committees, he said, the commission would have added two more.

But when Chairman Wiley said the office makes use of professional resources available from other elements within the commission, he walked into questions from Representative Gore and later from the subcommittee counsel, Harry M. (Chip) Shooshan, regarding the independence of the office.

Mr. Shooshan had learned that the office’s director, Belle O’Brien, had suggested issuing a Feedback newsletter dealing in detail with the commission’s network inquiry but that other members of the commission staff said the issues involved were “too complex” for treatment in the newsletter. Feedback is a new publication developed by the office that discusses matters on which the commission is seeking comment and is sent to groups and individuals thought to be interested in the subject matter.

The staffers involved in the decision included representatives of the network inquiry staff, the Broadcast Bureau and the chairman’s office.

However, Chairman Wiley said he had not heard of the decision to forgo a Feedback on the network inquiry until after the subcommittee staff heard about it. “I might have reached a different decision if it came to my attention,” he said.

“Would you want to change the office’s charter, to let Mrs. O’Brien act on her own?” Mr. Shooshan asked.

“I’d let her,” Mr. Wiley said. “But I think it makes sense to have the staff involved participate in the decision.”

Actually, the commission did not ignore the public on the matter. News of the inquiry was contained in a regular issue of FCC Actions Alert, a weekly summary of commission actions distributed to a list of some 500 groups and individuals who asked to receive it.

The hearing also provided a forum for another debate on the question of whether the commission should provide funds for individuals participating in commission proceedings. The commission in November adopted rules easing the financial burden of such participation, but does not provide for reimbursement of attorney fees (Broadcasting, Nov. 15, 1976).

Commissioner Joseph Fogarty, who with Commissioner Benjamin L. Hooks said at the time the commission should have gone further, last week called the commission’s action “tokenism.” He said—as he and Commissioner Hooks (who did not attend the hearing) did in a separate statement—that the commission, as a guide to Congress, should have issued a notice of inquiry to determine the amount of money that would be needed.

Chairman Wiley, however, said the initiative must come from Congress. He said the General Accounting Office and the U.S. Administrative Conference said “over-all legislation” covering all government agencies is required. “If Congress wants us to act,” he said, “it should provide the funds and give us the standards

State-Washington interaction. The National Association of Broadcasters held its annual meeting for the presidents and executive directors of the state broadcast associations in Washington last week. Conference chairman Bob McRaney Jr. (top left) of WSSR-TV Richmond, Va., president of the Virginia Association of Broadcasters, opened the president’s Tuesday program, which featured sessions on small business and tax problems, an address by FCC Chairman Richard Wiley (page 33) and an appeal from Richard Dudley (top right), Fox-Itkes cochairman, Washau, Wis., for state contributions to the Television and Radio Political Education Committee, of which he is chairman. Below, NAB President Vincent Wasilewski (middle) poses with the delegation from his home state of Illinois, Shelby Harbison (l), WIXIA/Springfield, and Jum Turpin, president and executive director, respectively, of the Illinois Broadcasters Association.

The meeting’s Washington orientation had its serious side—the visiting state broadcast officials were advised on congressional and FCC affairs and had private meetings with their own legislators—and its lighter side, humorist James Borin, self-appointed head of the International Association of Professional Bureaucrats, expounded his philosophy of: “When in charge, ponder; when in trouble, delegate, and when in doubt, mutter.”

Broadcasting May 30 1977 26
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for giving out the money."

Later, Representative Gore read a list of six agencies that have begun proceedings aimed at meeting the needs for citizen participation. "I would like to see the FCC get into this," Representative Gore said.

In other matters:

Chairman Wiley said—and repeated several times—that the commission is living up to its "letter and the spirit of the sunshine law." He was referring to a story quoting Mr. Shooman as questioning whether the commission was living up to the spirit of the law. Mr. Shooman did not press that point directly, but he did ask whether the commission felt guidelines were necessary to prohibit discussion of items that—because they are considered noncontroversial or because of time constraints—are circulating among the commissioners for decision rather than being aired at a meeting. Chairman Wiley said no, not unless there is evidence commissioners are attempting to lobby their colleagues to influence the result of a vote. He also said he did not think the law prohibited commissioners from discussing items informally. However, he noted that commissioners can request that items be taken out of circulation and scheduled for discussion. "The process is not being used as a subterfuge to get around sunshine," he said.

Richard Shiben, chief of the FCC's Renewal and Transfer Division, disclosed that the commission has been waiting for about a year to hear from the Equal Employment Opportunity Commission on a memorandum of understanding, on which they are working. In response to a question from Representative Barbara Mikulski (D-Md.), Mr. Shiben said he had discussed the proposed memorandum with EEOC officials about a year ago and that they were supposed to reduce their areas of agreement to writing and get back in touch. "They didn't come back yet," he said. Representative Mikulski asked why the commission had not picked up the ball, but Mr. Shiben simply shrugged. She did say, however, that there should be a closer working relationship between the two agencies—to which Chairman Wiley readily agreed—and that the commission would find a "new situation" at EEOC under its new head, Eleanor Holm Norton.

Andrew Maguire (D-N.J.), a member of the parent Commerce Committee but not the subcommittee, prevailed on Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee, for some time to present a "parochial view"—a New Jersey's case for additional television service. He left no doubt he was dissatisfied with the commission's refusal to consider reallocating a VHF television channel from New York City to New Jersey—which is served only by UHF stations—or to require New York City and Philadelphia stations to maintain studio facilities in the state. The commission is requiring "a presence," which can involve ENG camera-equipped new teams. "You relied on the good will of stations that had contemptuously ignored the state's needs," the congressman said.

Mr. Wiley recalled that the commission concluded reallocation was "not viable" and felt that a studio would not "get the job done." The commission, he said, had required the New York and Philadelphia stations to "make commitments on special service. If they're not living up to their commitments, we'll look into it. The commission is serious about this."

Commissioner James Quello tried to defend the commission's position with an appeal to the congressman's sense of political realism. But the effort backfired. "If the commission moved ABC [ch. 7] out of New York to New Jersey," he said, "we'd hear from the senators and congressmen from New York."

"That's a shocking statement," Representative Maguire thundered. It's the kind of thinking, he said, that prevents the commission from acting. He expressed the view that the New York congressmen would be interested in a fair distribution of television facilities.

The question of captioning television programs for the deaf was raised by Representative Marc L. Marks (R-Pa.), who asked Texas Instruments is working on a system to integrate decoders used in connection with captioning into television sets. He said that the system could result in a reduction in decoder costs and to Public Broadcasting Service, which has taken the lead in the captioning issue, is interested. But he did not know the networks' position. Chairman Wiley said that if low-cost decoders can be developed, broadcasting interests "will respond." However, Commissioner Fogarty expressed disappointment at the lack of interest shown thus far in the voluntary program the commission has adopted. "We could move from the voluntary aspect and make it mandatory," he said.

FCC berated for policy on stock holdings of its employees

Moss committee members charge procedures circumvent conflict-of-interest laws; Quello is gagged in attempt to explain his own situation

Statements from FCC Chairman James Quello to the contrary, members of the House Oversight and Investigations Subcommittee last week accused the FCC of repeatedly violating the spirit of conflict-of-interest laws which prohibit FCC employees and commissioners from owning interests in regulated companies with which they deal in their jobs.

In the same hearing last Monday, subcommittee Chairman John Moss (D-Calif.) wielded his gavel to prevent FCC Commissioner James Quello from answering the subcommittee staff's charge that he was violating his financial interest in three sets of stock he owns (Broadcasting, May 23).

Commissioner Quello was prepared to testify that although he had no reason to know the stocks were prohibited—he was told for the first time at 4:30 p.m. Friday, May 20, he said—but that now that he does know he will dispose of them. He owns $23,500 worth of stocks in Martin Marietta, Pennzoil and Gladding, all of which are on a list of prohibited stocks compiled by the FCC because they are involved in the manufacture or have interests in the manufacture of communications equipment. But Representative Moss refused to receive Mr. Quello's statement into the hearing record.

Questions at the hearing arose from a staff study of conflict of interests at the FCC and other agencies, which cited the forbidden ownerships by an FCC commissioner, but without naming him. Mr. Quello's name was disclosed at the hearing, however, and he expressed exasperation with Chairman Wiley. Mr. Quello rose to defend himself at one point but was silenced by Mr. Moss's gavel.

Representative James Collins (R-Texas) protested that Mr. Quello should be permitted to defend himself against the charge of conflict of interest. But Mr. Moss replied that there was no charge. "It's a simple statement of fact and that's all it is," he said, adding that "I assume the commissioner will act promptly to divest himself of that holding."

One of the subcommittee's Democratic members, Thomas Luken (D-Ohio), although extremely critical of Mr. Quello for setting a poor example at the commission, also suggested Mr. Quello be allowed to testify, but Mr. Moss shelved the request, saying finally to Mr. Collins that "I'm not going to bring any witness before this committee until I'm prepared to have a witness before this committee."

Mr. Quello released his statement to the press after the hearing. In it he said he has been submitting his financial statement to the Civil Service Commission since 1974, and "I have never been informed of any potential conflict." FCC employees' disclosure statements are subject to the review of the FCC general counsel's office, he said, but commissioners are reviewed by the Civil Service Commission.

Regarding the stocks in question, he said "I had no knowledge of or reason to know that these stocks had been added to the prohibited list." Furthermore, he said, "None of these companies is readily identifiable as a communications company."

He said he will dispose of them anyway "to avoid all possibilities or appearances of future conflict."

Most of the remainder of the hearing dwelt on the policy of the FCC that permits employees who are told to divest themselves of prohibited stocks to remedy the problem by transferring them to their wives or children. Mr. Wiley said the law allows that, even "contemplates" it, and
Viacom! Television's new major source for movies.

"Take the Money and Run"

"The Golden Age of Comedy is back, courtesy of Woody Allen." TODAY SHOW

"Woody Allen is absolutely hilarious." EARL WILSON

"Insanely funny." TIME

"Very special and eccentric and funny." THE NEW YORK TIMES
that the FCC will continue to interpret it that way.

But the members of the subcommittee likened the practice a "subterfuge" and "cheating."

The subcommittee staff's report said 45 cases were found of high-level employees at the FCC with "constructive interests," that is whose wives or children are holding stocks which the employees are prohibited from keeping themselves. The report said it considers these interests to represent conflicts, and during the hearing, a staff member reported that nearly all the instances the staff uncovered of such constructive interests are concentrated at the FCC.

To illustrate, the Moss staff report isolated five cases, all of them involving conflicts of interest by high-level FCC staff members. It said: (1) The spouse of the chief of the tariff review branch of the FCC Common Carrier Bureau holds 300 shares ($2,400) of Republic Corp., which furnishes services to companies that manufacture communications components; and 225 shares ($25,000) of Siemens Corp., which manufactures wire communications parts. Both stocks were transferred to the spouse after the employee was ordered to divest.

(2) The spouse of a program analyst in the FCC office of the chief engineer owns 152 shares of General Electric Corp. ($7,500) which was transferred to the spouse after the employee was ordered to divest.

(3) The spouse of the head of the domestic facilities transmission branch of the facilities division of the Common Carrier Bureau owns 78 shares of AT&T worth $4,800.

(4) The spouse of the chief of one of the two Common Carrier Bureau field offices owns stock in three manufacturers of communications equipment: EG&G, General Instrument Corp. and Victor Graphic Systems (the spouse sold the last during the subcommittee's investigation April 20, the report said) worth $6,500.

(5) The spouse of an engineer in charge of a field office owns 205 shares of AT&T worth $12,700.

The FCC's executive director, Richard Lichtwardt, said at the hearing that 60-70% of the FCC employees who have been told to get rid of prohibited stocks, have transferred them to their wives and children. Fred Goldsmith, chief of the FCC internal review and security division, said that the commission staff, when asked, will advise an employee beforehand that such a transfer is acceptable.

Replied Mr. Moss, "Haven't you really assisted him in circumventing the law?" Mr. Wiley said, "The law seems to contemplate that." He cited statements from the Justice Department and General Accounting Office that he said back up his interpretation.

But Mr. Moss said the Justice Department does not rule the FCC, and further, that "the law is a fool on many occasions, but not that one."

Despite comments by other subcommittee members such as Mr. Luken that "What it adds up to is that the spirit of the law is being avoided in this very sensitive area," and that "People outside the atmosphere you live in would be incredulous," Mr. Wiley maintained that "I'm not here to defend, approve or disapprove" of the law. He urged that Congress clarify the matter with legislation.

In the meantime, "I'm going to have to stay with what I think to be the proper interpretation of the law," Mr. Wiley told Chairman Moss.

"Unless I make it sufficiently uncomfortable for you," Mr. Moss retorted.

"I don't understand the import of that," Mr. Wiley replied, perceiving, he confirmed afterward, that Mr. Moss was making a threat.

In response, Mr. Moss pointed to his record of the past, which shows several occasions, he said, where he forced changes in agencies through the congressional oversight procedure. "Let experience be your guide," he said.

Mr. Wiley said afterward he considered by that that Mr. Moss had backed down from what could have been a more blatant threat.

Changing Hands

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

- KBOQ(FM) Kansas City, Mo., and WMEX(AM) Boston: Sold by Mark and Connie Wodlinger for $5.1 million and by Richmond Brothers Inc. for $3.3 million, respectively, to Mariner Communications Corp. (see page 32).

- KTHV(TV) Little Rock, Ark.: 16% of licensee, Arkansas Television Co., sold by estate of Clyde E. Lowry to Arkansas Democrat Co. for $1,280,000. Transfer represents partial settling of estates of Mr. Lowry and of Karl A. Engel. Holdings in licensee at present: estate of Mr. Lowry, 16%; Arkansas Democrat Co., 32%; Karl A. Engel trust, 10%; and Radio Broadcasting Inc., 42%. ADC is, in turn, owned principally (70%) by Engel trust. Beneficiaries are Mr. Engel's three surviving sisters, and trustees are his nephews, C. Stanley Berry and Marcus B. George.) RBI is owned (80%) by Shreveport Times Publishing Co., Shreveport, La., which sold KWKH(AM-KROK(FM) Shreveport to Wichita Great Empire Broadcasting Inc. for $2,360,400 in deal related to intended acquisition of STPC by Gannett Newspapers (Broadcasting, May 23). Arkansas Democrat Co. formerly published Arkansas Democrat (Little Rock), but sold paper to WEHCO Media in 1974. ADC intends to acquire RBI at later date. KTHV is CBS affiliate on channel 11 with 316 kw visual, 20 kw aural and antenna.
Communications Inc. for $176,000. Mrs. Schmidt has no other broadcast interests. Hallstrom is owned principally by family of John R. Hallstrom. Family also owns WRAM(AM) Monmouth, Ill.; and KIM(FM) Keokuk, Iowa. Other stockholders in buyer are Robert A. Clark, president of KIIM; Richard Pearson, Galesburg, Ill., funeral director, and Keith D. Putbrese, Washington communications attorney. KWNT is 500 w daylighter operating on 1580 khz. Broker: Richard A. Shaheen.

Other station sales announced last week by the FCC include: WOFE(AM) Rockwood, Tenn. (see page 60).

Approved

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

- **WCAR-AM-FM Detroit**: Sold by Hy Levinson to Golden West Broadcasters for $4 million. Mr. Levinson, 78, has owned AM since it went on air in 1939. Golden West is owned by Gene and Ina Mae Awtrey (50.1%) and Signal Cos. (49.9%). Mr. Awtrey, one-time western movie and TV star, has business interests in a wide variety of fields. Signal Cos. is Los Angeles-based conglomerate with subsidiaries including Mack Trucks, Garrett Laboratories and various investment and real estate interests. Golden West is major group owner of KMPC(AM)-KTLA(TV) Los Angeles; KSFQ(AM) San Francisco; KEX(AM) Portland, Ore; and KVI-AM-FM Seattle. Mr. Awtrey is also stockholder in KOOL-AM-FM-TV Phoenix and in KPOF(AM) Tucson, Ariz.

- **WCR-AM-FM Auburn, Ala.**: Sold by Elmer and Elizabeth Salter to Auburn Broadcasting and Communications Co. for $253,000. Mr. and Mrs. Salter are retiring from broadcasting. They have no other broadcast interests. Buyer is owned equally by Andrew J. Gentry, his wife, Penelope, and Lewis A. Pick Jr. and his wife, Frances. Mr. Gentry is Auburn attorney, and Mr. Pick has various real estate interests there. They have no other broadcasting interests. WAUD operates on 1230 khz with 1 kw day and 250 w night.

- **WNBE(AM) Worcester, Mass.**: Sold by WNBE Inc. to Segal Broadcasting Corp. for $360,000. Seller is Harold Glidden, who has no other broadcast interests. Buyer is owned by Harold H. Segal, self-employed radio station consultant and broker in Newtonville, Mass. Mr. Segal also owns 71.43% interest in WKBK(AM) Keene, N.H.

- **WFKI(AM) Leonardtown, Md.**: Sold by Sound Media Inc. to Continental Broadcasting Corp. for $340,000. Sellers are George E. Clark III and Richard A. Myers. They have no other broadcast interests. Buyer is owned by Thomas A. Lewis (30%) and Nathan H. Miller (70%). Mr. Lewis owns Fulk's Run, Va., real estate firm, and Mr. Miller is Harrisonburg attorney with various other construction, real estate and manufacturing interests. WFKI operates on 1370 khz with 1 kw day and 250 w night.

- **KCMA(AM) San Antonio, Tex.**: Sold by KPEO Broadcasting Co. to Felix H. Morales for $262,000 ($99,000 in cash, $163,000 note). Mr. Morales is partner in Pacific Broadcasting Corp., which sold KSQA(AM) San Antonio to Radio Alamo Inc. for $625,000 ($375,000 in cash, $250,000 note). Seller is owned by Pacific Broadcasting Corp., which sells its AM-FM-AM-FM-AM-FM station. Buyer is owned by John J. Shepard. Mr. Gans is also principal in WGLD-AM-FM High Point, N.C., and Mr. Shepard is president and 29% owner of WLAV-AM-FM Grand Rapids, Mich. Buyer, Mr. Morales, owns KKV-LAM-FM Pasadena, Tex. (Houston), and owns cemetery and funeral home there. KCMA is 1 kw daylighter on 1150 khz.

- **WCRE(AM) Cheraw, S.C.**: Sold by Town and Country Radio Inc. to Orr Broadcasting Inc. for $207,500. Seller is owned by Theodore J. Gray Jr., who also owns KWDE-AM-FM Altavista, Va.; WBYR(AM)-WRKBFM(AM) New Bern, N.C.; WTW-AM-FM Appomattox, Va., and WMR(AM) Rock Hill, S.C. Mr. Gray also has application pending for new FM at Cheraw. Buyer is owned by Michael G. Orr, general manager of WCRE. He has no other broadcast interests. WCRE is 1 kw daylighter on 1420 khz.

- **KWNT(AM) Davenport, Iowa**: Sold by Mrs. Oneta G. Schmidt to Hallstrom Communications Day 4-334

**Doubleday Media Offers:**

...THE REST OF THE STORY...

You know the story; a fulltime AM with an MOR format that continues to be #1 in everything after a decade. The successful programming formula includes a superb community news service and broadcasts of near-by university sporting events. In fact this operation is so dominant that it's thought to be the "only" station in this beautiful Southeast market. The local economy is soundly based on agriculture and a growing industrial/retail base making this the natural trading center for a wide area. The result has been a long track record of excellent billings and profits.

The price includes $152,250 down and the balance of $372,750 over 6 years at 8 per cent. The spacious studio/office building and transmitter site land are part of the sale. There's a lot more to be said for this opportunity.

Call Dan Heyslett for the rest of the story.

214/233-4334

Doubleday Media
Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417 W. Dallas 75240
Broadcasting Co., which in turn is owned by KLUC Broadcasting Co. Principals of KLUC are Peer Pederson (30%), Richard C. and William R. Phalen, brothers (26% and 14%, respectively), and Howard C. Warren (30%). Buyers also own KLUC-AM-FM Las Vegas and KPHO(AM) Tucson. KXEW-FM operates on 93.7 mhz with 29 kw and antenna 38 feet below average terrain.

Other station sales approved last week by FCC include: WKKI(FM) Green Cove Springs, Fla.; WJGA-AM-FM Jackson, Ga., and WKO(A)AM-WKSD(FM) Hopkinsville, Ky. (see page 61).

**Arbitron promises expulsion for diary distorts**

Shaker tells broadcasters that while his service condones conventional hypoting, it plans to red-line stations confusing or enticing survey participants

Arbitron President Theodore F. Shaker notified broadcasters last week that the local measurement service intends to delete from its future radio and TV market reports the audience estimates for any stations that have engaged in "diary distortion."

He defined "diary distortion" not as conventional hypoting to boost audiences but as activities that "could cause the survey participants to record radio or television activity in their diaries which exceeds their actual listening or viewing."

"So far," Mr. Shaker said, "these activities have involved contests which reward participants on the basis of the amount of time that they record listening to or viewing of the station conducting the contest. Such contests could confuse diary keepers to use their diaries as 'entry forms' and to record inflated listening or viewing hours in their diaries."

He mentioned activities in two markets that he did not identify, in one instance during last year's October-November radio survey and the other during this year's April-May radio measurement.

He appeared to be referring to activities such as were reported at the outset of the April-May radio measurements in Phoenix, where some stations were said to have started contests that might lead diary keepers to exaggerate their reports of listening to those stations. The contests were subsequently discontinued or modified to Arbitron's apparent satisfaction, though rating company officials said then that they would examine the results carefully to see if any distortion had occurred (BROADCASTING, April 26).

Mr. Shaker said that hypoting to increase audiences is permissible under FCC and Federal Trade Commission policy if conducted on a regular basis throughout the year, and suggested that if conducted only during rating periods the problem is one to be dealt with by those federal agencies. But "diary distortion," he said, appears to fall under no regulation and in Arbitron's view is "improper regardless of whether or not it is conducted on a regular basis throughout the year because it creates the potential for distortion of the ratings themselves."

"In order to protect the validity of our surveys and the interest of our subscribers," Mr. Shaker said in his letter to stations, "we will delete from our published surveys the audience estimates for any station which engages in activities which Arbitron considers diary distortion as they are described in this letter. This policy will be in effect if diary distortion occurs during the survey period or in the four weeks immediately preceding the survey period."

The new policy goes into effect with Arbitron's July-August survey. To implement it, Mr. Shaker said, Arbitron will mail to all station subscribers appropriate amendments to their current contracts. But he said the company "will enforce this policy with respect to all radio and television stations, regardless of whether or not they subscribe to the Arbitron service and whether or not existing subscribers choose to accept the amendment to their license agreement."

He said the policy was prompted by activities of "only a few broadcasters" and "we sincerely hope that we are not required to delete the audience estimates for any station from our reports."

He concedes the policy represents "strong action" but expressed hope that it will "put a halt to potential diary distortion activity until such time that the broadcasting industry determines the proper step to establish self-regulation and self-enforcement which we encourage it to adopt."

**$8.4 million being spent by Mariner to join ranks of broadcast owners**

Newcomer will buy WMEX Boston and KBEQ Kansas City, the latter purchase to involve biggest amount paid for FM station

Mariner Communications Corp., a new company based in Cincinnati, has entered into agreements to purchase KBEQ(FM) Kansas City, Mo., and WMEX(AM) Boston. It will pay $3.1 million for KBEQ, the highest price ever paid for an FM station, and $2,640,000 for WMEX, plus a $660,000 covenant not to compete.

The record KBEQ sale tops the $4.25 million Cox Broadcasting has offered for United Artists Broadcasting's WWGH(FM) Philadelphia (BROADCASTING, Feb. 14), the previous high. Both sales are subject to FCC approval.

Mariner, formed to purchase the Kansas

**Auspicious debut. Mariner Communications Corp. President L. Joe Scallan () at signing of agreement to buy KBEQ(FM) Kansas City, Mo., from Connie and Mark Wodlinger for record $5.1 million. Mariner also announced plans to buy WMEX(AM) Boston for $3.3 million. The two stations will be the company's first broadcast investments.**

City and Boston stations, is headed by L. Joe Scallan and Elmer Ward Jr. Mr. Scallan is also president of Riverbend Group, a new media broker and consultant, which negotiated the sales. Leon Lowenthal, a former Taft Broadcasting vice president, is executive vice president of Riverbend. Mr. Ward is chief executive officer of Palm Beach Corp., a manufacturer of men's clothing.

KBEQ is owned by Mark and Connie Wodlinger, who bought the station five years ago for $200,000 (BROADCASTING, Dec. 4, 1972). Mr. and Mrs. Wodlinger have no other broadcast interests. They will remain with KBEQ as consultants, and their contracts with Mariner are included in the total price paid for the station.

The Wodlingers acquired KBEQ (then KBYE) when it was "ranked 20th in the audience of the 22 stations in the Kansas City areas. They changed the call letters and instituted its "Super Q" rock format in 1973. "Since that time the station has consistently been number one in its target audience of teen and young adults," Mrs. Wodlinger said. According to Arbitron, KBEQ is ranked sixth over-all in the Kansas City market.

WMEX is owned by Richmond Brothers Inc., Richard J. Richmond, president. Richmond Brothers is liquidating its broadcast holdings, and WMEX is its last station. The company formerly owned WPCC-AM-FM Morrisville, Md. (Washington) and KBBH(AM) Henderson, Nev. (Las Vegas).

KBEQ operates on 104.3 mhz with 50 kw and antenna 953 feet above average terrain. WMEX is on 1510 khz with 50 kw day and 5 kw night.

**Belo in, Maxwell out in Dallas competition**

FCC judge says challenger can't get transmitter sites, lacks funds

FCC Administrative Law Judge Thomas B. Fitzpatrick has proposed granting renewal of Belo Broadcasting Corp.'s WFAA(AM)-KXEW(FM) Dallas. Judge Fitzpatrick also denied the competing applications of Maxwell Broadcasting Corp. in the initial decision released last
Wednesday (May 25).
Maxwell had sought Belo's facilities, including the transmitter sites, the antenna systems and buildings currently used by WPFA and KZEW. Belo, however, held that "under no circumstances" would it allow Maxwell to use its facilities.

Judge Fitzpatrick concluded, then, after an April 14 hearing, that Maxwell had "failed to establish that it has reasonable assurance of the availability" of its proposed transmitter sites. The judge also found that Maxwell was not financially qualified to build its own stations.

The decision becomes effective in 30 days unless one of the parties moves for a review or the commission reviews on its own motion.

Wounded Wiley comes out swinging on court reversals
Chairmen tells state association presidents he intends to stick by his principles, regardless of setbacks at hands of appeals courts

After watching the FCC lose several major cases in the U.S. Court of Appeals in Washington, Chairman Richard E. Wiley sees himself as a man of principle who would rather lose those cases than "capitate to the policies the court wanted." He also feels the string of defeats may not be played out, but says he is willing to accept additional defeats—trade press and the critical coverage he says may follow—rather than abandon his convictions.

The chairman expressed those views last week in remarks to the state broadcast association presidents, meeting in Washington. For the most part, the speech was a rundown of issues confronting the commission. But they were discussed against a backdrop of recent court history and a Broadcasting magazine article he feels was critical of his stewardship ("Wiley's FCC: in danger of disappearing," Broadcasting, April 11).

Referring to the court's decision overturning the commission's newspaper-broadcast crossownership rules, for instance, he said the commission "could have broken up all combinations," as the court directed. But after 40 years of urging newspapers to enter the broadcasting field, that would not have been an appropriate "action for the commission to take, he said. There was no evidence of abuse," he added. The commission, he noted, is appealing to the Supreme Court.

As for the pay cable rules, which were overturned by the court, the chairman said maybe the commission shouldn't have adopted the rules. "But we were concerned about the public," he noted the commission is asking the Supreme Court to review the lower court's decision as it affects both the rule designed to protect television against loss of sports events to pay cable and ex parte contacts. (The commission is abandoning the rule banning siphoning of films.) As for the off-the-record contacts, he said, "It's in the public interest to let the public come in and express its views."

Looking to the future, he cited three major cases pending in the appeals court. One involves the commission's policy statement on children's programming, which rejects the petition by Action for Children's Television to bar commercials from children's programming and require broadcasters to provide a specific amount of programming for children. At stake in another is the commission's fairness doctrine report, which rejects proposals that broadcasters be permitted to substitute a system of access for the fairness doctrine and which maintains that product advertising does not trigger the fairness doctrine. The third—which Chairman Wiley said involves a "great First Amendment issue"—deals with the commission's policy statement on radio entertainment formats, which maintains government has no role in determining formats.

In each case, he said the court may disagree with the commission. But in each case, he said, he felt the commission's position was correct. "Should I decide according to my philosophy and lose, or do

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boat owner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from thieves, too.

For a free tape and script, return the coupon below or call us collect at 309-662-2845.

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Broadcasting May 30 1977
MILLIONS OF YOUNG AMERICANS ARE FINDING THAT LOVE IS CONTAGIOUS.

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

The twin specters of gonorrhea and syphilis are stalking across America. In the last 20 years, venereal disease has skyrocketed 400%.

Gonorrhea, in fact, is now classified as a national epidemic.

In Los Angeles, KTNQ/KGBS-Radio, for example, produced a 17-episode mini-documentary on the spread of the disease in Southern California. Entitled “The New VD... and the Old,” it explored the whole gamut of subjects. From the social causes of VD, its effect on pregnancy and the unborn infant, to where and how to get help. Guests included local health officials. Broadcasts were aired 6 times daily.

KCST-TV in San Diego recently presented a one-hour live phone-in show covering the serious VD epidemic in San Diego. On hand to answer questions were local health authorities. Shown was a film from Atlanta’s Center for Disease Control. Among other things, viewers were warned about the new strain of gonorrhea, and advised how to obtain local VD treatment.

Along with heavy program involvement on VD, WJW-TV in Cleveland cooperated with the Cleveland Health Department by developing and scheduling a concentrated spot campaign against venereal disease.

In Boston, WSBK-TV held discussions about VD on talk shows. And helped prepare and air announcements for VENUS, a 24-hour answering service providing VD information to the public.

Involvement in the vital affairs of the communities they serve is typical of all Storer Stations. We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Fifty years of broadcasting that serves.

The Storer Stations
Storer Broadcasting Company
what the court wants, and be a winner?" he asked. "I was put there to decide what I think is the public interest."

Several times he referred to the article in Broadcasting which reviewed the commission's then recent court set-backs—crossownership and pay cable, as well as family viewing (decided by a U.S. district court in Los Angeles) and the Pacifica indecency case. At one point, the article quoted a broadcast industry executive as describing the chairman as a "disaster" for broadcasting, and quoted an attorney as saying the opinions indicate the courts do not "trust" the chairman, or the commission, and thus do not defer to its expertise.

"If I have to incur another magazine article like that," he said, after explaining his opposition to ACT's proposals, "I'll incur it."

Beyond that, the chairman went on to restate other positions he has advanced which are not yet under challenge in court.

As for license renewal policy, he does not believe a challenger's promises can be compared with an incumbent's performance. And he opposes the commission's use of percentage in reviewing performance.

Equal employment opportunity is "the law of the land," and the commission "means business" in enforcing it. However, he does not believe in "quotas," although he "can't guarantee that a court someday will agree.

He believes in the concept of ascertainment, but believes the formal procedures the commission requires of broadcasters are too burdensome. He hopes the commission's decision to exempt small-market stations from the procedures "can be a harbinger" for other broadcasters.

As for technical matters, he held out the hope that rules authorizing the use of automatic transmitters in directional AM radio and television will be issued by fall, in the case of radio; the end of the year, in the case of television—and he hopes inquiries on AM radio stereo and FM radio quadraphonic can be issued in June.

How Wiley would trim FCC's sails

He tells Wirth that help is needed in Common Carrier Bureau, that Field Operations Bureau should be bolstered and reoriented

For FCC Chairman Richard E. Wiley, the days of his term on the commission are dwindling down to a precious few (his term expires June 30). And Representative Timothy Wirth (D-Colo.), a member of the House Communications Subcommittee, took note of that last week, during an FCC oversight hearing, and asked the chairman whether he had any thoughts on "significant changes" that might be made at the commission.

It so happens he had a few. The Common Carrier Bureau, Chairman Wiley said, is in need of additional resources. The Common Carrier Bureau, he said, "is where the problems and complex issues are." The bureau, he added, is understaffed.

He would, he said, shift staff from the Broadcast Bureau. "I'd stop regulating so much there, particularly small stations." Small cable systems could also do with less regulation, he said.

The Field Operations Bureau is another area in need of additional resources, he said. It should offer more services to the public. It should be more consumer-oriented, he said. The chairman was also concerned about the review board. But he was "glad to see" it reduced in size, an action taken last year.

The views were expressed extemporaneously, in response to the question. But Chairman Wiley may flesh them out. Representative Wirth asked him to put his thoughts in writing.

FCC issues post-facto permit to FM

Missouri station had already put up its tower; some at commission wanted it taken down; Washburn leads argument that such ruling violated common sense

What some FCC members and lawyers insisted were the requirements of the law ran head-on into what some commission members regarded as the demands of "common sense." And common sense won, 4-1-0, with the result that the commission in effect overlooked the fact that Montgomery County Broadcasting Co., of Montgomery City, Mo., had already virtually constructed its FM station, including the erection of the antenna tower, and issued it a construction permit.

For several months, the commission staff had been wrestling with the problem of what to do about an applicant that had already put up its tower. And it finally came up with its recommendation: Grant the permit, but, first, require Montgomery County to take the 262-foot tower down and then install it again, in new footings. The law requires that approach, Martin Levy, chief of the Broadcast Facilities Division, insisted at the commission meeting. Stations cannot be built without a permit. And General Counsel Werner Hartenburger agreed.

But to Commissioner Abbott Washburn, the staff's approach was "absolutely crazy." Congress could not have intended such an approach, he said.

"It's excessively bureaucratic," And three commissioners—Robert E. Lee, James Quello and Margita White—apparently agreed. They supported his motion that the application for permit be approved.

The other commissioners—Chairman Richard E. Wiley, Benjamin L. Hooks and Joseph Fogley—all lawyers—supported the staff's position. "Stupid as it is, the law is clear," Chairman Wiley said. "We can't do
Great, but it takes our members to make it work.

Since fast, dependable telephone service is essential to the way you live and work, you have a big stake in the outcome of negotiations now underway between the Communications Workers of America and AT&T—the Bell System, Western Electric, Bell Laboratories.

We're negotiating a new national contract covering more than half a million CWA members—the people who make, install, operate and maintain the complex telephone equipment that provides you with such fast, efficient service.

Our current contract expires at midnight on August 6, 1977. We want you to know what we're proposing in the new one, and why we deserve it.

The following national bargaining proposals are high on our agenda:

Job Security, because more than 95,000 jobs in the telephone industry have vanished since 1973.

Upgrading of Jobs Traditionally Held by Women, because discrimination against women is intolerable and completely unacceptable to CWA.

Pension Improvements, because older workers have earned their right to retire with dignity and with an income that will provide a decent standard of living.

Wage Increases, because CWA members are among the most productive workers in the nation—and contributed substantially to the record profits reported by AT&T last year.

Health Insurance Improvements, because health care costs are climbing beyond a worker's ability to pay, and many health needs are not presently covered.

In addition to these proposals, there will be local bargaining on working conditions with individual companies of the Bell System. Local bargaining will begin on June 8.

Reasonable Proposals

All of our proposals are reasonable, and are well within our increased productivity. The Bureau of Labor Statistics reports that the increase in productivity from 1974 to 1975 in the telephone industry was 10.7%. Labor economists expect the 1976 increase to be at least that high when the figure is released. This is more than double the average 4.5% for all industry.

The superb level of productivity of CWA workers has helped make American telephone service the finest in the world, has held telephone costs down for consumers, and has contributed greatly to the growth and success of AT&T and its subsidiaries. Traditionally in our free enterprise economy, workers are entitled to share in their increased productivity.

This is what our bargaining is all about. We only want what we have earned, and our share of what we have helped AT&T earn.
Ampex is the only company in the world that manufactures both helical and quad video-tape recording systems.


The best of helical comes from Ampex. VPR-1 with AST, a realistic alternative for broadcast applications, plus optional, broadcastable, slow motion, still-frame and editing capability. VPR-10 with a portable, battery-powered field acquisition capability that's fully compatible with VPR-1 playback.

So you can get dependable guidance from Ampex, if that's what you need. And you can get the best of either quad or helical from Ampex as soon as your needs are defined.

Think about that the next time somebody
Helical, from Ampex.

VPR-1

VPR-10

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Ampex reputation assures quality products and full support worldwide.

VPR-1 starts telling you that his particular recording system is best. Best for whom?

Of all the manufacturers in the world, only Ampex can afford to be 100% objective. We make the best of everything.

See us at Montreux booth #414-418
Tapes are for taxpayers is FCC's answer to court

The FCC said its rule requiring non-commercial broadcast stations to retain for 60 days audio recordings of public affairs broadcasts is to provide taxpayers, who provide the bulk of public broadcasting's financial support, a means for reviewing the stations' performance. And as far as it is concerned, the commission said, it has no intention of using the tapes for its regulatory purposes.

The commission made those statements last week in response to a remand by the U.S. Court of Appeals in Washington of the commission's adoption of the rule. The rule, which adopted in December 1975 to implement a section of the Communications Act, was appealed by a number of noncommercial stations contending that the rule violates their First Amendment rights. The commission said the rule does not suppress free expression. And in that connection it took exception to the court's statement that the requirement "comes dangerously close to censorship."

NABET sues Pimlico

The National Association of Broadcast Employes and Technicians, which struck ABC earlier this month (BROADCASTING, May 23), last week planned to sue the Maryland Jockey Club (owners of Pimlico race track in Baltimore) for $1 million for restrictions on picketing during ABC's coverage of the Preakness there May 21.

NABET attorneys were preparing to ask the Maryland Circuit Court in Baltimore to review an affidavit that led to a temporary restraining order, said to authorize "only two pickets at one obscure race track gate." NABET said the union will charge Jockey Club General Manager Charles Lang with making false claims of "actual and threatened unlawful acts" by the union in order to receive the order. At a later date, NABET plans another suit regarding the Preakness, against NBC.

Broadcast Advertising

Fisher: Increase commercial time to contain costs

Dancer-Fitzgerald-Sample executive tells advertisers that such a move would keep prices down, give the networks greater revenues and not increase amount of clutter.

A frank call to the TV networks to create more commercial time as a means of holding down television advertising costs was issued last week by a high agency official in an appearance before some of the nation's biggest advertisers.

The call came from Louis T. Fischer, senior vice president of Dancer-Fitzgerald-Sample, in an address to an advertising financial workshop held by the Association of National Advertisers.

"Just consider this," he said. "If every prime-time half-hour increased its commercial time by one minute, we would have the equivalent of a fourth network in prime time. Just one half-minute extra would give us the equivalent of three and a half networks in total."

Mr. Fischer spoke mostly in terms of networks and prime time but he also referred to rising spot-TV costs and implied, at least, that time standards for other dayparts should be loosened as well.

His speech represented perhaps the most outspoken advocacy yet advanced for commercial time increases. A number of agency and advertiser executives have made similar proposals, but usually not so openly, and often they have found opponents within their own ranks who argued that such increases would aggravate the so-called clutter problem. An argument that Mr. Fischer rejected in his speech.

Mr. Fischer said that "we must turn to the networks to tell us how new availabilities can be developed." But he also noted that an earlier ANA workshop had heard a monitoring report indicating that 5.1% of prime time was "promotional time." (BROADCASTING, Feb. 7.)

"This 5.1% of promotional time," he suggested, "might be a starting point for the networks as they think about a revised broadcasting format — this and the fact that in network prime-time movies they currently allow more commercial time than in other prime-time programs, clear evidence that the networks can find ways to make small departures from an ancient, rigid structure."

In addition to cutting the promotional matter, he said, viewers might not be bothered if the networks shortened some programs just a bit to make room for more commercial time.

The current commercial format in TV and radio, he contended, is and has been "unusually rigid, a structure that has offered little or no flexibility by season, by time of prime-time program (other than movies) or by expectation of ratings, for example. It is a structure that has existed for more than 40 years . . . ."

"We have a format that says six network commercial minutes are standard in prime time and that additional non-program material (local commercial time plus program time) to 45 minutes and 30 seconds should appear in every 60 minutes of prime time. Is this logical? Possibly. Is it absolutely essential? I think not."

Mr. Fischer said that "much of this rigidity exists in order to satisfy the needs of the networks and the program people," but that "the advertiser, is the customer" and "certainly deserve consideration if flexibility in format would help [you] to control advertising costs."

He continued:

"We could ask whether there must be promotional time in each prime-time hour if, by changing the format, eliminating something and providing more flexibility, it became possible for advertising costs to be reduced."

"We could even ask whether the viewer would be seriously concerned if in some situations a program were minutely shorter than its present length in order to accommodate additional commercial time. We certainly should be asking the networks whether it is essential to maintain a rigid, inflexible format and we should be ready to say in reply that we think not."

Nor should it take "years" to get the National Association of Broadcasters commercial code changed to "reflect a more flexible format," Mr. Fischer added.

A reference to "beginning within prime time" suggested that he hoped eventually for the creation of more commercial time in other dayparts as well.

Some modifications of current formats could offer "benefits for everyone," he said.

"You, the advertiser, would have lower costs because the supply of television time would have increased. The networks would have more commercial minutes to sell and even though the marketplace would expect reductions in unit prices for commercial minutes, the total revenue to the networks would grow because there would be more units to sell. The viewer would continue to receive essentially the same amount of programming as at present with no increase in clutter. And hopefully, no government agencies would move toward closer control of television."

Mr. Fischer said he wouldn't presume "to tell the broadcasting industry or the television networks exactly how to run their business." Instead, he said, "I would challenge them today to come to us with innovative proposals for increasing the available quantity of television commercial time, and to do this in such a way that both they and we would gain some benefits."

"And I challenge all of you [advertisers] and your agencies," he added, "to encourage the networks to explore this matter and to come back to us soon with some ideas. If we can accomplish this much, then we will really have begun to
cope with these escalating media costs.'

Mr. Fischer also suggested other steps to hold down media costs, among them ad-

vertiser syndication of programs, but put

most emphasis on the commercial-time

proposal. He spoke Wednesday at the clos-

ing session of the three-day ANA

workshop, held at The Wigwam, Litchfield

Park, Phoenix.

Network officials in the past have con-

ceded in some cases that they had con-

sidered increasing the amount of commer-

cial time but have uniformly insisted that

they have no intention of doing it. One

network official last week, advised of Mr.

Fischer's proposal, said he still considered

the idea "unrealistic."

A skeptical

attitude toward media advertising

Survey sponsored by Sentry

Insurance shows half of public

respondents view TV advertising

as misleading, 28% see print

advertising the same

Television advertising, print advertising

and the advertising industry in general get

poor marks in a wide-ranging survey on

consumerism conducted by Louis Harris

& Associates in collaboration with the

Marketing Science Institute, a nonprofit

research organization associated with Har-

vard Business School.

Advertising and media were among

scores of subjects on which the survey,

commissioned by Sentry Insurance,

elicited opinions from members of the

general public and also, separately, from

consumer activists, senior-level business

executives, government regulators and

other "leadership" groups.

When the public respondents were

asked how much, if any, TV advertising

they considered "seriously misleading,"

nearly half (46%) said all (9%) or most

(37%), while 39% said some. Among con-

sumer activists 67% said all or most, while

among senior business managers the com-

parable figure was 12%.

To the same question about advertising

in newspapers and magazines, 28% said all

(4%) or most (24%) struck them as

seriously misleading and 50% said some
did. Again, consumer activists tended to

be considerably more skeptical than the

general public, and senior business execu-
tives considerably less so.

Asked which of 25 specific industries

"do a good job in serving consumers," 6% of

the public respondents named advertis-
ing, which put it in 22d place, while 25% said

it does a "poor job," a percentage ex-

ceeded only by car manufacturers,
garages, and auto mechanics, the oil in-
dustry and used-car dealers.

Although business tends to consider the

news media biased against it, the report

said, almost half (47%) of the consumers

interviewed consider media unbiased and

an additional 25% think if they are biased

at all the bias favors business.

More than half of the general public
(54%) feel that TV, newspapers and maga-
zines do not give enough attention to con-
sumer affairs, while 6% think they over-

play the subject.

A third of the public use paid advertis-
ing in TV, newspapers and magazines
"most often" as sources of information
when buying products and services, the

study found, although only 12% regard

paid advertising as "most accurate and

reliable" as a source of such information.

The public tended to be a little more in
favor of greater government regulation of
business (31%) than in favor of less
(27%), with 30% feeling the present

degree was about right. Consumer ac-

tivists, on the other hand, strongly favored
more (61%) over less (13%), and senior

business managers took the opposite
track, overwhelmingly favoring less (76%)
rather than more (4%).

"Consumer activists who call for more

regulation and businessmen who call for

less are both sharply out of tune with the

public, who would not be satisfied by

either an increase or decrease in regula-
tion, but only by some new course which

is both more effective in controlling busi-

ness abuses and less of a harassment to

legitimate business," the report asserted.

In some instances, the public showed it-
self to be even more militant than the ac-

RKO Radio and O'Connor Creative Services

Present

The BEATLES

From Liverpool to Legend

A 15-Hour Radio Biography In Sound.

From the first notes played in the

English factory town to the recently

released Hollywood Bowl Concert,

it's all there. All the music. And

tales of successes by The

Beatles drawn from a decade of
dialogue, never before aired any-

where. Plus all of the artists and

influences which went into making

The Beatles the most important
group in the history of contem-

porary music.

This all-new musical documentary

is constructed with each hour as a

separate unit. Thus it can be aired

on your station in a variety of ways;

three hours a day for a week, an

two-hour segment for two weeks; all-in-one

as a super-special... anyway you

like it.

Premiered to critical acclaim on

KHJ-Los Angeles, KFRC-San

Francisco, WRKO-Boston,

WHBQ-Memphis, 99X-New York,

KLIF-Dallas and WFYR-Chicago, it

reached an audience of millions.

Order it now. Then, your station

and your listeners can travel the

long and winding road with The

Beatles in a special that brings them

back together one more time.

O'CONNOR CREATIVE SERVICES

PO: Box 8888, Universal City, CA 91608

Gentlemen: We want to reserve exclusive broadcast rights for "The Beatles - From Liverpool
to Legend" for our market.

Please mail our license agreement for this 15-hour special along with complete details on cost, program
consent, promotion and production aid and our guaranteed delivery date.

Name_________________________ Title_________________________
Station__________ Address_________________________
City_________________________ State_________________________
Zip_________________________
tivists. For example, 78% of the consumers endorsed what the study called the “radical notion” that a company responsible for advertising that has been proven false or misleading should be banned from advertising that product for some period of time thereafter. But only 59% of the consumer activists felt so stringent a step should be taken.

The survey panels were asked to rate the performance of several government agencies, consumer protection groups and others. Only two of nine received positive ratings from more than half of the consumers: Ralph Nader (54% positive, 25% negative) and the Better Business Bureau (59% positive, 33% negative).

The public’s votes on the Federal Trade Commission and the FCC were not reported, but consumer activists gave the former a 55% negative and 35% positive rating and the latter a 72% negative and 17% positive vote, while senior business executives were 57% negative and 37% positive on the FTC, 50% negative and 37% positive on the FCC.

The survey, “Consumerism at the Crossroads,” was the fourth in a series of national opinion studies conducted for Sentry Insurance, a worldwide insurance group based in Stevens Point, Wis. The first three dealt with attitudes toward insurance and, like the current one, were conducted by the Harris firm. Questionnaires for the new study were based on content recommendations developed by the Marketing Science Institute.

The study embraced personal interviews with a national cross-section of 1,510 American adults, plus 522 representatives of six leadership groups: consumer activists; government regulators; government consumer affairs officials; senior-level business executives; consumer affairs executives, and insurance regulators. Interviewing was done in late 1976 and early 1977.

Effective radio sales

NRBA sponsors seminars on how the medium can compete against newspaper

Suggestions on selling more effectively against newspapers were presented last week during the first of 10 seminars to be sponsored by the National Radio Broadcasters Association.

The opening session, in Atlanta, featured discussions of various sales tools to be introduced at the “All About Newspaper Seminars.” The discussions are conducted by Maurice Webster, president of the Webster Group, New York.

Among the new materials given to attendees were: “Newspapers From Radio’s Viewpoint,” a 17-page explanation of newspapers’ operating practices with an analysis of their weaknesses and of the basic reasons retailers like newspapers; a “Quarterly Newspaper Analysis” form, useful for determining budget and the content of a prospect’s newspaper ads, with ideas for converting them to radio; “The Pocket Pitch,” a card to demonstrate the local paper’s problems in circulation, penetration and cost increases, and a revised version of the booklet on “Selling Against Broadcast,” recently issued by the Newspaper Advertising Bureau. Mr. Webster said that errors have been corrected and misconceptions have been clarified so that the booklet now becomes a radio sales presentation.

The seminars will continue in Denver on June 1; Los Angeles, June 2; Seattle, June 3; Washington, June 9; Dallas, June 15; Boston, July 13; Memphis, July 15; Chicago, July 20, and Kansas City, Mo., July 21. Reservations should be mailed to NRBA, Suite 500, 1705 DeSales Street, N.W., Washington 20036.

Newspapers urged to use TV to retread circulation

TVB’s Rice suggests dropping feeling of competitor antagonism and using selected parts of broadcasting to reach non-viewers

Roger D. Rice, president of the Television Bureau of Advertising, advised newspapers last week to stop thinking of television as a competitor and start using it as a most efficient way to rebuild declining circulations.

“To attract non-readers,” he said in an address to the International Newspaper Promotion Association’s annual meeting in Seattle, “you must go to where non-readers are (and that) will probably lead you to television where your own statistics show that light newspaper readers often tend to be heavy television viewers.”

“First,” he said, “I would ask that you relook at your potential. I believe that it is larger than you do.

“Second, I would propose that you redefine what you consider your competition . . . I suggest you look upon television as an advertising medium. Pretend you are a manufacturer with a product and look at us in that light. Borrow some of your retailers’ experience and consider television as a way of reaching the people your advertisers want to reach.

“Third, I propose that you research both your strengths and weaknesses so you can charge for one and correct the other. And finally, I would recommend that you allocate some very specific dollars to accomplish some very specific jobs—a proposal that just happens to mention television.”

Mr. Rice proposed that newspapers budget 1% of their local advertising revenues—$85 million on a national basis—for TV advertising to build circulation. The figure, he said, is comparable to what the motion picture industry spent in TV for similar purposes in 1975.

Newspapers, he suggested, should buy longer schedules, do less of the in-and-out television buying that many papers do, consider different dayparts to reach different audiences—and “be sure your commercial has a very specific purpose,” keep it simple and “let your local television stations help.”

Mr. Rice cited the New York Times as “the most sophisticated newspaper user of television,” pointing out that “they select the periods in and around news” and invite viewers “to learn more about the news they have just seen through television cover by reading the Times.”

A raise for musicians

Musicians employed on television and radio commercials have approved a new two-year contract that calls for an estimated 15% increase in fees and reuse payments.

The agreement, negotiated by the American Federation of Musicians and the Joint Policy Committee of the Association of National Advertisers and the American Association of Advertising Agencies, provides for an increase to musicians in the basic wage scale from $48 to $50 per hour and raises reuse payments from 62% to 71% of the fee. Copyists and arrangers were granted similar raises.

More than 1,000 AFM members voted to ratify the pact, which is retroactive to last May 1 and expires on April 30, 1979.

Advertising Briefs

Monthly review. Fourteen challenges to national advertising, including five on television, were resolved during April by National Advertising Division of Council of Better Business Bureaus. Modified or discontinued were TV commercials for Coca-Cola; General Mills Fun Group Inc. (stretchable toy); Jim Dandy Co. (dog food) and Pepsi-Cola. Reviewed and found acceptable was TV commercial for Lever Bros. (Mrs. Butterworth’s syrup).

Radio drama sales. Charles Michelson Inc., Beverly Hills, Calif., has reported that Oldsmobile Division of General Motors, through Leo Burnett Co., Chicago, has bought The Shadow and Green Hornet radio series for 13 weeks in 10 major markets on stations including WFAA(AM) Dallas; KDWB(AM) St. Paul, Minn., and WKTQ(AM) Pittsburgh. Michelson said during April sales on its radio series (also including Lone Ranger and Gunsmoke) were made to 43 stations.

Trends from John Blair. Blair Television and Blair Radio have issued the 13th edition of Statistical Trends in Broadcasting, 44-page booklet covering advertising expenditures and industry and market revenue growth trends for broadcast media over periods ranging up to 23 years. Blair includes its own projections for 1977 and predicts 13.9% increase in television to $7.3 billion and 9.1% jump in radio to $2.449 billion.
CBS confident new bench strength will recapture prime-time lead

Wussler lauds developmental season in which network spent $32 million on projects; Becker comes up with figures that show other areas in which CBS outperformed the competition

CBS-TV affiliates last week were given a no-nonsense presentation of program plans that network officials are gambling will restore the network to the prime-time audience leadership it lost to ABC-TV in the 1976-77 season and retain or improve the sign-on-to-sign-off leadership it still claims. NBC-TV a week before had introduced its fall schedule with a variety review that knocked the delegates dead (Broadcasting, May 23). CBS reserved the hoopla for social occasions (and then pulled out the stops; see "Top of the Week").

As explained by officials from the chief executive of the parent CBS Inc. to the vice president for children's programing, CBS-TV lost the prime-time lead for lack of an adequate reserve of programing that could be drawn on for specials or replacements when series went bad and it has spent unprecedented sums of money to correct that condition.

Robert Wussler, president of CBS-TV, opened the convention with the assurance that the new schedule was fashioned from a "development season that turned out to be nothing less than marvelous."

CBS-TV, he said, spent $32 million on 260 program projects from which 40 pilots were made. The result, he said, is "a class act" that will enhance what Mr. Wussler called the CBS image as "the Tiffany of the networks."

That, Mr. Wussler pointed out, is in contrast to the condition he found after assuming the CBS-TV presidency not long before the 1976 affiliates convention: "More of our long-running shows were running out of gas than had been anticipated. Yet our bench strength was so weak we could not send in replacements. As a consequence, this past year has not been easy."

Now, he said, CBS is "on the move back to prime-time leadership." He made no estimate of the time when that aim would be achieved.

Nobody minimized the ABC victory in the evening. As Arnold Becker, director of television network research, put it: ABC "beat us fair and square." He said that the CBS second-place lead over NBC's third was only by six-tenths of a rating point through the season. But Mr. Becker took comfort in noting that NBC was strong at the beginning of the season when it loaded its schedule with specials and events but weaker later on. In the last 21 weeks of the season, Mr. Becker said, CBS averaged 1.5 ahead of NBC in ratings.

In other major periods, said Mr. Becker, CBS had a good year. In weekday daytime programing it was 11% ahead of ABC and 20% ahead of NBC. On Saturday morning its children's programing led ABC's by 9% and NBC's by 30%. The Walter Cronkite news was 14% ahead of NBC and 59% ahead of ABC. In late night, however, CBS still trailed NBC's Johnny Carson by 16%.

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Complete with the latest technology in high-quality broadcast equipment, Video Innovations' versatile mobile unit is truly a producer's dream.

Specially designed from the producer's point of view, our 27 foot video van provides you with remarkable comfort and flexibility in your remote productions. With this impressive unit and our talented mobile crew, Video Innovations offers you complete video production capabilities — at a price you can afford.

We'll take your project from start to finish, using our talent and technology to give you innovative solutions to any video problem. Sporting events, concerts, TV specials, syndicated programs, news conferences, meetings, conventions, exhibits and special presentations. Any program. Anywhere.

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Promotion. The abnormal upheaval in the CBS-TV fall schedule requires a massive advertising and promotion campaign to gel people to sample the new schedule, Louis Dorfsman, vice president, advertising and design, CBS/Broadcast Group, told CBS-TV affiliates last week.

In addition to on-air promotional spots, newspaper and other publication advertisements, and various other traditional forms of advertising and promotion, CBS next fall will spend a million dollars on a "CBS Viewers' Choice Sweepstakes" with $250,000 in prizes. The contest will appear in all 11-page four-color inserts in the fall-premiere issue of TV Guide.

At a closed meeting with network officials after Mr. Dorfsman's presentation, affiliates were assured that CBS lawyers had declared the sweepstakes to be legal.

I am interested in learning more about Video Innovations.

Call me for an appointment.

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Broadcasting May 30, 1977 43
(although the latter has been losing some audience) while leading ABC by 16%. (Mr. Becker told the affiliates that if their clearance of CBS late-night programs had been better, the Carson lead could have been cut to 9%).

When the whole schedule was put together, Mr. Becker told the affiliates, CBS was still in front, with a 34.6 average share against 33.4 for ABC and 32 for NBC. That meant, he said, that from sign-on to sign-off CBS affiliates were also strong in local ratings.

Although ABC affiliates dominated prime-time ratings in their markets (Broadcasting, May 2), a record that Mr. Becker failed to mention, CBS affiliates did better in total audience. In the 147 markets where CBS affiliates compete with NBC affiliates, CBS won in 81 (with seven ties). In the 140 markets where CBS affiliates compete with ABC's, CBS won in 70 (five ties).

The strategy behind the CBS-TV schedule for next fall was outlined by B. Donald (Bud) Grant, vice president, programs. The network is placing heavy emphasis on the 8-9 p.m. period, in which four of the eight hours of new programing will be placed. The purpose is to take the youth-skewed audience away from ABC at the opening of each night's network offerings. Altogether CBS-TV will introduce 10 new series and move eight holdovers to new time slots.

CBS is not underestimating the leader. In Mr. Grant's words, "ABC has the best balance in many years between comedy, variety and adventure." But the young viewers who dominate the ABC audience are fickle, said Mr. Grant, and "the fastest to switch their loyalties once they have an alternative." The new CBS schedule is, Mr. Grant thinks, "exactly the alternative they're looking for."

NBC is harder to evaluate, said Mr. Grant, because the schedule it has released is described as "only a blueprint" with "many substitutions" to be expected during the year.

The CBS-TV schedule will contain 14 half-hour comedies, more than ever before, said Mr. Grant, but they will be balanced by new family drama (such as The Fitzpatricks), family-oriented adventure (Dan'l Boone), a futuristic adventure (Logan's Run), fantasy (Wonder Woman), and two hours that are "at once humorous, dramatic, nonviolent and contemporary" (Lou Grant and Rafferty). In the new season there will be more specials than the 64½ hours of original entertainment specials and 10 hours of repeats that were broadcast in 1976-77. Bernie Soffronski, vice president, special programs, gave affiliates a sampler. Elvis Presley will perform in a one-hour

Com commuting June 13

Broadcasting's First Annual Awards Issue

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

You belong in Broadcasting

Coming June 13

Broadcasting's First Annual Awards Issue

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

You belong in Broadcasting

Broadcasting May 30 1977

44
show edited from tapes of two concerts this summer. CBS-TV has also signed Linda Ronstadt, Natalie Cole, Goldie Hawn, Lily Tomlin and Mary Tyler Moore for special performances. Miss Moore will star in an entertainment vehicle and in a dramatic made-for-TV movie. Two stars now featured in regular CBS shows, Bea Arthur of "Maude" and Tim Conway of the Carol Burnett Show, will have their own specials.

Others who have appeared previously in CBS specials will return: Miss Burnett, Lucille Ball, George Burns, Johnny Cash, Bing Crosby and Shirley MacLaine.

The network has hired Alexander H. Cohen, a veteran Broadway producer, to be executive producer of a week-long cluster of specials to celebrate CBS's 50th birthday this year. The dates were not announced, but Mr. Sofronski billed it as "the biggest entertainment event in television history."

Dramatic specials will include Blind Ambition, four hours based on John Dean's book about Watergate, among several others. In addition to special events previously announced, CBS-TV will broadcast the presentation of college football's Heisman Trophy.

Paul Monash, vice president, motion pictures for television and miniseries, outlined a heavy production schedule in his sphere. The movie-made-for television is outgrowing its original role as a B picture, he said. The aim is for quality equal to that of theatrical movies. Mr. Monash reported that four films were before the cameras this month and four more will be filmed in June, an indication of production volume.

There is growing emphasis on miniseries, said Mr. Monash. Among other projects he announced: the story of Aristotle Onassis to be produced by Saul Jaffe, a dramatization of The Wall, John Hersey's novel about the defense of the Warsaw ghetto; a Lorimar production based on the SLA revolutionaries who abducted Patty Hearst; a David Merrick production based on the nonfiction best-seller, Blood and Money.

The CBS-TV affiliates were told by Barry Frank, vice president, CBS Sports, that "we've had a hell of a year." The NFL Sunday football games drew ratings 22% ahead of those the year before and were 28% bigger than the ratings NBC commanded for its Sunday NFL games, Mr. Frank reported. The CBS Sports Spectacular, which competes on Saturdays with ABC-TV's long-established Wide World of Sports, is making strong gains, said Mr. Frank, and has occasionally beaten Wide World in national ratings.

"Observers within the industry and in the world of sports regard us as a serious challenger to ABC," said Mr. Frank. CBS-TV is out to be number one, he added.

(May 30) from midnight to 5 a.m.

The talk-interview show is produced by WMCA(AM) New York. It will be fed by microwave to Mutual in Washington and relayed to affiliates. Mutual will carry the series Monday through Saturday, while WMCA will have a Sunday broadcast, a repeat.

Mutual has canceled the Herb Jethro Show in order to present the Nebel-Jones program. A spokesman said Mutual is confident that other affiliates will take the show and that it will attract advertiser support.

NFL to say thanks, but no thanks

Los Angeles promoter's offer to show football games in chain of movie theaters expected to be refused by the league; talks with networks on coverage of games are in preliminary stages

Sources at the National Football League's headquarters in New York say the've all but shot down a $400-million offer from a Los Angeles promoter for a five-year lock on the NFL's Super Bowl and championship play-offs beginning the winter after next.

The NFL, these sources add, has already had preliminary talks with ABC, CBS and NBC about a new contract to replace the one that expires at the end of the 1977 season, with serious discussions expected to get under way in a few weeks.

It's all but certain, according to the sources, that the NFL games, including post-season contests, will turn up on the networks for another four years (or longer), despite the strapping increases the NFL is reportedly asking. (The NFL gets $57 million or so in yearly rights fees from the networks on the current four-year contract.)

However, aware that the NFL and the networks haven't signed a new contract, the Los Angeles promoter, William Sargent, stepped into the breach on May 16. Mr. Sargent is trying to lease about 500 movie theaters around the country for a permanent $2-week cycle of closed-circuit live entertainment events (rock concerts, Broadway plays, operas, ballet, nightclub performances, and the like), shooting for a target date of Dec. 1, 1978.

At the formal May 16 meeting in New York, according to various sources, Mr. Sargent told NFL officials that if all went according to his plans he could have access to as many as two million seats by December 1978, counting the 500 theaters that would presumably be aboard, plus ad-hoc rentals of major arenas like New York's Madison Square Garden and the Los Angeles Forum. By putting a price tag of $100 on a block of tickets to all nine post-season NFL games, he'd rake in $200 million for 1978 alone. Mr. Sargent also said that if the seats were sold out by a certain

Mutual's all-nighter

Mutual Broadcasting System will start to carry an all-night talk and interview show with Long John Nebel and Candy Jones on about 100 of its affiliated stations today...
date he'd have no objection to the NFL's permitting network television to broadcast the games as they do now, to an audience of 79 million instead of 81 million, as he put it.

An NFL spokesman said the officials listened politely to Mr. Sargent's proposal but that they've all but dismissed it as "pie-in-the-sky." And Mr. Sargent, reached at his office in Los Angeles, admitted he had no indication from the "NFL" that it's even considering his ideas.

First of all, according to David Melamed, an official of American International Pictures, which is acting "in an advisory capacity" to Mr. Sargent's company (the newly formed Special Events Entertainment), Mr. Sargent hasn't actually signed up any movie houses yet for his project, which would involve giving the orders to General Electric for the production and installation of the elaborate projection system to be used in all of the theaters for the simultaneous transmission of whatever event is being presented that day.

And Mr. Sargent himself says he hasn't even begun negotiating for the rights to the programs and events that would make up his 52-week schedule (containing, in theory, as many as nine different attractions a week). The reason, he says, is that he wants to line up the theaters first. Mr. Melamed is working on the drafting of a prototype contract that would specify how the profits are to be divided between the theater owner and Mr. Sargent.

**PBS proposes a schedule for fall**

Sunday morning programs are planned, Dick Cavett set for night

The Public Broadcasting Service, in a closed circuit feed from Washington last week, presented its member stations with the skeleton of a scheduling line-up it hopes to promote this fall. There's a lot of "ifs" and "maybes," however, with considerations ranging from underwriting dollars to production deadlines, and ultimately member station approval.

For the first time, PBS plans a Sunday morning system feed, with children the apparent target audience. From 8 a.m. to 1 p.m. the following has been proposed: "Sunset Street," "Studio One," "Mister Rogers, Electric Company," "Once upon a Classic," and "Music." (As noted later if this scheduling was meant to counterprogram traditional Sunday morning religious fare, a programming executive denied it and said the line-up was already available and would provide a "useful service.")

Proposed evening elements include a half-hour Dick Cavett ("Closed Circuit," May 9) each weeknight at 11 and Monday night movies at 9 opposite those scheduled on NBC. One "big-ticket" series, Children's Television Workshop's "The Best of Families," is seen as a possible successor to the Adams Chronicles and is expected to premiere no later than January.

With the weekday evening schedule beginning with "The MacNeil/Lehrer Report" news program and ending with Dick Cavett at 11 and the ABC Captioned News at 11:30, the prime-time schedule so far includes:

- **Monday**: 8, "Once Upon a Classic;" 8:30, Best of Ernie Kovacs; 9, Movie Theater.
- **Tuesday**: 8, "Specials" (including "National Geographic," Jacques Cousteau, "Wolf Trap"); 9:30, Visions.
- **Wednesday**: 8, "Nova," 9, Great Performances; 10:30, Book Beat.
- **Thursday**: 8, "Masterpiece Theater" (repeat); 9, The American Short Story (then other programming until Best of Families is ready).
- **Friday**: 8, "Washington Week in Review;" 8:30, Wall Street Week.
- **Saturday**: 8, "Evening at Symphony;" 9, Microbes and Men, then perhaps a sports series.
- **Sunday**: 9, "Masterpiece Theater;" 10, Documentary Showcase.

Among the contingencies upon which this schedule rests is station acceptance of Dick Cavett. In the June "mini-market" phase of the Station Program Cooperative (whereby stations pay for certain shows), they will be asked to come up with $1 million. WNET(TV) New York, the producing station, hopes to pay the remaining $853,000, with help from underwriters.

Other proposals new to the SFC to be offered in June are the Nebraska ETV Commission's "The Image Makers" (interviews with photographers) and PBS's revamped special events fund. Stations also will be asked to help fund KET(TV) Los Angeles's "Meeting of Minds" (with Steve Allen and Jayne Meadows) which had been supported earlier on the system through underwriting. Seven series which didn't pass muster in the first SFC phase this year also will be up for reconsideration.

**Program Briefs**

**News features added.** NBC Radio begins today (May 30) three new news programs: five-minute "The Morning Line" sports report with Jack O'Rourke, starting at 5:25 a.m., Monday through Saturday; "Today's Big Story," three-and-a-half minute, in-depth news coverage of single event, starting at 4:25 p.m. Monday through Friday, and "Daily Business," three minutes of financial information, starting at 7:25 p.m., Monday through Friday.

**New syndicator for 'Swaggert.'** Christian Ministries Inc., Bellingham, Wash., is now handling syndication of Jimmy Swaggert Show, weekly religious TV program, for U.S. and Canada. Program, currently on 165 stations, previously was handled in-house.

**Joins NBC Radio.** WTC(SAM) Fairmont, W. Va., has become affiliate of NBC Radio. Station operates on 1490 kzh with 1 kw day and 250 w night.

Musician tells FCC of pressure tactics used at D.C. show

Al Green testifies at payola hearing that he was persuaded to take less money for concert; commission recesses hearings until witness can be subpoenaed

The second week of the FCC's new round of payola hearings ended as fast as it began. After only two morning sessions and four witnesses, one of whom was the rhythm-and-blues star, Al Green, chief FCC counsel Ted Kramer requested a recess until June 3.

Part of the reason for the recess, Mr. Kramer said, was the FCC's inability to find a witness it intends to serve with a subpoena. Mr. Kramer would not identify the individual.

Mr. Green testified at last Monday's (May 23) session and told of three different concerts he had performed in Washington for Dimensions Unlimited and the Wollam Washington disk jockeys' DJ Productions. On two of those occasions, Mr. Green said, he had been forced to take less money from the concert promoters than he had contracted for.

Just before he was scheduled to go on stage for an April 1975 date in Washington's Capital Centre, Mr. Green said he was visited by "five or six people" who persuaded him to take $10,000 for a $35,000 contract.

"That's what they call a pressure point," Mr. Green told the hearing.

Although Mr. Green said he could not identify by name who had visited him in his dressing room before the concert, earlier testimony by Washington concert promoter William Washington and by the Wollam disk jockeys established that it was the disk jockeys who talked with Mr. Green (Broadcasting, Feb. 21).

Mr. Green said that when he made the deal with the disk jockeys he understood that the loss "would be made up to me" by other Washington concert dates. He played the capital again in May 1976 and in March of this year. (It was his March appearance, promoted by former Woll disk jockey Mel Edwards, that led to Mr. Edward's dismissal from the station.)

The FCC also heard testimony from Steve Ellis, formerly with the William Morris Agency in New York; John Cleaves, Mr. Green's manager, and Mr. Kramer recalled Mr. Washington to clear up some "contradictions" in the testimony he had already given.

Mr. Washington told the FCC in his earlier testimony that a $14,000 payment he made to Mr. Edwards after an April 1975 show with Dick Cavett had come out of the concert's profits. His partner, Jack Boyle, told the commission, however, that the money had been figured in with the regular expenses. Mr. Washington agreed with Mr. Boyle in his testimony last week.
CBS's Sevareid: rebutts myths about television

He has a few choice words to affiliates about TV's influence on people, violence, language and news trends

The elder among network correspondents and commentators drew a standing ovation from CBS-TV affiliates last week after a luncheon speech full of reminiscence and counsel. Among those who stood to applaud were elder broadcasters who at times past had been harshly critical of Eric Sevareid's reportage and analysis.

Mr. Sevareid, who is to retire next November, said he wanted to puncture some of the "myths about television." There is, he said, "the myth that television is making mental zombies out of people...who sit staring mindlessly at the tube. I don't know how you explain all those millions of people out fishing and hunting, playing tennis, traveling, going to concerts or colleges."

There is another myth that television has destroyed reading. Mr. Sevareid didn't know how to square that with figures showing the per capita purchase of books to be at its highest level. As to the "myth about the death of conversation because of TV," said Mr. Sevareid, "there never was much anyway, at least not in my home town." And to those who say that television has debased the language, Mr. Sevareid's reply is that there were millions who had never heard "good English diction" until radio and then television came along.

Mr. Sevareid took aim at one of television's most prolific critics, Marshall McLuhan. "I understand about half of what he says," said the CBS correspondent, "and of that I don't believe about 50%. I conclude that he is having a wonderful time. He must laugh himself to sleep every night."

There is also a myth that the world is more violent now than in the past, said Mr. Sevareid. Not so, he added. "It is an unusually peaceable time, with no major war raging anywhere." Indeed, he said, there may be reason to think that the mass media's apparent large-scale violence, "the things that happen in Cambodia and under Idi Amin are always carried out beyond camera range."

As to crime and television, "if there is any connection, we had better find it out and correct it," said Mr. Sevareid. "It is something we cannot take chances on." Larger causes, however, may be found elsewhere, in Mr. Sevareid's view: in, for example, "easy money" and a rising number of teen-agers and young adults, the age brackets with the most criminals.

Mr. Sevareid is not entirely happy with television, however. For one thing, he is sad to see the disappearance of the long-form interview in favor of the shorter, investigative interview as featured on CBS-TV's 60 Minutes. The latter, he said, is "indispensable," but there also ought to be interviews with subjects having longer-range views--"people you don't want to corner, people you want to let out."

"On the commercial networks," he said, "there is almost none of this left...We cannot leave that kind of thing to public broadcasting.

He is also concerned that those in broadcast journalism "have become news themselves," a condition that can corrupt the journalism. "There is something seductive about it," he said. "I have seen people suddenly change, just from seeing their own faces on that box."

He said journalists whose heads were turning would do well to remember what the late Ed Murrow, who hired Mr. Sevareid, once said: "Just because a man's voice can be heard from one end of the country to the other doesn't mean that he is making more sense than when heard from one end of the bar to the other."

Still, he said, a version of the star system may be inevitable in television journalism. The medium demands people who are personalities but can also report and write. "They can be found," said Mr. Sevareid. "I think they'll all be that way sooner or later."

His own plans after retirement, he said, are to wander between two projects: to sit in a rocking chair for two weeks, and then begin rocking, or go fishing—the latter a stronger temptation. "Charlie Brown is wrong," said Mr. Sevareid. "Happiness isn't a warm puppy. It's a cold trout."

He had to take four bows before the audience quit applauding and sat down.

Senate study seeks avenues to attract more TV coverage

Research shows how networks have increasingly kept cameras out of committee proceedings; one suggestion is that Senate re-examine public-affairs obligations of licensees

A Senate committee report suggests that the Senate might study whether broadcasters—and through them, the networks—should be required to provide more public affairs programming that could be used to give more coverage to the Senate.

A more extreme way to get the Senate on TV more often, the same report suggests, would be to require broadcasters to give the Congress coverage equal to the coverage the President receives. But, it concludes, "such a requirement...surely would raise First Amendment questions with respect to freedom of the press."

The report, part of an appendix to a report of the Senate's Temporary Select Committee to Study the Senate Committee System, concludes that network TV news decisions have an important effect on federal legislative policy and on the power relationships between Congress and the President.

Recognizing that "independently of government, network news organizations select stories to report without special concern for whether they are serving the communications or public relations needs of Congress," the report nevertheless analyzes the networks decision-making process and looks for ways the Senate can get more TV time.

It notes that network coverage of Senate committee proceedings have fallen off sharply since the mid-1960's, with the notable exception of the Senate Watergate Committee hearings in 1974. Since those hearings, however, the networks have not once pre-empted regularly scheduled programming to cover the Senate, "despite major committee inquiries into the policies of the government's intelligence agencies and into various facts of national energy policy," the report says.

Identifying the three commercial networks, the report finds that ABC has consistently provided the least coverage to congressional hearings since 1960. NBC "regularly surpassed" the others' committee coverage through 1970, but fell back after that, it says.

Public Broadcasting Service provided by far the most coverage to congressional proceedings from 1971 through 1976, the report says, but notes that PBS does not lose advertising money when it pre-empts regular programs.

The report concludes that the potential loss of money is the main reason the networks display a reluctance to pre-empt network programming for coverage of Congress, and that because of the rising costs of buying network airtime, financial pressures against pre-emption have gotten stronger in recent years.

It quotes a broadcasting account of an ABC spokesman saying ABC was prepared to drop out of the three networks' rotating coverage if the proceeding against former President Nixon had gone to impeachment trial in the Senate during the fall prime time season in 1974 (Broadcasting, Aug. 5, 1974). Says the report: "Examination of network special news programming records suggests that news divisions are requesting less airtime for coverage of congressional committees than in the 1960's, and such requests are being reserved for extraordinary circumstances. In the case of at least one network, even an event as extraordinary as presidential impeachment could not be assured of receiving special news coverage in the event of certain kinds of program conflicts."

Something should be done to encourage more special coverage, the report concludes: "Extended special coverage of the most newsworthy Senate committee pro
More New Jersey news

State PTV, WNET plan series with $2.5-million annual budget

New Jersey Public Television and WNET(TV) Newark, N.J.-New York, have signed a two-year agreement to co-produce a nightly newscast on events in New Jersey, starting in the fall.

NJPTV has produced a Monday-through-Friday half-hour news program carried on four New Jersey public TV stations during the past six years but the association with WNET will permit the production of a seven-day-per-week newscast. WNET will contribute $1 million of the $2.5-million annual budget for the half-hour news program.

The program will be carried on the New Jersey network [WNJT(TV) Trenton, WNJT(TV) New Brunswick, WNJT(TV) Montclair and WNJT(TV) Burlington] from 7:30-9 p.m. on weekdays and from 7:30-8 p.m., or earlier, on Saturday and Sunday. WNET plans to carry the news station on weekdays, starting at 6:30 p.m., but has not selected a time period for Saturday and Sunday. Updated versions of the newscasts will be carried on the New Jersey stations at 10 p.m. and on WNET the next morning.

The planned joint production will result in more comprehensive daily coverage of statewide news through staff expansion, spokesmen for NJPTV and WNET said. An executive producer for the program is being sought.

AP: a meeting in St. Louis

Three-day conference includes such speakers as Wiley, Newman, Small, Compton; workshops will discuss sports, weather, terrorism

Broadcast journalism-related subjects including radio and television's effect on sports and terrorism, kidnapping and the media will provide highlights at the seventh annual meeting of the Associated Press Broadcasters in St. Louis, June 2-4.

A record attendance of about 450 is expected for the gathering to be held at the Chase-Park Plaza. The convention co-chairman is Walter Rubens, KOB(AM) Las Cruces, N.M., and Charles Whitehurst, WFMF(TV) Greensboro, N.C.

Tom Frawley, president of the APB and vice president, Washington, Cox Broadcasting, will open the convention on Friday. Other speakers that day will be Ed Newman, NBC News correspondent; Hugh Mulligan, AP special correspondent, and Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee.

A panel on sports will present Jack Buck, sports director of KMOX(AM) St. Louis; Shelby Whitfield, sports editor, AP Radio, and Bill Grimsley, special correspondent, AP.

Appearing on a panel dealing with terrorism, kidnapping and the media will be Dr. Herbert Modlin, professor of community and forensic psychiatry, Menninger Foundation, Topeka, Kan.; Sam Zelman, executive director of news, WMAL-TV Washington; Bill Eiltingworth, director of public affairs, International Association of Chiefs of Police, Gaithersburg, Md.; Frank Scott, general manager, WRC(AM) Washington, and Richard B. Morris, assistant executive director for communications, American Bar Association.

The featured speaker on Saturday will be Richard Wiley, chairman of the FCC. Addressing the luncheon will be Bill Small, senior vice president of CBS News.

A panel exploring the future of the media (broadcast, cable, newspapers) will consist of Mr. Wiley; Fred Walker, president, Broad Street Communications, New Haven, Conn.; Richard Leonard, editor of the Milwaukee Journal, and Bill Daniels, president, Daniels Properties In., Denver.

At the convention, awards will be presented to 20 member stations for their contributions to the AP news report.

Plaques will be given to the four top winners: WDOH(AM) Delphos, Ohio, for over-all cooperation; KRSP(AM) Salt Lake City, spot news; WSN(AM) St. Petersburg, Fla., weekend coverage; and WHLO(AM) Akron, Ohio, enterprise. The citation to WDOH notes the station's news department consists of one man, Bob Ulm, who is blind and whose "enthusiasm to cooperate with the AP and his ability to do so is worthy of great merit."

Certificates of honorable mention will go to these stations: for over-all cooperation - KEBF(AM) Oklahoma City; KMOM(AM) St. Louis; KVSF(AM) Santa Fe, N.M., and WRBO(AM) Tampa, Fla.; for spot coverage - KELO-TV Sioux Falls, S.D.; KLOV(AM) Loveland, Colo.; KYOS(AM) Merced, Calif.; WCW(AM) Cleveland; WITN-AM Washington, N.C., and WOKW(AM) Brockton, Mass.; for weekend coverage - KGB(AM) Burlington, Iowa; KEBF(AM) Oklahoma City; KVSF(AM) Santa Fe, N.M., and WNUS(AM) Springfield, Mass.; for enterprise - KFWB(AM) Los Angeles; KLMS(AM) Lincoln, Neb.; WTXA(AM)-WDBR(FM) Springfield, Ill., and WTVI(AM) Miami. KEBF(AM) and KVSF(AM) were double winners.

Four AP broadcast newsmen were named to receive APB staff awards at the convention. They are Ken Likes, New York, national enterprise or summary; Tom Gardner, Columbus, Ohio, regional enterprise or summary; Rachel Eberle Ambrose, Los Angeles, spot news, and Joseph Ewalt, Washington AP Radio award.

Schedule of events at Chase-Park Plaza:

Thursday, June 3
Registration, 10 a.m.-6:30 p.m. Chase lounge.
Board meeting, 2:3-3 p.m. Georgian room.
State presidents' workshop, 3:30-5 p.m. Stockholm room. Discussion is on state awards and state meetings. Roy Morgan, board member and APB awards committee chairman, presides. Participants: Fred Moen, bureau chief, Kansas City Mo.; Tom Dupuy, bureau chief, Chicago, and Nancy Shipley, bureau chief, Nashville.
Friday, June 4
Registration, 8:30 a.m.-4 p.m. Chase lounge.
Welcome, 9:30 a.m. Chase club. Tom Frawley, APB president.
Welcome to St. Louis, 9:45 a.m. Chase club. James Conway; mayor, St. Louis.
Remarks, 10:40 a.m. Chase club. Hugh Mulligan, AP special correspondent.
Radio and television's effect on sports, 11 a.m. Chase club. Moderator: Charles Whitehurst. Participants: Jack Buck, sports director, KMOX(AM) St.
Common carriers look into future

In its second year of existence, the Common Carrier Association for Telecommunications (CAT) held its first seminar on multipoint distribution service to give its members some nuts-and-bolts sessions on their business.

About 90 MDS people and about 34 equipment representatives met at the day-and-a-half meeting in Washington to discuss various aspects of the industry and where it is headed.

While much of the talk was on basic matters such as the advantages of computerized transmission systems, new antenna types and high-powered transmitters, the big interest seemed to be in what markets are out there to be developed, especially during daytime.

While many MDS operators' basic service is to supply entertainment programming to apartment buildings, hotels, etc., or deliver signals to cable television systems, this was not seen as the only thing MDS could deliver. Communication links between schools, police and fire departments and hospitals are other services being provided by some MDS operators who urged others to explore similar markets.

A possibility that was mentioned by more than one speaker was of eventually developing programming directly into individual homes, much like those now offered on pay-cable channels by CATV systems.

The main goal of the MDS industry, said John Seavey of RF Systems, Cohasset, Mass., should be "the development of a low cost, high performance" home antenna. During a panel on pay TV John Berenson of Hollywood Home Theater, a pay TV programming supplier, agreed, "A $100 home antenna would make MDS a very competitive delivery system compared with cable or subscription television." If such an antenna is not developed in the next three to four years, Mr. Berenson predicted, MDS "will never be a significant factor in pay TV."

An unusual service was discussed by Bill Gross of Micro TV, Philadelphia. His company is developing a technique using the television signal's vertical blanking interval to transmit alpha-numeric data. His system can send up to 3,000 different "video pages" to customers at the same time he is broadcasting entertainment programming to other customers. A decoder box picks out the vertical blanking interval information and displays it instead of the programming.

Journalism Briefs

Commencement address. Daniel Schorr, former CBS News correspondent, will deliver commencement address and receive honorary doctor of letters degree at 87th Columbia College (Chicago) commencement on June 10.

Joint effort. Newspace Radio Network and Radio News West have agreed to transmit RNW's audio news service through a multipoint distribution system. Currently, RNW is delivered to stations by standard telephone lines.

FM reaches for the sky

Washington station begins watch for traffic from airplane

Metromedia's WASH(FM) Washington has added airborne traffic reports to its morning and afternoon drive-times—not an innovation for the capital area but perhaps a first for a top-10-market FM with a music format.

While Program Director Bob Hughes is hesitant to claim any absolutes, he says he knows of no other airborne reports in the top-10 markets by an FM alone. Those he has heard about have come from all-news FM's or simulcast AM-FM's. WASH's new reporter/pilot, Walt Starling, in fact, left a similar job at WAVA-AM-FM in the Washington suburb of Arlington, Va., to join the Metromedia outlet. WWMAL(AM) Washington also offers similar reports.

According to Mr. Hughes, WASH's ascertainment studies uncovered "transportation and traffic congestion" as the "single most pressing" community need. He sees the programming addition as further proof that FM's in general do not have to compete with more music and less information.

Mr. Hughes expects the new reports will cost Metromedia $50,000 to $60,000 per year for the services of Mr. Starling and his Cessna 150 airplane.

(Mr. Starling's departure from WAVA-AM-FM has led to further speculation in the Washington area that Alex Sheffell and his group of Washington businessmen plan to change the all-news format there should the FCC give approval for their purchase of the stations from U.S. Transdynamics Corp. for more than $2 million.)
A gloomy report for Canadian cable

CCTA annual convention is offered rundown on new parliamentary bill that calls for stiffer regulation; proposed Telesat-Trans Canada merger is viewed with misgivings.

The Canadian Cable Television Association held its 20th annual convention last week in Calgary, Alberta, and its chairman pointed out the problems to be faced by cable operators in that country before the next such gathering.

In his "National Report," Michael Hind-Smith discussed the new Telecommunications Act (Bill C-43) introduced into Parliament in March. It contains three provisions, he said, that cablecasters must work to fight.

The first, he said, "removes from both Parliament and from the regulatory authority responsibility for policy direction of the broadcasting system. The government, in council—and for that you can read the minister and the staff of the Department of Communications—assumes these wide ranging powers, closing off the open process of public participation and the avenues of legal appeal."

The second area of concern, Mr. Hind-Smith said, is that the bill "provides for a new level of provincial bureaucracies to share in the decentralized responsibilities for telecommunications and cable regulation. Not that we can object to provincial interpretation of communication needs, but we can and must object to conflicting and overlapping bureaucratic jurisdictions."

Finally," he continued, "and perhaps of most fundamental significance, Bill C-43 fails to recognize the unique character and capacities of the cable industry. It maintains the short-sighted and restrictive nine-year-old definition of the Broadcasting Act of a 'broadcasting receiving undertaking.' Clearly we are now, we will be and we must be in the future, much more than that."

Another critical problem he said is the proposed merger of the facilities of Telesat with the Trans Canada Telephone System, which Mr. Hind-Smith characterized as "a huge monopoly which effectively constrains any potential competition for continued utilization of space technology which is the ultimate unifying link which enables Canadians to communicate with each other."

"The Telesat/TCTS proposal is the latest and potentially most crucial battle in the long war we have waged for our independent access to telephone company structures," he said.

A European showdown for ENG and video tape equipment

It's anticipated that this year's Montreux exhibition may bring about some kind of decision as to which tape format will be the standard; conference discussions will center on technological trends, satellites, digital techniques in processing and monitoring.

Several thousand broadcast engineers from around the world are expected to converge on the Swiss resort town of Montreux this Friday for the bi-annual International Television Symposium and Technical Exhibition, and some of those planning to attend are predicting an exciting seven days.

"I don't think it will be routine," said Joseph Flaherty, general manager of engineering and development for CBS-TV and a member of the symposium's planning committee. "I think this Montreux will mark the turning point for ENG in Europe, and, secondly, I think it will mark the turning point for one-inch, helical scan, professional quality video tape recorders in Europe."

Mr. Flaherty and others said that they expect the Europeans to abandon their "wait-and-see" attitude toward ENG equipment this year, having been convinced that it can be an economical alternative to film in production as well as in news.

As for the one-inch VTR's, this will be the first time that the nonsegmented recorders, manufactured by Sony and Ampex, will be displayed in production models built to European broadcast standards (PAL and SECAM). The nonsegmented models will be, as one engineer said, "toe to toe" with the segmented recorder which Bosch Fernseh has had on the European market for about two years.

The debate over the pros and cons of the various models and formats is expected to be as heated as it was during the National Association of Broadcasters convention last March (Broadcasting, April 4). A panel discussion featuring engineers from the three principal companies is scheduled at Montreux for Wednesday, June 8. Also on the panel is Frederick Remley of the University of Michigan, who is chairman of a special industrywide committee for establishing American compatibility standards for the nonsegmented VTR's (Broadcasting, Feb. 14). Asked which VTR format he expects to prevail, Mr. Flaherty said he didn't know. "But," he added, "I think at the end of this Montreux a definite direction will emerge. The Europeans will take a stance."

Whatever decisions are made at Montreux, it is considered unlikely that they will be reflected in immediate sales. While America's NAB convention brings both engineers and management together with equipment, Montreux is purely an engineering conference, and they come more to listen and look than to buy, according to those familiar with the convention.

So the main feature of the event is a veritable blizzard of technical papers (some 57 papers are slated to be read on Monday, for example, with another 10 papers submitted that day for publication in the symposium's record).

Presentation and discussion topics include a "roundtable" conference on probable trends in television technology up to 1985; systems for production, postproduction and program continuity; electronic TV pickup and film scanning techniques; satellites, and digital techniques in signal processing and monitoring. A number of papers will be presented on these subjects.

Several American engineers who plan to attend the conference said they will be most anxious to hear of advances in digital techniques for television, and several of the symposium's panels are devoted to that subject.

Frank Flemming, NBC-TV's vice president of engineering, said NBC will be especially interested in this year's Montreux because of the network's preparations for the 1980 Olympic games in Moscow. Color standard converters are one item on the NBC list, he said.

Julius Barnathan, president of broadcast operations and engineering at ABC, said his people had heard of some intriguing new digital techniques but he wouldn't specify what they were. Mr. Barnathan also said that, although ABC is in the process of sending new equipment to some of its foreign bureaus, it does not expect to buy large amounts of equipment at Montreux for that purpose.
The equipment show in Montreux

The following companies will have exhibits at the International Television Symposium and Technical Exhibit in Montreux, Switzerland, at the Maison des Congress. Some exhibit booths are to be assigned (TBA). New products are indicated by an asterisk (*).

**ACCE—Ateliers de Constructions Electriques de Charleroi**

*Belgium*

07682/West Germany


**British Consulate General**

TBA


**Broadcast Electronics Inc.**

128

8910 Brookville Road, Silver Spring, Md. 20910.

Product: Multi-deck tape cartridge, single-deck tape cartridge, control consoles for TV and radio. Personnel: Lawrence Cervon, A. McHardy.

**Canon Amsterdam N.V.**

TBA

10 Nevada Drive, Lake Success, N.Y. 10401. Netherlands.

**Catec A.G.**

TBA

Switzerland

**CMX Systems, Orrox Corp.**

300

27 Taxistrasse, 8045 Ismaning 1 Munich, West Germany


**Conrac**

226

600 North Ridgeland Avenue, Cookina, Calif. 91212/West Germany


**Consolidated Video Systems**

TBA

21255 East Arques Avenue, Sunnyvale, Calif. 94086.


**Convergence**

300

17935 Sky Park Circle, Building D, Irvine, Calif. 92714.

Product: ECR-11 editing control system with lip lock pitch control and half-time edit cycle*, program computer, joystick search module. Personnel: Gary Beeson, Dennis Christensen, Frank Clark, Nigel Hamley, Steven Crawford.

**Cremer Ste**

TBA

France

**Crow of Reading Ltd.**

TBA

Great Britain

**Datwyler AG**

TBA

Switzerland

**Delay TV Ingenieurs-Consults S.A.**

TBA

Switzerland

**Dell Coach Builders Ltd.**

TBA

Great Britain

**Delta-System**

TBA

Germany

**Dolby Laboratories**

506

346 Clapham Road, London.


**Dynair Electronics Inc., USA**

TBA

5275 Market Street, San Diego 92114.

**Eastman Kodak**

215

246 High Holborn, London/W2005 Stuttgart 60, West Germany


**Elektroimpex Hungarian**

TBA

Foreign Trading Co. for Telecommunication and Precision Goods

**Emt Franz Vgmh.**

TBA

Hungary

**Enk International A/S**

TBA

Denmark

**Farinon**

300

1691 Bayport, San Carlos, Calif. 94070.

Product: FVFP mini-portable frequency agile video sound transmission system. FVP microwave radio frequency agile solid-state dual convergence heterodyne system, SS1200 microwave system designed for multi-channel transmission in cable TV relay service: Personnel: Jim Murray, John Myers, John Bartelme.

**Funkschau**

TBA

Germany

**Furfer Marketing AG**

TBA

Switzerland

**Gordon and Breach**

TBA

Great Britain

**Grass Valley Group**

403

Box 1114, Grass Valley, Calif. 95945.


**Grundig A.G.**

TBA

Germany

**Harris Corp. Broadcast**

TBA

Products Division

123 Hampton Street, Quincy, Ill. 62301.

Product: TC-80 live color cameras, System 90 program automation system, 1.2 meter satellite

**Richmond Hill Laboratories Ltd.** TBA

**Richard Hirschmann Electric** TBA

**Huethig & Pflaum Verlag GmbH & Co.** TBA

**Germany**

**Hughes Aircraft** TBA

**Ikegami Tsushinki**

29-19 39th Avenue, Long Island City, N.Y. 11101/1 Japan

**Product:** ENG cameras, color monitors, CTV studio cameras. **Personnel:** M. Motoki, Y. Taruta, K. Suda.

**Innovative Television Equipment** TBA

**Box 681, Woodland Hills, Calif. 91363.** **Product:** Tripods, pan and tilt head, pedestals, P9 ENG tripod*, H9 hydro head designed for ENG*. **Personnel:** Burt Rosenberg, Stan Hollingsworth, Richard Crosby.

**International Video Corp.** 106-107 990 Almonor Avenue, Sunnyvale, Calif. 94086/ Great Britain.

**Product:** IVC-7000 and 70000 cameras, two-inch video tape recorder, one-inch BNC-format video tape recorders, digital time-base correctors, IVC-800 series video tape-recorders and a mobile production vehicle. **Personnel:** David Edmonds, John Jeffries, Erol Barut, Hans Koeferl, Kenneth Lam, Colin Allvey, Charles Snider, Ronald Fried.

**JBL James L. Lansing** TBA

**France**


**Product:** TV modulators, CATV signal processors, CATV amplifiers, taps and accessories, TV selective converter and MATV equipment.

**Hans Kolbe & Co.** TBA

**Germany**

**KOVO Foreign Trade Corp.** TBA

**Czechoslovakia**

**Kudelski S.A.** TBA

**Switzerland**

**Lenco Inc., Electronics Division** 300 319 West Main Street, Jackson, Mo. 63755.

**Product:** Video terminal equipment including sync generation and distribution, video test signal generators, monochrome video monitors.

**LTM-Le Transformatore Miniaiture** TBA

**France**

**Manufactures de Cables Electriques TBA et de Caoutchoch**

**Belgium**

**Marconi Instruments** TBA

**Marconi House, New Street, Chelmsford, Essex, England.** **Product:** TV automatic monitoring equipment including 24-parameter insertion signal analyzer*, data monitor, data selector. **Personnel:** T. Mayes, C. Teed, J. Leeson, N. Parker Smith, K. Hughes, J. Farrar, N. Burtonshaw.

**Markus Hermetische Deuren B.V.** TBA

**Netherlands**

**Memorex S.A.** TBA

**San Tomas at Central Expressway, Santa Clara, Calif. 95052/Belgium.**

**Microtime** 224 1280 Blue Hills Avenue, Bloomfield, Conn. 06002.

**Product:** 2020 PAL/SECAM electronic signal processor including Image-Ex image processor, image Plus (NTSC available in PAL/SECAM in August)*. **Personnel:** John Larkworthy, David Acket, Neal Ownes.

**Microwave Associates** 136 633 Third Avenue, Burlington, Mass. 01803/ Great Britain.

**Product:** Fixed TV links, helicopter-to-ground TV receiver and transmitter, mobile TV links, portable ENG equipment. **Personnel:** Fred Collins, David Erickson, Kenneth Evans. Erik Stromsted, John Van, Richard Rearwin.

3M 134

**3M Center, St. Paul, Minn. 55101/West Germany.** **Product:** Quadruplex high audio video tape*, one-inch helical video tape, 50-foot cassette tape, quadruplex cartridges, six-foot cartridges*. Scotch 256 audio product*, 3M character generators (D8800* model, D2000, D3000, D4000). DCS-1* memory storage unit with D2000 and D3000, M79 two-track audio recorder, M79 eight-track audio recorder, associated hardware. **Personnel:** Frank D'Ascenco, G. Lupo, S. Van der Zijden.

**Moseley Associates** 138 111 Castillian Drive, Goleta, Calif. 93107.

**Product:** Aural studio-transmitter links PCL-101 and PCL-50S, RPL-4 remote pickup link and companion AMP-4 RF power amplifier, SCO-G stereo generator, SCO-G subcarrier generator. **Personnel:** John Moseley, John Leonard Jr., William C. Kleinhofer.

**Nurad** 137

2165 Druid Park Drive, Baltimore 21211.

**Product:** Antennas for ENG including 2/2.5 ghz ENG/EJ antenna system*, 7 ghz ENG antenna, 13 ghz ENG antenna, microprocessor control units, Superquad ENG/EJ antenna system, Goldenrod. Dualrod, Golden-mini rod, Dualmini rod, Handi-rod dual circularly polarized antenna, 45 CR3 2/7 ghz dual-band circularly polarized quad antenna, 45 CR2 2/7 ghz dual-band dual-polarized antenna. Omnidirectional microwave antennas, helipactor antenna system. **Personnel:** Gordon Neubert, Leslie Lear, Harry Rutstein.

**Oak Industries** 139 South Main Street, Crystal Lake, Ill. 60014/ Netherlands.

**Product:** Trim-two converters, DIVA TV system, pole-mounted converters, spectrum generators, distribution and trunk-line amplifiers. **Personnel:** Ron Pascarella, Werner Koesser, Peiter den Toonder, J. de Bondt, T. Molice.

**Oscilloquartz S.A.** TBA

**Switzerland**

**N.V. Philips' Gloeilampenfabrieken TBA**

**Netherlands**

**Philips Broadcast Equipment** TBA

91 McKee Drive, Mahwah, N.J. 07430/Netherlands.

**Product:** Displayed by Pye TV Broadcast Company of Philips—Philips LDK 15L lightweight portable broadcast camera, LDK 65 compact television camera*, LDK 11 camera, LDC 20 portable broadcast video recorder, Video BD ENG AF System*, one-inch video recorder; BCD 5 lightweight portable cassette, CD 480 broadcast switchers, VS 10 mixer, LDK 5 and LDK 25 broadcast studio cameras, VHF TV transmitters, audio mixing desks, TV modules, timing system, LDK 4210 color synchronizing generator plus peripherals*. Philips' Electro Acoustics Division display—Video 60 System*, modular audio mixing desk LDC 35 for multi-track and radio studios*. Display for Philips Radio—monitoring and testing equipment, Nyquist demodulator*, equipment for CATV including working addressable tap system, Phonedata/Viewdata information service with digital transmission via TV screen*.

**Produits Perfectone S.A.** TBA

**Switzerland**

**Rank Cintel** 501

Washington Road, Ware, England.

**Product:** Mark II telecine with 16/35 millimeter two-position and 16 millimeter position slide facility. **Personnel:** PW. Blaxtan, C.J. Waldon, Messrs. Millard, Mcllwain, Kerr, Fenton.

**Rank Optics** 503

PO Box 60 Stoughton Street, Leicester, England.

**Product:** Farotol MRL both package and portable version. Rank-Taylor-Hobson-Fujinon lenses. **Personnel:** J.K. Keating, E. Goodwin, R. Bailey, Z. Fox, A.E. Meacham.

**RCA** 302

Camden, N.J. 08102.


**RCA Electro-Optics and Devices** 309 Route 202, Somerville, N.J. 08876.

**Product:** Saticon tubes, 55 kw tubes, FM tubes, portable tubes and cassettes for TV broadcast, camera tubes, power tubes and cassettes for FM broadcast. **Personnel:** Carl Rintz, Ron Bowes, Claude Doner, Bob Newhauser, Tom Lewis.

**Recortec International** 521 777 Palomar Avenue, Sunnyvale, Calif. 94086.

**Product:** R-MOD quad video-tape recording transport upgrade, video-tape addressor for waiting time code and control track off line, video-tape evaluators, video-tape timers. **Personnel:** Lester Lee, El Don Corl, Bill Lawless.

**Regis Electronic equipments** TBA

**Italy**

**Rohde & Schwarz** TBA

14 Gloria Lane, Fairfield, N.J. 07008/West Germany.

**Setech Equipment Ltd.** TBA

**Great Britain**

**Sennheuser Elektronic** 223 3002 Wedemark 2, West Germany.

**Product:** Dynamic studio microphones, Electret condenser microphones, transducerized RF microphones, RF communication equipment, wireless RF communication equipment, infrared wireless communication equipment. **Personnel:** R. Barth, G. Pretzel.
**Shure Bros.**
222 Hartrey Avenue, Evanston, Ill. 60204.
*Product:* SM10 unidirectional head-worn microphone, SM11 dynamic miniature microphone, SM12 head-worn microphone with receiver, M15AS equalization analyzer system, SR107 audio equalizer, PE5EQ equalizer microphone, 516EQ tape recording microphone.

**Siemens Aktiengesellschaft**
Germany

**Sonder Export AG**
Germany

**Son of France**
17-21 Rue Madame de Sanzillon, 92110 Clichy, France.

**Soremece-Cheess, Departement Eclair**
International, France

**Chlumberger Compteurs**
France

**Schneider & Co. J. Optische Wereke**
Germany

**Schweizer Filmtechnik**
Switzerland

**Stellavox**
Switzerland

**Studer International AG**
1919 Broadway, Nashville, 37203/Switzerland

**System Components**
300 353 Ironwood Drive, Salt Lake City 84115
*Product:* Micro-computer controlled character generator, multiple character sizes, high-resolution character, digital cassette memory.
*Personnel:* Roy Romijn, Len Zaller, John Par-sons.

**Tektronix**
Box 500, Beaverton, Ore. 97077.
*Product:* PAL 1411 generator, 1450 demodulator, SECAM 653A color picture monitor generator and SECAM. *Personnel:* Tom Long, Steve Kerman, Carl Smith, Charles Rhodes, Dick Burke, Charles Barrows, Steve Roth, Jeff Wade, Alan Pywell, Les Weaver.

**Telecommunications Radioelectriques et telephoniques**
France

**Telediffusion de France**
France

**Telemation**
Box 15068, Salt Lake City 84115/Great Britain.

**Thomson-CSF, Division Tubes**
Electroniques 38 Rue Vautrier, 92100 Boulogne-Billancourt, France.
*Product:* power-grid and RF circuits, low-light-level camera tubes, professional CRT's, charge-coupled devices, video-storage unit, high-power UHF-TV klystrons, satellite traveling-wave tubes.

**Thomson C.S.F.**
TBA 309 37 Brownhouse Road, Stamford, Conn. 06902/France.

**Unitel**
France

**Unitra**
Poland

**Valec Sefat**
France

**Videomax, Orrox Corp.**
300 Terrasse Nivau 3303 Scott Boulevard, Santa Clara, Calif.

**Vital Industries**
3700 N.E. 53d Avenue, Gainesville, Fla. 32601.

**Wafer-Bak Systems Ltd.**
841 Progress Avenue, Scarborough, Ont.

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**New service planned**

**Maryland-Virginia communications link proposed by combine**

A joint proposal for a new high-speed, high-density digital communications system has been filed by a group of companies with the FCC.

Hawkins Communications, Laurel, Md.; Advanced Radio Communications, Alexandria, Va., and Radio Communications, Prince Frederick, Md., are the firms sharing the application, with the estimated $1.1 million of equipment for the system to be manufactured by Harris Corp., Cleveland.

The plan proposed by the three radio common carriers would make available to the public "wide-area mobile telephone, pager and data communication service." It would operate in the 900 mhz band.

To communicate, a user would enter the code of the person he wished to talk to and speak into his mobile unit (similar to a citizen band set). The signal is then sent via microwave to the central base station which processes the signal into digital form and transmits it on the 900 mhz frequency which can be picked up by the receiving unit and either displayed in digital form or converted back into voice transmission.

The test system calls for two main base stations to be constructed—in Baltimore and Washington—each to cover a radius of about 30-50 miles and with powers of 310,000 and 367,000 watts. There would be 90 or more channels available for transmission.

The joint application is under study by the FCC's Common Carrier Bureau engineers.

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**Technical Briefs**

**Limit on TV sets.** President Carter has approved U.S./Japan agreement for three-year voluntary limitation on Japanese color or TV receivers exported to U.S. (BROADCASTING, May 23). Pact does not apply to black and white sets but calls for 1.56 million yearly limit for "complete" sets, 190,000 limit on "incomplete" color units. Congress has 90 working days to accept or reject agreement.

**Magnovox for Matsushita.** Magnovox Consumer Electronics Co., New York, has agreed in principle to market in U.S. videotape recorder-player unit of Matsushita Electric Industrial Co. of Japan. Plans call for Matsushita to manufacturer its video home system (VHS) recorders to Magnovox specifications. They will include four-hour record and play capability; integral tuner to permit consumer to view one program while taping another, and built-in electronic timer to provide for unattended recording. Pricing and introduction dates were not announced, but models are expected to be ready for 1977 fall selling. Magnavox Consumer Electronics is subsidiary of North American Philips Corp. Magnavox is second U.S. company in recent months to announce association with Matshushita. RCA Corp. made arrangement in April (BROADCASTING, April 4).

**JVC's new home video.** JVC is introducing video cassette recorder which provides two-hour playing time on half-inch tape. JVC says its home video system is smaller, lighter and more energy-saving device than competitive units. Sony had announced two-hour playing time for its Betamax home video system (BROADCASTING May 16).

**New antenna.** CCA Electronics Corp. has introduced circularly polarized TV antenna employing patented end-fire elements. Designed to eliminate ghosting problems, antenna utilizes slot array for horizontal component. For further information, contact CCA at (800) 257-8171.

**New location.** CSI Electronics has moved from Cinnaminson, N.J., to 3800 South Congress Avenue, Boynton Beach, Fla. 33435. Phone: (305) 737-5626.
Beagling. Bee Gees Barry, Robin and Maurice Gibb have a younger brother, Andy and he’s following in their musical footsteps. I Just Wanna Be Your Everything (RSO), new on “Playlist” at 45, is his first single released in this country. The record has a Bee Gees sound; it was produced by Barry Gibb, who co-authored some of the songs on the album from which the single is drawn. Sari Becker of RSO Records says Andy Gibb coined his own phrase to describe his style: Eagles influence plus Bee Gees influence equals “beagle music.” 

**Country Crossovers.** “You picked a fine time to leave me, Lucille,” waifs Kenny Rogers on his newest single, Lucille (United Artists), which bolts to 12 this week on “Playlist.” It has a definite country sound and reached top 10 on the country chart before dropping off this week. Mr. Rogers, a former member of the First Edition, sums up his career as “an ex-pop artist who got a lot of country play who’s now a country artist getting a lot of pop play” Lucille is on in Raleigh, N.C., at WKKX, where Ron McKay calls it “a home run. You can’t deny your audience a record like that. But it’s real hard to balance on a contemporary format. What do you play before or after it?” (That station is considering adding another country tune. Luckenbach, Texas (RCA) by Waylon Jennings, which bolts to the top of the country “Playlist” this week and enters the contemporary chart at 47.)

Onward and upward. As the reader will have noticed by now, there’s something different about this week’s “Playlist.” Wanting to expand coverage of contemporary music action while maintaining the convenient one-page format, the editors have (1) eliminated day-part rankings, (2) redesigned the individual listings, (3) added 10 more chart positions on the contemporary side and (4) expanded the “Playlist” text.

### Last This week week | Title & Artist | Label |
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Sir Duke</td>
<td>Stevie Wonder</td>
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<tr>
<td>2</td>
<td>When I Need You</td>
<td>Leo Sayer</td>
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<tr>
<td>3</td>
<td>Theme from “Rocky”</td>
<td>Bill Conti</td>
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<tr>
<td>4</td>
<td>I’m Your Boogie Man</td>
<td>K.C./Sunshine Band</td>
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<tr>
<td>5</td>
<td>Dreams</td>
<td>Fleetwood Mac</td>
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<tr>
<td>6</td>
<td>Got to Give It Up</td>
<td>Marvin Gaye</td>
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<tr>
<td>7</td>
<td>Couldn’t Get It Right</td>
<td>Climax Blues Band</td>
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<tr>
<td>8</td>
<td>Southern Nights</td>
<td>Glen Campbell</td>
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<tr>
<td>9</td>
<td>Hotel California</td>
<td>Eagles</td>
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<tr>
<td>10</td>
<td>Reels Like the First Time</td>
<td>Foreigner</td>
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<tr>
<td>11</td>
<td>Lonely Boy</td>
<td>Andrew Gold</td>
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<tr>
<td>12</td>
<td>Lucille</td>
<td>Kenny Rogers</td>
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<tr>
<td>13</td>
<td>So Into You</td>
<td>Atlanta Rhythm Section</td>
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<tr>
<td>14</td>
<td>Right Time of the Night</td>
<td>Jennifer Warnes</td>
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<tr>
<td>15</td>
<td>Lido Shuffle</td>
<td>Boz Scaggs</td>
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<td>16</td>
<td>Whodunit</td>
<td>Tavares</td>
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<tr>
<td>17</td>
<td>Angel in Your Arms</td>
<td>Big Tree Atlantic</td>
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<tr>
<td>18</td>
<td>Undercover Angel</td>
<td>Alan O’Day</td>
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<tr>
<td>19</td>
<td>Life in the Fast Lane</td>
<td>Eagles</td>
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<tr>
<td>20</td>
<td>Looks Like We Made It</td>
<td>Barry Manilow</td>
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<tr>
<td>21</td>
<td>Calling Dr. Love</td>
<td>Kiss</td>
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<tr>
<td>22</td>
<td>Ain’t Gonna Bump No More</td>
<td>Joe Tex</td>
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<tr>
<td>23</td>
<td>I’m in You</td>
<td>Peter Frampton</td>
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<tr>
<td>24</td>
<td>Jet Airliner</td>
<td>Steve Miller Band</td>
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<tr>
<td>25</td>
<td>Do Do Ron Ron</td>
<td>Shaun Cassidy</td>
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<tr>
<td>26</td>
<td>Heard It in a Love Song</td>
<td>Marshall Tucker</td>
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<tr>
<td>27</td>
<td>Rich Girl</td>
<td>Hall &amp; Oates</td>
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<tr>
<td>28</td>
<td>Don’t Give Up on Us</td>
<td>David Soul</td>
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<tr>
<td>29</td>
<td>My Heart Belongs to Me</td>
<td>Barbra Streisand</td>
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<tr>
<td>30</td>
<td>I’ve Got Love on My Mind</td>
<td>Natalie Cole</td>
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<tr>
<td>31</td>
<td>Things We Do for Love</td>
<td>10cc</td>
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<tr>
<td>32</td>
<td>Slow Dancing</td>
<td>Addris Brothers</td>
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<tr>
<td>33</td>
<td>Knowing Me, Knowing You</td>
<td>Abba</td>
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<tr>
<td>34</td>
<td>Margaritaville</td>
<td>Jimmy Buffett</td>
</tr>
<tr>
<td>35</td>
<td>I Wanna Get Next to You</td>
<td>Rose Royce</td>
</tr>
<tr>
<td>36</td>
<td>Trying to Love Two</td>
<td>William Bell</td>
</tr>
<tr>
<td>37</td>
<td>High School Dance</td>
<td>Sylvester</td>
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<tr>
<td>38</td>
<td>Back Together Again</td>
<td>Hall &amp; Oates</td>
</tr>
<tr>
<td>39</td>
<td>Peace of Mind</td>
<td>Boston</td>
</tr>
<tr>
<td>40</td>
<td>Evergreen</td>
<td>Barbra Streisand</td>
</tr>
<tr>
<td>41</td>
<td>Main Street</td>
<td>Bo Seger &amp; The Silver Bullet Band</td>
</tr>
<tr>
<td>42</td>
<td>Hello Stranger</td>
<td>Yvonne Elliman</td>
</tr>
<tr>
<td>43</td>
<td>Don’t Leave Me</td>
<td>Thelma Houston</td>
</tr>
<tr>
<td>44</td>
<td>You and Me</td>
<td>Alice Cooper</td>
</tr>
<tr>
<td>45</td>
<td>I Just Wanna Be Your Everything</td>
<td>Andy Gibb</td>
</tr>
<tr>
<td>46</td>
<td>You’re My World</td>
<td>Helen Reddy</td>
</tr>
<tr>
<td>47</td>
<td>Luckenbach, Texas</td>
<td>Waylon Jennings</td>
</tr>
<tr>
<td>48</td>
<td>Ariel</td>
<td>Dean Friedman</td>
</tr>
<tr>
<td>49</td>
<td>Sad to Belong</td>
<td>England Dan/John Belushi</td>
</tr>
<tr>
<td>50</td>
<td>Going In with My Eyes Open</td>
<td>David Soul</td>
</tr>
</tbody>
</table>

**Contemporary**

**Playback**

These are the top songs in all-play popularity as reported by a select group of U.S. stations. Each has been “weighted” in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.
Media

S. James Coppersmith, VP and general manager of WNAV-TV Boston, appointed VP and general manager, wnew-tv New York, succeeding Lawrence P. Fraiberg, who was named president of parent, Metromedia Television (Broadcasting, May 16).


John L. Richer, former Pennsylvania broadcaster and for several years president of National Association of FM Broadcasters, named executive VP for administration, National Radio Broadcasters Association, Washington, succeeding Al King, whose future plans have yet to be announced.

Dr. J. Ronald Milavsky, NBC director of social research and chief architect of NBC's continuing study of possible effects of TV violence on young people, named VP, social research.

Michael Farrell, assistant manager, traffic planning, ABC, New York, named manager, traffic planning, networking services, ABC Broadcast Operations and Engineering, New York.


Robert L. Nelson, president of broadcasting division of Washington Star Communications Inc., is to be nominated by President Jimmy Carter to be assistant secretary of Army for manpower and reserve affairs.

William W. Dwyer, general manager, NBC-owned knbr(AM)-kyy-(FM) San Francisco, named VP.

Jim Maddox, program director, Kday(AM) Santa Monica, Calif., joins kmqj(AM)-FM Clear Lake City (Houston), Tex., as general manager.

Jim Topmiller, general sales manager, wjas(AM)-wnsm(AM)-FM Louisville, Ky., named station manager, succeeding Hugh Barr, who joins Golden West Broadcasters, Los Angeles, as general manager.

Lew Banks, station commercial manager, Wuffy-FM Forsyth, Ga., named to same post wgsr(AM) Millen, Ga.

Ron Doyle, from Dan & Bradstreet, Alexandria, Va., joins wtdo-AM-FM Bellefontaine, Ohio, as general manager.

Lee Masters, program director, wlrj(AM)-FM Louisville, Ky., promoted to station manager.

Robert A. Austin, creative services director, KSBI-TV San Luis Obispo, Calif., assumes additional duties as director of operations.

Gordon Pell, operations program manager, WKYS-FM Washington, named operations manager for WYYS and co-owned WRC(AM) there.

David Spataola, on production staff, KM containers City, Iowa, appointed promotion manager.

Clarice L. Scriber, assistant director to director of public relations, Baltimore Sunpapers, joins WYRZ there as information services manager.

Sylvia Hueston, staff administrator to New York State Senator Carl McCall, appointed director of community relations, WABC-TV New York.

Marlyn J. O'Connor, director of information at Association of Media Producers, Washington, joins National Association of Broadcasters June 6 as editor of weekly NAB newsletter, Highlights. She succeeds Candace Greene, who is now NAB director of media relations, public affairs department (Broadcasting, May 2).

Joyce Whobrey, in traffic department, WRAL-TV Porcia, Ill., promoted to traffic manager.

Newly elected officers, Rhode Island Broadcasters Association: Dick Rakovan, wpro-AM-FM Providence, president; Robert Carson, wlnk-AM-FM there, secretary, and Leonard Davey, WYAR-TV there, treasurer.

Jeane R. Young, director of public information, Public Broadcasting Service, Washington, appointed director of television for Learning project, effort to "stimulate greater interest and support of television as an educational vehicle."

Albert Petrak, music director, wcly-(FM) Cleveland, joins noncommercial wqod-FM Pittsburgh as assistant general manager.

Newly elected officers, Western Educational Network: William M. Jackson, kasm(TV) Anchorage, president; Maynard Orme, ktxh(TV) San Jose, Calif., VP; Lyle Mettler, kwsu-Tv Pullman, Wash., secretary, and Thomas Little, kvcr-Tv San Bernardino, Calif., treasurer.

Peter Garvia, dean of College of Fine Arts, University of Texas at Austin, elected to board of directors, National Public Radio, Washington.

Judy Miller, associate media director, Tracy-Locke Advertising and Public Relations, Dallas, and Susan Hampton, saleswoman, Peters, Griffin, Woodward there, elected to board of directors, Association of Broadcasting Executives of Texas.

Broadcast Advertising

Derrick O'Dea, executive VP and general manager of New York office of D'Arcy-MacManus & Masius, named president/New York, succeeding Charles J. (Jack) Prince, who transfers to Bloomfield Hills, Mich., where he will be senior VP and management supervisor.

Richard Moneley, senior VP, Bloomfield Hills, named executive VP and director of client services, New York. Mark Cooper, VP on Colgate account, and Joel Spiegel, VP on Mars account, named senior VP's.

Lester Wunderman, president of Wunderman, Ricotta & Klene, New York, direct marketing unit of Young & Rubicam Affiliates, named chairman and continues as chief executive officer. John Destler, executive VP, and general manager of WR & K, appointed president and chief operating officer.

Stephen C. Kahler, manager of corporate planning coordinated division of Exxon Corp. New York, named chief financial officer of BBD & O International Inc. John H. McCauley, BBD & O treasurer, is retiring at end of year after 20 years with company.

Terrence G. Parmeleen, VP account group supervisor, Cleveland, and Richard H. Herrmann, VP/creative director, Detroit, Meldrum and Fewsmin advertising, elected to board of directors, Thomas J. Gibbons Jr., Robert Friedel IV and Patrick J. Powers, account supervisors; Delmar B. (Stoney) Jackson, group creative director, and Edgar A. Kestner, senior art director, named VP's.

Ed Bennett, account supervisor, and John Mercer, group creative director, Cunningham & Walsh, San Francisco, named VP's.

Robert Reed, executive art director, Sawdon & Bess advertising, New York named VP/associate creative director.

Bud Gilson, account supervisor on Peugeot Motors of America account, Van Leeuwen Advertising, New York, named VP.

Phelps K. Fisher, local sales manager, komo-TV Seattle, named director of marketing for licensee, Fisher's Blend Station Inc., which also owns and operates katu(TV) Portland, Ore. Roy Albertson, national TV sales manager, komo-TV, promoted to general sales manager.

Doyle Peterson, VP/general manager, wkoj(AM)-wsh(AM)F Pittsburgh, joins Starr Broadcasting Group, Westport, Conn., as director of marketing.

George Sternberg, vice president of Pulse Inc., New York, has resigned after more than 25 years with ratings firm to become VP and general sales manager of radio division of Savell/Gates, New York, national radio and television representative company.

Robert E. Davis, broadcast service supervisor,

Programing
Allan Yasny, finance VP, Quinn Martin Productions, Los Angeles, promoted to executive VP, corporate and financial affairs; Marty Katz, production VP, named executive VP produc- tion; Bill Brademan, development and sales VP, named marketing VP; and William Robert Yates, producer of QM's Streets of San Fran- cisco, named VP creative affairs. Messers. Yasny and Kaiz have been named to newly formed executive committee which also includes Quinn Martin, president and chief executive officer, and Merrill Karpf, executive VP/chief operat- ing officer.

David Sontag, VP, drama, 20th Century-Fox Television, promoted to VP, prime-time programing. Allan B. Schwartz, VP, specials and movies for television, adds development and packaging of prime-time programing to his

Beverly Jackson, associate producer, kvy-tv
Philadelphia, named staff director, succeeded by Diane Berson, from WTVY sales staff.

Mic Moriarty, reporter, WLRN(AM) Akron, Ohio, promoted to director of public affairs.

Jeff Iler, operator/announcer, WYTY-FM Salinas, Calif., named production manager.

Barbara Collins, assistant programer/air personality, WAMT-FM Upper Sandusky, Ohio, joins co-owned WZDO-FM Bellfontaine, Ohio, as music director.

John Simna, public service director/producer/announcer, WCVF(FM) Cleveland, appointed music director.

Henry B. Baltz, graduate, radio-TV department, Southern Illinois University, at Carbondale, joins production staff, WMBD-TV Peoria, Ill.

Laurie E. Pentell, graduate, radio-TV department, Southern Illinois University at Carbondale, joins production staff, WISB(AM) Harrisburg, Ill.

Jim Gallagher, sports director, WVEC-TV West Palm Beach, Fla., elected president, Florida Sportscasters Association.

**Broadcast Journalism**

Charles Monzella, who has been doing critiques of regional broadcast reports for Associated Press, appointed deputy broadcast editor, New York.

Jack C. Klinge, regional representative, United Press International, Southwest, appointed cable TV coordinator, UPI, Dallas.


Robert A. Rowe, news director, WREC-AM-FM Birmingham, Ala., named to same post, WEBR(AM) Buffalo, N.Y.

Donald E. Strom, graduate, radio-TV department, Southern Illinois University at Carbondale, named news director, WLLC(AM) Carbondale.

Joseph M. (Mike) Regan, news commentator, KDZK-TV Pittsburgh, appointed unit manager, responsible for business management of news department.

Greg Burden, reporter/producer/weekend anchor, KDKA-TV Pittsburgh, joins WTVF-7 Nashville, as co-anchor.

Chee Choo Williams, general assignment reporter, KMBZ-FM Kansas City, Mo., joins WABC-FM New York in same capacity.

Carol Hall, producer/host of 7:30 Live, magazine program, WMMT-TV Washington, joins KPOST-FM Pittsburgh as general assignment reporter.

Kim Beach, reporter/weekend anchor, WTVY-TV Bloomington (Indiana), Ind., joins WANE-TV Fort Wayne, Ind., as reporter/anchor. Mike Barnard, anchor, WLOS-TV Asheville, N.C., joins WANE-TV in same post.

Paul Barys, meteorologist/reporter, WITN-TV Washington, N.C., named meteorologist, WANE-TV.

Guy Hall, reporter/photographer, KNTV-TV San Jose, Calif., named to same post, KRON-TV San Francisco.

Edward Buggs, reporter/weekend anchor, WBRZ-TV Baton Rouge, named to same post, KLAS-TV Fort Worth.

Jane Coleman, reporter, WPSH(AM) Palm Beach, Fla., appointed assistant news director.

Jack Kendrick, reporter/anchor, WRLF-TV Columbus, Ga., joins WKMG-TV Mobile, Ala., as reporter.

Susan B. Wornick, news/public affairs director, WKRC(AM) Cincinnati, Ohio, joins WKRC-TV Cincinnati, as director.


Linda N. Hancock, graduate, radio-TV department, Southern Illinois University at Carbondale, named news staff, KQUB-TV Dubuque, Iowa.

Gregory A. Todd, graduate, radio-TV department, Southern Illinois University at Carbondale, joins news staff, KQUB-TV Dubuque, Iowa.

Jeffrey E. Holmes, graduate, radio-TV department, Southern Illinois University at Carbondale, joins news staff, WQLR(AM) Kalamazoo, Mich.

Donald Arthur Mounce, graduate, radio-TV department, Southern Illinois University at Carbondale, joins news department, WCMY(AM) Ottawa, Ill.

Leland Meredith, graduate, Randolph Macon Woman's College, Lynchburg, Va., joins WVEA(AM) there as reporter/anchor.

Bill Boyd, news/music director, KEMR(AM) Kemperer, Wyo., joins KWKI(AM) Pocatello, Idaho, as newsman/announcer.

Linda O'Bryan, assistant director, news and public affairs, noncommercial WPBT-TV. Miami, appointed director of news and public affairs.

**Cable**


Peter Cohen, responsible for advertising and promotional activities in Boston area for Warner Cable of Massachusetts, named marketing manager.

Neil M. Serafin, with Magnavox CATV Systems, Manlius, N.Y., named national customer service manager.

Fred Dsteller, with American Television and Communications Corp., Denver, named general manager of its Fresno Cable TV in San Joaquin Valley, Calif.

Robert E. Miclette, coordinator of on-site technical aspects of Communications Properties' Hartford (Conn.) CATV, appointed system manager.

Thomas H. Eastlick, with Continental Cablevision's Tiffin, Ohio, engineering office, named field engineer for Ohio region. Walter E. Shindeldecker, former Navy technician, joins Tiffin system as chief technician. Richard Zahniser, on field engineering staff, appointed regional engineer for northern Ohio.

**Equipment & Engineering**

Paul R. Beavin, in sales management for Cummins Engine Co., Columbus, Ind., joins Scientific Atlanta, Atlanta, as national sales manager,
Abbreviations:
on,period May
periods. George
studios, as
tive, as
York,
posers, Authors
Milton
Ala.,
Wilmington, York,
Allen Collier, regional salesman, TM Programming, Dallas, joins Automation Electronics as sales manager and will establish Dallas office.
Michael J. Carney, video tape specialist for Memorex, joins Fuji Photo Film U.S.A., New York, as broadcast video specialist.
Harold Johnson, chief engineer WECT-TV Wilmington, N.C., joins WYUR-TV Huntsville, Ala., in same post.
George W. Watson, engineer in charge, studios, WHDH-AM-WCOZ-FM Boston, joins WMEX there as chief engineer.

Allied Fields
Robert Rindge, account executive, client services, A.C. Nielsen, Hackensack, N.J., named VP.
Milton Grey, special assistant to director of broadcast licensing, American Society of Composers, Authors and Publishers (ASCAP), New York, retires. William Velez, account executive, broadcast licensing department, succeeds Mr. Grey.
Charles R. Novitz, manager of ABC News syndication, New York, elected president, Columbia University Graduate School of Journalism Alumni Association there.
Robert D. Gordon, VP/general manager, WCPO-TV Cincinnati, awarded honorary Doctor of Laws degree from Edgecliff College there May 15.
Ann Cox Chambers, whose family controls Cox broadcasting, cable and newspaper interests, was sworn in May 24 as ambassador to Belgium. Oath was administered by Deputy Secretary of State Warren Christopher.
Linda R. Sher, attorney in appellate court branch, division of enforcement litigation, National Labor Relations Board, Washington, named assistant general counsel, Supreme Court branch.

Deaths
Harry LeBrun, 69, station director, WPTV-TV West Palm Beach, Fla., died of heart attack there May 23. He began his broadcasting career as news director/chief announcer, WHEC Rochester, N.Y. (now WROC), later becoming general manager of WNDR Rochester, Tenn. Subsequently he joined Mutual Broadcasting Network, Southeast U.S., as station relation director. After that he became general manager of WCPO-TV and WLMV-TN Cincinnati and, before joining WPTV, was general manager of WISH-TV Daytona Beach, Fla. Member of Broadcast Pioneers, he was former member of ABC-TV Network board of directors. Survivors include his wife, Suzanne; son, Nory (director of sales at WPTV); and daughters Antonette, Candace, Nichole and Erin.
Robert A. Fick, 65, assistant to president, Southern Minnesota Broadcasting Co., owner/operator of KROC-AM-FM Rochester, Minn., died after lengthy illness May 15 at St. Mary's hospital there. He had been with station 17 years and at one time was general manager. Survivors include his wife, Dorothy, and two daughters. Memorials may be made to Robert Fick Memorial Fund for Rochester- Olmstead Recreation Center.
George Arthur Foulkes, 52, president, WACIA-TM Terre Haute, Ind., died of cancer at his home there May 21. He began his broadcasting career as newsman at WTHI-FM Terre Haute while in college. From 1948-1952 he was manager of WITZJ TV Jasper, Ind. In 1952 he rejoined WTHI-FM, leaving in 1954 for WILIAM Frankfort, Ind., but returning to WTHI-AM-TV in 1955 as salesman. He purchased WMTFTV Terre Haute in 1963 and changed call letters to WACI. At time of death he was member of board, CBS Affiliates, and was secretary/treasurer of Daytime Broadcasters Association. Survivors include his wife, Martha, and five children. Memorial fund has been established at Terre Haute Savings Bank.
Charles R. Cook, 79, retired owner/operator of WJPIA-AM Herrin, Ill., died of cancer there May 14. In early days of radio he was traveling announcer for Curris Radicasting, Evansville, Ind. When Curris dissolved he bought WIBIA-AM (now WSOL) Decatur, Ill., from group. In 1938 he sold station to put wife on air. Survivors include his wife, one son and two daughters.
George Roenss, 67, retired farm news reporter who had worked for KFRI-AM, KRKT-AM, KPRCA-AM and KGLO-TV, all Houston, died May 15 of heart attack at his home in Houston suburb of Bellaire, Tex. He was president of National Association of Farm Broadcasters in 1961.

For the Record

As compiled by Broadcasting for the period May 16 through May 20 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge.
AM action

Long Island, Alaska. Valley Radio Corp.—Broadcast Bureau granted license covering new station: *WQFR Glen Falls, N.Y. (BLED-1639); *WCU Cullowhee, N.C. (BLED-1639);

FM licenses

Broadcast Bureau granted following licenses covering new stations: *KOPI Honolulu (1380 kHz, 5 kw-U) — Seeks assignment of license from Communiqué Oceanic Corp. (BROADCASTING, June 5); KWKI-SF (FM) has assigned to KPOI with KKVHM (Honolulu) pursuant to joint agreement approved by FCC (Docs. 20,740-1) (see below). Owner has pending license by L. Smith and Marcus Lowe (10%)—Also own WUVU (American Samoa (13 1/3% and 16 2/3%, respectively) seeking assignment of license from Media Group Inc.,Denver, Colo.

WVKI (FM) Leonardtown, Md. (1370 kHz, 1 kw-D, 500 w-N)—Seeks assignment of license from Sound Media Inc. to Broadcast Co. for $340,000. Seller: Selina W. Williams, Jr., president.

WNAB (FM) Worcester, Mass. (1210 kHz, D, 250 w-N)—Seeks assignment of license from NAB to Segal Broadcasting Corp. for $360,000. Seller is Harold Gildean, who has no other broadcast interests. Buyer is owned by Harold H. Segal, who is self-employed radio station consultant and broker in New York City, owner of WKBK (AM) Keene, N.H. Ann. May 18.

WCDL-AM-FM Carbondale, Pa. (1440 kHz, 5 kw-D, FM: 94.3 mhz, 330 w)—Seeks assignment of license from Carbondale Broadcasting Co. to Stainless Steel AM-FM Co. by Robert D. Adams Jr., who has no other broadcast interests. Buyer is owned by 32 stockholders. Principals are Henry J. Gamber, Jr., William J. Miller (25%) and Robert A. Zief (25%). They are president and vice president, respectively, of Stainless Inc., North Wales, Pa., manufacturer of television advertising equipment. They also own WICZ-TV Binghamton, N.Y. Ann. May 16.

WCRE (AM) Cherrington, S.C. (1420 kHz, 1 kw-D)—Seeks assignment of license from Town and Country Radio Inc., to Orr Broadcasting Inc. for $207,500. Seller is Theodore J. Gray Jr., who also owns WKDE-AM Atlantic, Va., WRNBJ (FM) WRBK (FM) New Kent, Va., and WRH1 (AM) Rock Hill, S.C. Mr. Gray has no other broadcast operation pending for new FM at Cherw. Buyer is owned by Michael G. Orr, general manager of WCRE. He has no other broadcast interests. Ann. May 16.

WOFE (AM) Rockwood, Tenn. (580 kHz, 1 kw-D)—Seeks assignment of license from WOFE Radio Inc. to Roane Broadcasting Co. for $150,000. Seller is George B. William, Jr., owner of ORC. Mr. and Mrs. Shepard have pending license by L. Smith and J. B. Smith, Jr., for sale, to James R. Curtis Jr. and Elizabeth Curtis Hodges (none before last year). Consideration: none. Principals: Senior Curtis is giving his present owner and daughter 30% of license. Mr. Curtis Jr. and Mrs. Hodges own equally two Longview petroleum companies, and Mr. Curtis Jr. also has real estate interests there. None has other broadcast interests. Ann. May 16.

KEYL (AM) Perryton, Tex. (1440 kHz, 1 kw-D)—Seeks transfer of control of Perryton Radio Inc. from Jerry Mack Garriston (100% before) to James R. Curtis Jr. (60%) and Ann. May 16.

KQAM (AM) San Antonio, Tex. (1150 kHz, 1 kw-D)—Seeks assignment of license from KEPO Broadcasting Co. to Felix H. Morales for $250,000. Seller is owned by Pacific Western Broadcasting Corp., which sold KFVM San Fernando, Calif., last year to Redo Communications Inc. for $501,000 (BROADCASTING, Aug. 23, 1976). Principals of PWB are Guy E. Decker, Gilbert J. Grant, Edward A. McGinnis and John J. Shepard. Mr. Gans is also principal in WGLD-AM-FM High Point, N.C., and Mr. Shepard is president and 29% owner of WLAV-AM-FM Grand Rapid, Mich. Seller: Mr. McGinnis (29% owner of WGLD-AM-FM Pasadena, Tex. (Houston), and owns cemetery and funeral home there. Ann. May 16.

FM application

Delano, Calif.—Hose Wilson seeks 105.3 mhz, 5 kw, HAAT 500 ft. PO. address: 6255 Sunset Blvd., Suite 1005, Hollywood 90028. Estimated construction cost: $128,417; first-year operating cost $35,000; revenue $100,000. Format: black. Principal: Mr. Wilson is vice president of 20th Century Fox Records and has been in the real estate business for 13 years. He is interested in AM-FM broadcasting. They have no other broadcast interests. Ann. May 12.
FCC tabulations as of April 30

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*Special temporary authorization

**Includes off-air licenses

Facilities changes

FM actions

- WUOA Tuscaloosa, Ala. — Broadcast Bureau granted CP changing studio location to 15th St., north of Forrest Lake, Tuscaloosa; deleting remote control; installing new antennas: ERP 50,000 (H&V); antenna height 320 ft. (H&V); conditions BPH-35-21. Action May 10.

- WQO(FM) Green Cove Springs, Fla. (92.7 mhz, 3 kw) — Broadcast Bureau granted assignment of CP from Clay County Broadcasters to Mel-In Inc. for $99,170.50. Seller is James A. Wilson, who has no other broadcast interests. Buyers are Lawrence R. Pius, (90%) and Willie J. Martin, (10%), owners of WPDO(Wilsonville, Fla. Mr. Pius also owns 40% of WAPX(Montgomery, Ala. (BAPM-608). Action May 12.

- WJGA-AM FM Jackson, Ga. (AM: 1540 kHz, 1 kw-D; FM: 92.1 mhz, 3 kw) — Broadcast Bureau granted assignment of license from Better Radio Inc. to Tarkenton Broadcasting Co. for $225,000. Seller is principally owned by B.L. Williamson and Cecil Berry. Mr. Williamson also owns WLOV-AM FM Wellington and WUBL(AM) Royston, both Georgia. Mr. Berry has no other broadcast interests. Buyer is Dallas M. Tarkenton, regional agent for jewelry firm. He has no other broadcast interests (BAL-8956, BALH-2466, BALE-3195). Action May 10.

- WKOAIM(FM) Hopkinsville, Ky. (AM: 1480 kHz, 1 kw-D; FM: 100.3 mhz) — Broadcast Bureau granted transfer of control of Penkytree Broadcasting Co. from William and John Higgins (100% before; none after) to WKBX(AM), (100% after). Consideration: $441,000. Principals: Sellers are retiring from broadcasting and have no other broadcast interests. Buyers, other than Mr. King (who is Henry C. Clinton, Russell E. Crow and Milburn C. Keith, Mr. Newsom and Dr. Gabe A. Payne Jr. (18%) each. Mr. King is sales manager of Penkytree. Other principals have various business and professional interests (BTC-8279). Action May 12.


- WCAR-AM-FM Detroit (AM: 1130 kHz, 5 kw-D, 10 kw-N; FM: 92.3 mhz, 10 kw) — Broadcast Bureau granted transfer of control of WCAR Inc. from Hy Levinson and others to Golden West Broadcasters for $4 million. Principal seller is Hy Levinson, who has owned station since it went on air in 1939. Buyer is owned by Gene and Ina Mae Auet (50.1%) and Signal Cos. (49.9%). Golden West is group owner of four AMs, one FM and one TV in West (BTC-8299). Action May 17.

- WSK(AM-FM) Birmingham, Ala. (AM: 1290 kHz, 2 kw-D, FM: 90.9 mhz, 1 kw) — Broadcast Bureau granted assignment of license to Alabama Broadcasting of Alabama, Inc. for $126,000. Seller is owned by Charles F. Banks, Sr. and Charles F. Banks, Jr. Buyer has no other broadcast interests. Consideration: $126,000. Seller is owned by Charles F. Banks, Sr. and Charles F. Banks, Jr. Buyer has no other broadcast interests (BALM-2799). Action May 10.

- WQAM-AM Chicago — Broadcast Bureau granted CP to install new antennas: ERP 16 kw (main, H&V); 6.3 kw (aux, H&V); antenna height 2900 ft.; remote control permitted (BPH-10.528). Action May 10.

- KHAY Ventura, Calif. — Broadcast Bureau granted CP to install new aux. trans. at main trans. location for aux. purposes only; to be operated on 100.7 mhz; ERP 9.5 kw (H&V); antenna height 1210 ft. (H&V); remote control permitted (BPH-10.526). Action May 10.

- WLOQ Fort Pierce, Fla. — Broadcast Bureau granted CP to install new trans.; ERP 100 kw (H&V); antenna height 333 ft. (H&V). Action May 10.

- WNAS New Albany, Ind. — Broadcast Bureau granted license covering changes; street number of main studio location 1020 Vincennes St., New Albany; ERP 5 kw (H&V); antenna height 3 ft. (H&V). Action May 10.


In contest

Case assignment


Procedural rulings


Other action

- Commission denied WCLY(AM) Columbia, Pa., extension of authority to remain silent and canceled license. Station has been off air since April 23, 1976 due to financial reasons. Commission said prolonged periods of inactivity cannot be tolerated. Action May 19.
Applications for operating cable TV systems requested certificates of compliance. FCC announced May 17 (stations listed are TV signals proposed for cable):

- Cable TV of Lake Tahoe Inc., for Meyers, Calif. (CAC-08761): KTVM, KCRL-TV Ranch, Reno; KQED, KBHK-TV San Francisco; KMUY-TV Sacramento, Calif.; KOLO-TV Reno; KTVO Oakland, Calif.; KTXL Sacramento.
- La Crosse Wescagie Inc., for Onalaska, Holmen, Madison, Campbell, all Wisconsin (CAC-08768-72): KGO-TV Mason City, Iowa.
- Cable View of Albert Lee Inc., for Albert Lee, Minn. (CAC-08773): Interim authorization for existing operation.
- Rapid City Cable TV, for Rapid City, S.D. (CAC-08774): Interim authorization for existing operation.
- Besi View Cable Video Inc., for Metairie Fulls. Wash. (CAC-08784): Interim authorization for existing operation.
- Alliance Cable TV, for Alliance, Neb. (CAC-08785): Interim authorization for existing operation.
- South Dakota Cable Inc., for Belle Fourche, Sturgis, Spearfish, Lawrence, Fall River, all South Dakota (CAC-08788-92): Certificate of compliance for existing operation.
- Riverton Cable TV, for Riverton, Wyo. (CAC-08793): Interim authorization for existing operation.
- University City Television Cable Co., for Gainesville, Alachua, both Florida (CAC-08796-7): WTVL Gainesville; WTCG St. Petersburg, Fla.
- North Lauderdale Cablevision, for North Lauderdale, Fla. (CAC-08798): WTCG Atlanta; WYAH-TV Portsmouth, Va.; to delete: WSBW-TV Orlando, Fla.
- Cable Vision, for Granado, Edma, both Texas (CAC-08799-800): Certificate of compliance for existing operation.
- Susquehanna Valley TV, for Snyder, Tyrone, both Pennsylvania (CAC-08801-2): WOR-TV New York.
- Derry-Durcat TV Line Inc., for Derry, Derry, both Pennsylvania (CAC-08803-4): Interim authorization for existing operation.
- Wessover Cable TV Co., for Brookhaven, Parkview, Richard, Grifton, Wessover, all West Virginia (CAC-08806-10): Interim authorization for existing operation.
- Midway Cable TV, for Kansas City, Kan. (CAC-08812): WTCG Atlanta; WYAH-TV Portsmouth, Va.; to delete: WGN-TV Chicago.
- International Telemeter of Moberly Corp., for Moberly, Mo. (CAC-08819): Interim authorization for existing operation.
- UA-Columbia Cablevision, for Clifton, N.J. (CAC-08830): WCBS-TV New York; WNJN Montclair, N.J.; WPIX, WNEW-TV, New York; WLIW Garden City, N.Y.; WABC-TV, WNET-TV, N.Y.; WOR-TV, WNYC-TV, WNBN-TV New York; WBTB-TV Newark, N.J.; WXTV Paterson; WNET Newark; WPVL-TV, Whta-TV Philadelphia, WJNY-TV Linden, N.J.
- Tesco TV FM Cable Systems, for Malibu, Topanga, Calabasas, Woodland Hill, Pacific Palisades, all California (CAC-08832-6): Certificate of compliance for existing operation.
- Flower Creek Cable TV, for Flower Creek, Burton, Montpelier, all Oregon (CAC-08837-9): Interim authorization for existing operation.
- Hannibal Cable TV Inc., for Hannibal, Mo. (CAC-08840): Interim authorization for existing operation.
- Yates Center Cable TV, for Yates Center, Kan. (CAC-08841): Interim authorization for existing operation.
- Ottawa Cable TV, for Ottawa, Kan. (CAC-08842): Interim authorization for existing operation.
- Humboldt Cable TV Inc., for Humboldt, Kan. (CAC-08846): Interim authorization for existing operation.
- McCloud, Larry J., for Macon, Mo. (CAC-08848): KTVO Kirkville, Mo.; WGEN-TV Quincy, Ill.; KTVi St. Louis, KCPT Kansas City, Mo.; KHQA-TV Hamilton, Ia.; KOMU-TV Columbia, Mo.; KBMA-TV Kansas City, Mo.
- Northeast Minnesota Cable TV Inc., for Copehart Housing ARE (CAC-08849): WTCG Atlanta; to delete: WTVT Milwaukee.
- Alva Community TV Inc., for Alva, Okla. (CAC-08850): Interim authorization for existing operation.
- Cable TV Puerto Rico, for San Juan, P.R. (CAC-08852): WTCG Atlanta.
- Bozeman Cable TV, for Bozeman, Mont. (CAC-08857-8): Interim authorization for existing operation.
- Butte Cable TV, for Butte, Walkervlle, both Montana (CAC-08869-70): Interim authorization for existing operation.
- Livingston Cable TV, for Livingston, Mont. (CAC- 08871-2): Interim authorization for existing operation.
- Community Tele-Communications Inc., for Billings, Mont. (CAC-08873-4): Interim authorization for existing operation.
- Dillon Cable TV, for Dillon, Mont. (CAC-08875): Interim authorization for existing operation.
- Helena Cable TV, for Helena, Mont. (CAC-08876): Interim authorization for existing operation.
- Lewistown Cable TV, for Lewistown, Mont. (CAC- 08877): Interim authorization for existing operation.
- Miles City Cable TV, for Miles City, Mont. (CAC- 08878): Interim authorization for existing operation.
- Chilton Cablevision Inc., for Clanton, Ala. (CAC- 08885): WAPL-TV, WBMG, WBRCC-TV Birmingham; WCVO-TV, WSFA-TV Montgomery; WOFT-TV Tuscaloosa; WSPA Selma; WQCT Mr. Cheaha State Park: WKBG-TV Montgomery, all Alabama.
- Margate Video Systems Inc., for Margate, Fla. (CAC-08887): WPBT, WTJ, WCIX-TV, WCKT, WLCI-LW, WLCI-LF, WLTW, WLTW Miami; WKID For Lauderdale; WPTV West Palm Beach; WPXM Palm Beach, all Florida; WTCG Atlanta.

In contest:
RADIO

HELP WANTED MANAGEMENT

Wanted: General Manager of Radio Station KVUJ-KYUJ, Uvalde, Texas. Should be heavy on Sales. Contact E.J. Harpote Box 754, Uvalde, TX 78801.

Wanted: Aggressive radio account executive present in small to medium market. Opportunity for big dollars and potential management exists now with major group, owned facility in major New England market. Send resume ASAP. EOE. Box F-70.

General Manager AM-FM - Southwest major market. Experienced, knowledge construction, staffing, promotion, sales. Full charge from ground up, responsible only to corporate headquarters. Send resume, salary and suggested incentive plan. Communications, Box 667, Tucson, AZ 85702.

WCBY AM-FM Cheboygan, Michigan has openings for station managers. Must understand overall operation of small market. Must be able to direct two man local sales force. Possibility of husband wife team if qualified. Base salary, percentage, fringe benefits. Resume, photo to Bob Benedicci, WCBY, Cheboygan, MI 49721.

General Manager needed for Midwest, small market FM station. Must be experienced in daily station operations. Great opportunity for a young dynamic person to develop. Send resume to: Lindstrom Broadcasting Co., PO Box 346, Galesburg, IL 61401.

Sales Manager, Midwest 24-hour AM with major university sports, excellent news profile. Beautiful recreational growth area. Must have successful local sales record and be broadcast career oriented. EEO/MF, Box F-144.

Growing group broadcaster has openings for managers, sales managers salespersons and combinations. Above average salary, excellent benefits. EEO. Box F-135.

Manager-one year old quality Christian station. Possible husband-wife opportunity. Present small operation with big potential. Must do air shift, sell and be dedicated to Christian broadcasting. Write Jim Bocock, WARY Radio, 19 Luther Avenue, Watrick, RI 02886, EOE.

HELP WANTED SALES

Regional Colorado Station needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We are looking for someone who will work with us to create an instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166.

Experienced radio person needed to fill existing sales position. Will consider professional school or college grad with related sales experience. College community of 23,000. Resume to KICS Radio-P.O. Box 1005, Hastings, NE 68935.

Immediate openings, experienced salespeople, draw against 20 percent commission. Top-rated Class-C Beautiful Music FM and Contemporary Country AM in Florida's fastest growing market. Send resume, Manager, Box 240, Bradenton, FL 33506, EOE.

Sales executive. Large international company has immediate opening for sales rep. with broadcast background to sell diversified services to radio stations, adv., etc. Must meet clients. Must have strong sales background, be self starter, and have desire for future and growth. Company offers salary plus commission, expenses and complete benefits package. Reply to: Box F-142.

Sales oriented person to manage sell Western Pennsylvania FM station. Unique sellable format. Sales track record important. Box F-147.

Sales Manager for established rock station in North Carolina. Must be a seller and one who can motivate and manage salespeople. Please send references and other important information along with resume. Box F-139.

FM station. Near Chicago and Milwaukee. Medium market. One owner, successful station offering right person excellent, permanent opportunity. Preter Midwest applicants, including college graduates. Send resume in complete confidence to: Radio, PO Box 555, Racine, WI 53401.

Sales Manager, Midwest 24-hour AM with major university sports, excellent news profile. Beautiful recreational growth area. Must have successful local sales record and be broadcast career oriented. EEO/MF, Box F-144.

Florida living. Proven hard closing salesman looking to move up. Mgt. potential. Must carry own list. We offer large market, salary, weather benefits, great format. Call Pat Hayes, 904-744-1280.

HELP WANTED ANOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

Large midwest radio chain is looking for an experienced morning announcer. Also looking for a late evening combo-man. Send tape and resume to Leighton Enterprises, Inc., Box 1465, St. Cloud, MN 56301.

Announcer/Producer for weekday black oriented jazz/rap/cultural program for public radio KUNI/KHKE, producer of modular program material, documentaries and special feature programs. Qualifications include: Third Class license, enclosed, "combo" capable, good knowledge of jazz music, clear, smooth, authoritative delivery, knowledge of B.A. or equivalent Degree. Salary Range: $39,380-$51,376 for initial 11 month appointment, plus fringe benefits. Send applications, resume and audition tape (3 reel) by June 14, 1977 to: Douglas L. Vernier, Director of Broadcasting, KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613. The University operates two separately programmed FM stereo public radio stations. KUNI covers nearly one-half of Iowa, and KHKE at 8000 watts covers metro Waterloo/Cedar Falls. New studios, seven control rooms, three studios, 12,000 sq. ft. plant. UNI is an EEO/AAA Employer.

Experienced 1st ticket fast-format disco announcer. Know and follow format at KDKO, Littleton, CO 80116. No phone calls.

First Phone: For regional country station, 5 kw in south Texas. Modern on-the-go format. Must be dedicated and 2 plus years experience. EOE/Call Jack Bates, 512-782-2315 days. No collect calls.

Strong experienced announcer with first phone for contemporary MOR. Dominant station in good North Carolina market. Good production, too. Equal Opportunity Employer. Contact Box F-72.

WSAR, Fall River, MA, has immediate opening for adult contemporary personality. Good voice and strong production a must. Rush tapes and resumes to Daniel Francis Hayden, P.D., WSAR, P.O. Box 927, Fall River, MA 02722. An Equal Opportunity Employer.

Good Voice — Smooth? MOR/Contemporary sound looking for an Announcer/Operator. Young and experienced. Must have good voice and experience but long in ability. Good pay and benefits for the right person. Contact: Ray King, Program Director, WSQY-Ocuto, IL immediately.


Experienced, Creative Morning Man for AOR format, Top 50 market. Box F-105.

Announcer with good voice and reading ability for a 5000 watt Colorado station. Send resume with salary requirement. Equal Opportunity Employer. Box D-126.

Classical Announcers. KFSO-FM, San Diego. Is seeking announcers with thorough working knowledge of classical music and excellent pronunciation. Send resume & tape. 1540 Sixth Ave., San Diego, CA 92101.

Crazy, creative jock/P.D. needed for career job at top-rated, mid-market, midwest station. Modern country music. Send tape, resume, and salary requirements to Box F-128.

Medium Mkt AM/FM in urban town needs solid announcer with production experience. Good pay, good climate, opportunity for advancement. EOE. Send resume to Box F-142.


Experienced announcer wanted who can write copy and is good in production. Send resume and tape to Bob Catan, PD, WPPE AM & FM, 73 4th Street, Pittsfield, MA 01201.

Experienced jock who can read news & sports, knows MOR music. Cassette and resume. WQIN, Box 149, Lyens, PA 17048.

Experienced announcer wanted for adult contemporary format. If you can communicate with your audience, then you're the person we're looking for. Excellent starting salary, benefits, and opportunity for advancement. Steve Samel, WZOE, Box 69, Broad- cast Center, Princeton, IL 61556.

Announcer, fulltime, with 1st class ticket for Pennsylvania station. Nights and Sundays. Opportunity TV production. $160 per week to start. Applications desired from members of minority groups. EOE. Send resume to Box F-115.

$15,000 for bright, bubbling, articulate morning man for MOR in Northeast. Wide commercial experience essential. Box F-113.

Experienced D.J. Bright easy listening, Salary open. WWOS Liberty, NY.

Are you good enough for us? Last two openings oc- curred when jobs were called 'to top 50 markets. Now accepting aircheck/reproduction samples and resumes for future openings. Send to Fred Morse, WTHI, Box 1486, Terre Haute, IN 47808.

Best of both worlds. The great Southwest and Old Mexico, KVOZ seeks experienced MOR afternoon drive announcer, $3000.00 per mo. Play by play experi- ence helpful. Contact Doug Stalker, PO Box 1638, Laredo, TX 78041.

WHUT Anderson needs a creative communicator. We're a contemporary Top 40 station in Indiana's 7th largest city. EOE. Tape & resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015.

Need experienced, mature air personality for 10,000 watt CBS affiliate. Easy Country format. Send tape and resume to Leonard Coe, 1755 Union National Plaza, Little Rock, AR 72201.

HELP WANTED TECHNICAL


Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

Broadcasting May 30 1977 63
HELP WANTED NEEDS

WCHS, Charleston, West Virginia, has an opening for a Chief Engineer. If your bag is radio and you want a career with a potential for advancement, send your resume with salary requirements to Steve Shradler, Rolls Inc., PO Box 647, Allentown, PA 18108.

Chief Engineer for directional AM, also FM Stereo. Broad background necessary. Excellent career opportunity with established operation. Contact Parker Humes, 915-583-0550, PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

Assistant to Chief. 50kw FM, 1 kw AM. Must be strong on audio and imagination maintenance. Resume, salary requirements to MGR. WHUD. Peaksey, N.Y. EOE.

Wanted: Engineer capable of maintaining technical excellence at medium market AM and FM station complex. Good salary, benefits. Great place for a professional. Send resume to Manager, WAJR, Morgantown, WV 26505, EOE.

Creative Chief Engineer must be experienced in AM-FM, especially FM audio. 100 kw regional FM beautiful sound. Excellent background and experience close to both mountains and sea shore. Salary commensurate with experience. Send resume to WGBL, Box 2899, High Point, NC 27261.

AM/FM Maintenance Engineer—1st shift, 2 yr. degree preferred. Call Charles Dodge E.G., WAJR, Morgantown, WV 304-222-6301.

Chief Engineer for Class IV AM Remote controlled. Eqpt. 3 years old and well maintained. Full time engineering—no air work. Strict compliance with Regs. No shills. Salary to top plus bers. Benefits. Rush tape and resume to Mark Nykanen, P.O. Box 4227, Mesa, AZ 85201. No phone calls.

Our News Department is No. 1 and we intend to remain there. An upcoming opening will require a person with good ideas, effective media, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

New York Suburbs, Heavy Local News. Need assignment editor to direct news staff. Must be big writer, good person, good air person. EOE Box F-88.

Can You Gather, write, edit and deliver news? Send resume and tape to WELK, Box 1294, Charlottesville, VA 22901, EOE.

Help Wanted: Medium market rocker seeking for aggressive young News Director. Excellent station and working conditions. Tapes and resumes only to Bob Henabery, 136 East 55th Street, New York, NY 10022.

News Director. Opportunity to work with Public Radio News Staff of nine professional journalists that stresses detailed, analytical reporting. Qualifications: Extensive background in broadcast journalism with supervisory and budgetary experience. Excellent writing, reporting, production and oral reading abilities. Salary range: $12,720-$18,600 plus benefits. Send resume, writing samples and aduction tape to: Don Davis, Assistant Director for Radio, Telecommunications Center, The Ohio State University, 2400 Olen- tangy River Road, Columbus, OH 43210. The Ohio State University is an Equal Opportunity Employer.

We are looking for a dedicated newcomer who is willing to go that extra step for a story. Tape & resume to Bob Miller, WGNT, PO Box 1539, Huntington, WV, EOE MJF.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Competent Operator. Automated 50 Kw AM/100kw FM. Shift, production, insurance, beach. Tape and resume to Box 898, Corpus Christi, TX 78403.

American Foundation for the Blind looking for specialist who can organize program exchange for Radio Reading Service stations, closed circuit radio for blind persons and persons with serious visual impairments. Must be able to write, research, interview, and use recording and editing equipment, New York area only. Send resume, tapes to Arthur Zigouzas, AFB, 15 W. 16th St, NY 10011.

Solid Midwest station looking for Sports Director. Must have 5 years experience. Production skill required. Send resume and references. Box F-80.

Opening for assistant farm director for top Midwestern station. Must be qualified nutritionally and have some experience. WDAY-Radio, Fargo, ND.

Manager educational FM. Experience, MA required. Details on request. Dr. W. Steis, WAUP, Univ. Akron, Akron, OH 44325.

SITUATIONS WANTED MANAGEMENT

I'm OK, you're not... if you need management and you don't call, 5 years small to large market management experience. Let's talk! OK? 717-675-4016, 295-5865, 5-8901.

Attm. Radio-TV. All the experience you seek in one individual. All phases radio and TV, from on-air to engineering to PD to station management. Prefer Southwest; will consider all offers. Write Broadcasting Box F-154.

Ten year pro. Program Director. Host of a national network program, air personality In two top 5 markets, experience in network, AOR, MOR programming. Seeking a position in Program Management. Contact Jim Bues, 86 Burbury Blvd., Toronto, Ontario, 416-484-9328.


SITUATIONS WANTED SALES

Retail-Agency-Co-op experience. Exceptionally successful top 10 market salesmen desires permanent career in sales/management with group or individual operation. Any size market considered. Box F-153.

Meet a man you're gonna like! Radio sales professional, mostly retail, some agency, degreed, early 40's. Stable, hard worker, producing approximately quarter-million dollars yearly in billings. Excellent background. Seeking challenging management position involving sales, training, and leadership. Available for interview this summer. Write Box F-148.

SITUATIONS WANTED ANNOUNCERS


Good pipes, 3 months commercial experience plus university degree, seeking small to medium market. Very hard working. Robert, 615-374-3830.

Announcer/DJ, thrid endorsed, 24, college experience, eager to work, anywhere, but prefer East, for tape and resume: Jay Unn, 135 Martin Rd., Pitts- burg, PA 15237, or 412-364-5822.

Black Top 40 job with third ticket seeks first break in radio. Will relocate. For tape and resume write J. White, 2222 Market St., Wilmington, DE 19802 302-998-9508.

Enthusiastic beginner seeking position in a small market as Top 40. Prefer tape, preferably night-time. Hold 3rd endorsed. Broadcast Sch. grad. Creative, willing to relocate, prefer Midwest. Call Keith, 815-399-6986.

Humorous, first phone, air personality desires top 40 or adult contemporary small market station. Sjt. Green, 213-387-7175.

Hi, I'm 27, have 3rd ticket, experience, and want fulltime air shift in small or medium market MOR, AOR, C&W in West or S.W. Good pipes, no snoozer, light board, good news & production. Available now, for: Call or write Frank Cordell, 26533 Co- lumbia Street, Hemet, CA 92343. 714-658-1094.

Sportscaster, experienced play-by-play man and sports interviewer, also with production and music announcing background. College grad with 3rd ticket, relocation no problem. Needs for great spot announcing and sound steady music announcing. I'm your man. For references, resume and tape. write: Steve Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103 or call 213-785-8683 and ask for Mr. Jackson.

D.J. 3rd Phone—School Grad—Good News, Commercial personality—Looking for start—Go anywhere. Box F-96.


Announ/DJ, 1st class, 27, single, 5 years experience. Good pipes, and excellent attitude, not afraid of hard work or long hours, presently employed. Seeking mid-morning or afternoon drive shift at small to medium market C&W or MOR station. Midwest or South preferred. Contact: Jerry Michels, 406-482-3871 after 2 p.m. MDT.


Talented first phone with 12 years experience seeks permanent position with Top 40, Contemporary or Oldie station. Medium to major market. Box F-52.

Morning drive team. Dick and Ellen Slout. warm friendly communicators. excellent references. 703- 457-4881.

Lady DJ, 1st phone, 24, single, 1 year Top-40 experience. BA in Broadcasting. Good voice, boardwork, production. Warm, friendly personality. Will relocate. Prefer West Coast. Tape, resume write: PO Box 555, Daly City, CA 94017.

The last 12 years was the So. Calif. voice of the races on 50 kw XPER. Besides horses, strong on PBP, commentary, and news. Will relocate. Leo Her- zet, 943 Meisro. Chula Vista 92011. 714- 426-8792.

Up and coming college grad., 6 years air and pro- duction experience, seeks AOR. work. 3rd endorsed. Call Mike Beecher, 203-227-5867.


Do your jocks give you a rash? Experienced PD/lock that's sales oriented. Can give Pigmprod supervision for professional sound. Increase sales without spending thousands. If your station is bottom line oriented, call Rick Stae 313-775-3005.

Adult contemp. announcer with 1st. seeking employment in/around north east. 2 yrs exp. Alan 212-942-2593 collect. 

Announcer-Salesman! Excellent voice. DJ. News plus can sell. Steve Tistand, 33300 Mission Blvd., no. 96, Union City, CA 94587. 415-276-6875.

Beautiful Music Announcer/Operator seeks position. 14 years, currently with Top metro station. Box 337, Blue Bell, PA 19422.


Sports oriented, good voice, reliable college grad seeks production experience. 3rd endorsed. Call Bob Simon 419-663-2674.

Broadcasting May 30 1977 64
HELP WANTED MANAGEMENT


HELP WANTED TECHNICAL

Broadcast Technician, 1st phone, 12 years varied experience seeks permanent position, willing to relocate. Family. Box F-67.


Chief Engineer, experienced FM-MF, first phone, technical school. No air work. Prefer warm climate. Box F-115.

Mature, experienced AM-FM chief engineer desires to relocate. Fine references. Box F-111.

Situation Wanted News

Copywriter with college & professional training. Totally blind but still keeps an eye on his copy, his imagination. Guarantees maximum performance, starting at minimum wage on any task, anywhere. Box F-22.

Newman 2 years experience, degreed. Consider any West Coast market. Call 213-7-526-683.

Female Newscaster with 1st, Strong in sports and public relations. Not afraid of hard work. Box F-63.

Young, versatile, top 25 market. Assistant SD/IPBP wants Sports/IPBP, anywhere. Degree, Box F-60.

You give me a fulltime news position, no DJ, no spots, I'll give you 1500, Award winning investigative reporter. Strong local news, heavy on actuality. Write Box F-129.

NY freelancer desires fulltime entry. Broad experience, third phone, will travel. 516-485-9662, Box F-127.

Sportscaster seeking 1st break in commercial radio; recent college grad. Young, PBP football/basketball. 2 yrs. SD experience in daily or weekly sports reports, interviews and newscasts. 3rd endorsed. Conscientious. Will relocate. Box F-110.

Situation Wanted Programming, Production, Others

EEO Blues? Minority automation specialist seeks programming or operations position. Seven years 7th market, Engineering is background, have past technical schools. Michael McKee, P.O. Box 108, Jamaica Plain, MA 02130.

Walt! Before you hire that P.D. I have many years experience in various formats in medium and major markets. Knowable in every aspect of successful station operation. Looking for medium/small market operator who can utilize my experience in exchange for eventual management opportunity. West, Mike Hunter-Harrington 1913-981-0500.

9 Year Pro with major market and PD type wants on air PD slot at small or medium market rock, Pop Adult or AOR station. Hard working, dedicated, family man hoping to settle down. Good production, creative, relates well to jocks and management. Call 304-298-8458 before 4 pm edt.

Help! I'm being held prisoner by an MOR station in the Great American Alps. Would like to program Rock or Country. 18 years experience with excellent credentials and references. Prefer West but will consider the rest. Jim Jacobs, Box 3457, Estes Park, CO 80517. 303-586-5175.

Major Market Contemporary Assistant Programmer looking to move up to major or medium market as programmer. Box F-92.


HELP WANTED SALES

Experienced local sales person to assume top local/regional account for a no. 1 network affiliate in medium-sized market. An Equal Opportunity Employee. Send resume to Box F-151.

Local/Regional Sales Manager, Top no. 60 market, Southeast, group owner, great opportunity for aggressive sales manager who wants to move forward and upward. E.O.E. Immediate opening, send resume, Box F-123.

HELP WANTED TECHNICAL

Studio Operations/Maint. Position—must have solid tech training and be willing to learn. Lots of clean all-year round recreation. Contact J.R. Middleton, Box 2557, Billings, MT 59103.

Maintenance Engineer—Southeast PTV requires FCC first and five years experience maintaining latest VTRs, cameras, and associated equipment. Competitive salary and benefits. Send resume and salary requirement. Box F-35.

Chief Engineer for Western Montana VHF Commercial station. Must be strong in maintenance on VTR, studio and transmitter equipment. Located in growing university town. Send resume to Pete Friden, KPAX-TV, Box 2535, Missoula, MT 59806, or call 406-543-7106.

New York City color studio facility for cable TV & industrial productions has two openings. Part-time 1st Assistant Engineer with work with Sony 3/4 & VTR's, Trinicon cameras, CVS TBC, as well as broadcast- quality, production equipment. Experienced freelance videocassette editor for per diem work with 2850's vidicon, graphics, film chain and sound mixing. Both jobs available immediately. Applicants must be city-based. Send resume, Box F-69.

Chief Engineer Needed: To Start July 1, 1977. $150, 000 Min. Must have 5 years experience in FM/TV/relay equipment. Must travel between locations of translators & main transmitter. Heavy transmitter maintenance. 19 translators in system. Send resume to Arthur F. Dees, President, WKRG Public Television, Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Television Engineer Must be able to perform specialized technical duties necessary to the operation, installation, modification and maintenance of television broadcast equipment. At least two years resident electronics school or equivalent education and experience. At least 3 years as television studio engineer. PTV or TV and experience with RCA & Phillips cameras is desirable. Must have strong background in Quad. Video tape operation and editing. 1st class FCC license required. Send resume: MSU Personnel Employment, 41st & 8th, Lansing, MI 48824. MSU is an Equal Opportunity Employer.

Wanted: Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions. Equal opportunity. Contact Chief Engineer, Jack Jopling, WJBF-TV, Augusta, GA.

Master Control Engineer—Southeast PTV. Career oriented operations engineer. First class License and minimum two years experience. Excellent conditions, competitive salary and benefits. Send resume Box F-134.

TV Maintenance Engineer with 1st phone. Experience in studio, microwave and transmitter equipment. Station located on the sunny Gulf Coast. Equal Opportunity Employer. Box F-150.

Chief Engineer for Southwest UHF public TV station. First phone, good maintenance background and supervisory experience necessary. Competitive salary. Application deadline June 1. Write or call J. Dryden, KRGT-TV, New Mexico State University, Box 31 Las Cruces, NM 88003. 505-648-2233. An Equal Opportunity/Affirmative Action Employer.

Broadcast (TV) Engineer for South Texas station. Five years experience in operation and maintenance of studio equipment. Also must have experience with remote equipment, microwave relay, and distribution and transmission of video and audio. Excellent benefits. Send resume to the sunny Gulf Coast Equal Opportunity Employer.


Management Supervisor capable of directing day-by-day station operation and supervising general equipment and maintenance personnel. Has experience in five years experience, a knowledge of digital technology and hold a first class license. Must have ability to guide, motivate, and supervise people. We are an Equal Opportunity Employer. Please send all resumes and inquiries to The Washington Post, P.O. Box 9638, Washington, DC 20016.

Experienced Television Maintenance engineer with special interest in phone to phone broadcast and closed circuit cameras, recorders etc. Minimum salary $13,000, negotiable. Good benefits and working conditions. Write Paul derby, Kent OH 44242, Or call 216-672-2184 by June 15, 1977.

HELP WANTED NEWS

Strong Assistant News Director for ENG equipped No. 1 news department in beautiful mountain west VHF network affiliate. Anchor experience helpful. Knowledge of ENG and minimum of five years experience and ability to motivate staff required. E.O.E. Include salary expectations with resume to Box F-103.

Street Reporters for Top Ten, Eastern market ... small staff ... looking for hustling, versatile people who understand film and who know how to pursue multiple stories on any given day ... expect to work long hours regularly ... solid news credentials a must. Send resume to Post Office Box 8226, Washington, DC 20015. ... E.O.E. M/F.

Weekend Anchor/Weekday Reporter needed at top rated news station in beautiful southwest. Must be accomplished at both. Also need Strong Feature Reporter. E.O.E. Include resume and photo to Box F-140.

Assistant Professor/Instructor, Teach, coordinate, coordinate journalism classes. Consider fulltime broadcast newsroom experience. Deadline June 15 or until suitable candidate hired. Journalism Department, Southern Illinois University Edwardsville, Brookings, SD 57007. Equal Opportunity Employer.
HELP WANTED NEWS CONTINUED

Weather Reporter authoritative presentation, some news beat experience. Excellent newscaster 20-25 yrs. Lee News Director, WTVT, P.O. Box 627, Cadillac, MI 49601. 516-775-3478.

Expanding staff. Top rated midwest station looking for experienced, strong reporter with anchor position. Must have experience as a newscaster. Help us develop an exciting new look for our No. 1 rated news programs. Must have experience directing news for commercial stations. EOE. Box F-109.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director — Southeast coastal station looking for dynamic, creative individual to direct newscasts. Must be current with trafic and production. Help us develop an exciting new look for our No. 1 rated news programs. Must have experience directing news for commercial stations. EOE. Box F-79.

Promotion—Publicity Director wanted by Pacific Northwest VHF. Create and execute on-air, other media, sales promotion. Several years commercial station experience essential, preferably at an independent station. EOE. Box F-109.

WANTED: Marketing—Senior level position to need in top 20 market. Emphasis on special studio, film and remote local programming. Minimum 3 years experience in commercial television. Audition tape a must. Box F-129.

Major publication printing group seeks A/V specialist to develop training and promotional material, operate color CCTV unit and function as company photographer. Writing skills helpful. Pleasant Southeastern location. Salary to $12,500 plus excellent benefit package. An equal opportunity employer/MF. Send resume to Box F-152.

Cinematographer/Editor A sound, basic knowledge of motion picture production desirable, including camera, sound, composition, and editing. Ability to maintain and operate sophisticated photographic and sound equipment is a necessity. A college degree in Film Production is preferred but not required. Direct all applications and questions concerning this position to Roy E. Duncan/Film Branch/Miss. KTVU, Drawer 1101/Jackson, MS 39205. Applications accepted until June 15. We are an Equal Opportunity Employer.

Production Manager, minimum four years television production experience; multi-marketed preferred. Good administrative and organizational abilities. Heavy involvement in film and ENG desired. Please send all resumes and inquiries to P.O. Box 9838, Friendship Station, Washington, DC 20016. We are an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Professional auditor of 4 years in broadcast trade association seeks staff accounting or division controller. Degreec, late 20’s, single, will relocate. Resume and references cheerfully furnished. No telephone calls. C/o: Jardine, 216-10 43rd Ave. Apt 3- D Bayeside, NY 11361.

24 Years Experience in all phases of broadcasting. Currently GM of a multi-market, seeking new position with responsible owner in Southwest, preferably California. If you are looking for a GM that places a high priority on sales and cost control with a proven track record of being no. 1 in profits and ratings write Broadcasting Box F-102.

General Manager. Thoroughly experienced all phases. Television 22 years; management 17. Specialist in programming and sales. Effective coordinator. Quality station. Competitor. Actuated to challenges; must have responsibility. Box F-138.

MBA Finance, 10 years television experience all areas, station and corporate level, Desire position in Finance or Programming. Box F-97.

SITUATIONS WANTED TECHNICAL

Kansas/Save this ad... 6 years experience, announcer/technician. TV experience. Family man. Contact Broadcasting Box F-98.

Brains, Ability, Talent—Experience Engineer/tech. with production experience. Great inside, behind, in field position of larger magnitude (complex/developing memory) & proven record. FCC commercial & amateur, single, youngster, will relocate, especially Canada. Excellent resume. Box F-120.

SITUATIONS WANTED NEWS

Seeking Medium Market sports or sports/news position; Large market radio sports director, four years experience. Box F-108.

Top Rated Anchor/NM seeking Anchor/Reporter position in medium or large market. Can write, edit, produce. Experienced in film and ENG. 417—744-2048.

Anchor with proven track record seeks new challenge with committed organization. Box F-108.

Female Weathercaster ready for move. Experienced and weather wise. AMS associate member. Box F-112.


Female news manager with excellent credentials and experience is ready for field producer, assignment editor or assistant NO job in top 20 network bureau. Box F-116.

Street reporter with great ENG credentials! I’m energetic, hard working, inventive and determined. All that in one package! How can you pass me up? Call Francis, 803—848-3308.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS


Producer/Media Specialist, B.A., M.S., desires production position with progressive commercial/educational TV or industrial/production firm. Production, ENG, cable, medical/industrial TV, on-air host experience. Immediate. Paul Franszak; Box Paul Anthony, 512-920-6992, 4800 HWY 7, no. 605, Minneapolis, MN 55416.


Producer/Director. Male Producer/Director with 8 years extensive commercial and TV experience looking for a new position. West coast based but will relocate for right situation. John Hensley—201 N. Wayfield Ave., no. 7, Orange, CA 92667.

Julia Child, Move Over! Paul Anthony hosts “Quick n’ Easy Recipes.” Ten minute format. For local noon news and resident chef spot on daily community service programs. Let’s discuss your production at stations position: producer/director for syndication potential. Phone: Paul Anthony, 612—920-6992, 4800 HWY 7, no. 605, Minneapolis, MN 55416.


WANTED TO BUY EQUIPMENT

Self-supporting, Insulated tower, 140 feet or adaptable. Milton Holliday, WCOS, P.O. Box 748, Columbia, SC 29202.

Need an RCA Frequency Meter, MI-26450, that fits an RCA FVM-1 Transmitter, WGTV-TW, 201 E. Front St., Traverse City, MI 49686. Altrc Robert Pincumb.

FOR SALE EQUIPMENT

3" Air Helix Coastal caible new all copper 50 ohms—$25 per foot—if 600$ or over—can be cut to required. Below Mfgs. price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for less than $3,9000. Contact Broadcast Specialties. 206—577-1681.

Used Automation; All types and sizes, various condition. Contact Broadcast Specialties Today, 206—577-1681.

Collins 5KW FM Stereotransmitter, 830-EIA, tuned and tested to your frequency. Perfect $5800. 601—362-2709 after 5 p.m.


IGM 500 automation Coponents 504 Time S136.24 Background Switcher S169.44 904-888 Clock Timer & Repeater S700 Memory System 5 S2600 SESCO inc. 206—424-6133.

Scully Stereo Tape Reproducers, model LJ-10, two track, 3 3/4 7IPS (2), internal 25 Hz detectors, rack mount, up to 14" reels. Excellent condition. Ideal for quality stereo automation system or background music play. 3 each at $1000 St. Louis. Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis 63114, 314—968-5550.

Urel BL-40 Modulimiter, CBS Audimat 4440A, excellent condition, $450 each, 714—745-8511.

Country & Western Record Library. Approx. 1000 LP's in good condition. 201—574-9820.

Like-new IGM Instacart, model MPBP, monaural, complete system, 220 volt, $500. Spalope, WPBZ, Lock Haven, PA 714—748-4038.


Schafer 8007 Stereo Automation control unit mint $2600. Schafer 800 Stereo Automation system with 4 Speaker Ampex AG 3505 {3 special 17} 3 tracks, extras. Call Paul Schafer 714—454-1154.

3 year old, ten bay Shively 8611 FM antenna, on 99.1 mc, and 350 feet of 3 inch coax. Available 90 days, make offer. Duane Cornel—WQIK Radio, Jackson ville, 954—335-1386.

Autogram Automation System in excellent condition. Used just three years to execute beautiful music format. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Manufacturer can supply parts or update if required for your format. Price $8,000. Contact Charles Fletcher WILIN. Jackson, MI 508—972-3336.


IGM 500 automation components 504 Timer S136.24 Background Switcher S169.44 904-888 Clock Timer & Repeater—SESCO inc. 206—424-6133.
Help Wanted Management

**RADIO**

**Help Wanted Management**

**EARN ADDITIONAL**

**$13,000-$25,000 IN YOUR SPARE TIME!**

Own your own commercial distributorship. Be an exclusive supplier of custom commercial ideas for broadcast advertisers. Available in TOP 100 markets only. First time opportunity. Send confidential resume of your present employment and past work record. Principals only. Refundable deposit cash required. Send resume to Box F-136.

**Help Wanted**

**Situations Wanted Management**

**Western Small Markets Only**

Metro Race Has Become Too Much

24 successful years experience Radio/TV management, administration, sales, on air, news, all related phases. Have owned small market radio. Currently Managing Editor Western metropolitan weekly newspaper. Box F-143.

**Help Wanted**

**Situations Wanted News**

**SPORTSCASTER**

Looking for opportunity with sports-minded station. I've done play-by-play of all major sports at all market levels, plus major market radio and television sports reporting, and telephone-talk. College Grad—Presently employed. Box F-82.

**TELEVISION**

**Help Wanted Management**

We'll pay good money to get the best TV Promo Pro in the business

Our company is TM Productions. Our track record and growth is in radio ID's and promotional broadcast services but we're ready to earn a rep in television. We've already made headway with a workhorse of a tv package. "Where You Belong," but we want to create more successes. We need you to do it. And we're ready to give you the responsibility, the salary and the tools to make it happen. That's why we want this career job. You're ready to pass along your tv experience into more money, more decision-making—more professional fulfillment. You like to sell a product you believe in and help create. You're ready to accept the challenge of being a leader in an entirely new division. You'll travel the country selling promotional packages and custom music productions to tv stations, but you'll be based in Dallas. We'll pay your expenses and receive a draw against a good commision. Your salary will be as great as you are. Write today. There's only one opening but one hell of a lot of promo directors who think they're as good as you are.

WRITE: TV PROMOTION
TM PRODUCTIONS, INC.
1349 Regal Row
Dallas, Texas 75247
AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted announcers**

**CLEAR-CHANNEL 50-kw WHAS**

Personality—Promotion

The right announcer who can take charge of on-air promotions and who can mesh with hi-profile personalities for several hours air work.

Send resume, tape, examples of promotions & promos you've written, anything else you think is important!

HUGH BARR, MGR.
BOX 1064
LOUISVILLE, KY 40201

An equal Opportunity Employer

Male Female

**KAZY-FM,** Denver is seeking a top notch AOR air person, Major market experience and a complete knowledge of album music are required. Send resume and tape to Bob Carter, Program Director, KAZY, 2149 South Holly St., Denver, CO 80222. KAZY is an equal opportunity employer, male or female...
Help Wanted Management
Continued

Production Manager


Help Wanted Management
Continued

To all those general managers, sales managers and radio sales reps who think they're best, here's your chance to prove it!

Our company is TM Productions, the world's largest syndicator of radio and TV IDs, promotional packages and commercial services. We're successful. And we did it through talent, marketing savvy and guts. And we're planning to be even bigger and better because you have the radio talent and experience we need. The kind of talent smart enough and tough enough to work with the best minds in the business. Talent with the ambition and energy to excel. To generate excitement and sales. We want you for one of our new openings. Because you're the best at what you do and you can prove it on an 8 1/2" x 11" piece of paper.

Territory Salesman

We just created a new territory thanks to buyer demand for our entire line of broadcast services like Masterplan and The Producer. We need a pro to cover it. You'll be living in the northern part of the country and you'll travel by car to Illinois, Wisconsin, Iowa, Montana, Minnesota, North and South Dakota, Nebraska and Wyoming. You want this job because you believe in yourself and the benefits of our product. You also like to win and know this isn't a dead-end street. You'll be paid a draw against a good commission and you can expect to earn anywhere from $40K to $50K your second year.

Sales Service Director

That's the title, but in reality you're a combination coach, teacher, father confessor, thinker and problem solver. You're a "radio sales philosopher" with solid street experience and you're ready to share your knowledge. Your background is in radio sales at the agency and retail level but you want to be more than an order-taker. This is your chance to break out. A chance to consult and instruct TM's clientele of sales-oriented radio stations across the country. You'll create and develop workshops and seminars. You'll excite them. And give them tools that can increase their sales output. Heavy travel is involved and the salary is $18 to $25,000 plus bonus based on performance.

ID Salesman

Your background is in radio programming and you understand the complexities of all formats. You also understand advertising and promotion. How program directors and PGMs think. And how to sell the finest IDs in the business. But you'll have total involvement. And this means helping some of the best PGMs across the country promote and produce their on-air package. You'll be working out of our home office and you'll enjoy the travel because you're a sales oriented and programming who wants a career—not a job. And that means money.

WRITE: Personnel Dept.
TM Productions, Inc.
1349 Regal Row
Dallas, Texas 75247
AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others

Help Wanted Technical

FIELD ENGINEER - Helical VTR Equipment
Immediate opening in the greater New York area. Position requires a minimum of three years experience with Broadcasters. BS Degree or equivalent and a genuine exposure to VTR maintenance. We offer excellent salary and competitive benefits. Send resume in complete confidence to John Lynch, Robert Bosch Corporation 279 Midland Avenue, Saugus, Mass. 01975.

TELEVISION STUDIO CHIEF ENGINEER
JCPenny Company, one of America's leading retail establishments, has an outstanding opportunity for an engineer with 3-5 years maintenance experience on Ampex 1-inch video tape recorders. GE video projectors, forrest color cameras and glass vallay switches. We offer a competitive starting salary, professional environment, good benefits, and the opportunity for promotion. For prompt consideration, send resume and salary history to: Andrew Salina JCPenny Company Inc. 1301 Ave of the Americas New York, N.Y. 10019

An Equal Opportunity Employer: M/F

Help Wanted Programing, Production, Others

Media Associate

A national science association in Washington, D.C., has an immediate opening for person to assist in developing and maintaining television-news contacts and in developing and implementing special radio and television activities for the office. Must have both television-news and institutional public information experience (minimum 2 years each) and excellent writing skills. Salary mid- to upper teens, depending on experience. Send resumes to Box F-137.

Northern Michigan University

Northern Michigan University at Marquette in Michigan's beautiful Upper Peninsula seeks a Graphic Artist for the departments of television, audio-visual and instructional development to develop, design and prepare charts, posters, graphs and finished art work for educational and informational media. Bachelor's degree in Art or related field required, and experience. Salary range $9,000-$11,000. Excellent fringe benefits. Interested candidates should send their resume to:

Beatrice Marana
Employment Supervisor
Personnel and Staff Benefits
Northern Michigan University
Room 202 Cohodas Administrative Center
Marquette, Michigan 49855

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Help Wanted Programing, Production, Others Continued

FLORIDA
Ted Johnson Productions, Inc in Jacksonville, Florida, needs a Production/Assistant who is experienced in both film and video tape production. Our specialty is television commercials, produced both on film and video tape. Our facilities include a mobile production unit, in-house studio and a full complement of post-production equipment. RCA equipped plant with TR-800 VTR's, TK-46A and TKP-46 color cameras, and associated studio gear. Datatron time code editing equipment. Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202, or contact Tony Kennedy—904-354-7000.

Help Wanted Sales

Broadcast Products Division

HARRIS CORPORATION
INTERNATIONAL OPPORTUNITIES

The Broadcast Products Division of Harris Corporation is seeking broadcast engineers interested in expanding their personal growth in the international broadcast market. Many opportunities are available in our organization which is rapidly growing to meet the existing and future requirements. Among these opportunities we need:

AREA SALES MANAGERS

You will be fully responsible for managing the growth of our broad range of radio and television broadcast products in a selected area of the world. Management of the distributor network and customer relations are essential.

Required qualifications include a BSEE or equivalent and 3-5 years practical experience in Radio-TV station engineering, or 3-5 years experience in field sales or service. Some international marketing experience or a Master's degree in marketing is highly desirable.

INTERNATIONAL SALES DEVELOPMENT ADMINISTRATION

Responsibilities include the active support of the Area Sales Managers by responding to customer requirements and coordinating the efforts of the Corporation in the international broadcast system market. This position provides excellent opportunity for advancement. Requirements include a BSEE or equivalent, 1-3 years Radio-TV station engineering, 1-3 years marketing/product development experience with a broadcast equipment manufacturer or 2-5 years international sales experience. We offer favorable career prospects in a growth environment competitive salaries, excellent benefits, and relocation assistance. Please direct resume in confidence, giving full pertinent details including salary congruence, to Lawrence Cartstone, Professional Employment Supervisor, Harris Corporation, Broadcast Products Division, Quincy, Illinois, 62301.

Help Wanted Sales

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Writer

Specializes in documentaries, but experienced in all types of programming, local and syndicated, looking for new opportunities. Also interested in management position. Box F-121.

Radio programing

SHERLOCK HOLMES
Radio Mystery Series

15 BACK ON THE AIR!

New available for local purchase.

CHARLES MICHELSON, INC.
9250 Wilshire Blvd., Beverly Hills, Ca. 90212—(213) 278-4556

Radio programing

THE BIG BANDS ARE BACK!

★ GOODMAN ★ DORSEY ★ HERMAN ★ MILLER

★ and many others

One 55 minute program weekly.

PROGRAM DISTRIBUTORS

1001 SPRING STREET—LITTLE ROCK, ARKANSAS 72202

(501) 376-9292

Public Notice

NOTICE OF PUBLIC SALE

TO WHOM IT MAY CONCERN:

Notice is hereby given that on June 15, 1977, at 10:00 A.M., a public sale will be held at the front steps of El Valle State Bank, 1900 Bridge Street, S.W., Albuquerque, New Mexico, to sell for cash, seven Certificates of Stock in Pan American Broadcasting Company, Inc., Federal Communications Commission licensee for Radio Station KOAZ-AM, Albuquerque, New Mexico, said stock designated as follows:

Certificate No. 1 6,000 shares
Certificate No. 4 6,000 shares
Certificate No. 10 3,000 shares
Certificate No. 15 8,000 shares
Certificate No. 16 2,500 shares
Certificate No. 18 5,000 shares
Certificate No. 19 10,000 shares

Said stock is being sold pursuant to Judgment entered in the District Court of Bernalillo County State of New Mexico, Cause No. 2-76-00758 on May 13, 1977. Said public sale is to be conducted according to the laws of the State of New Mexico and must be approved by the District Court of the County of Bernalillo, State of New Mexico. El Valle State Bank reserves the right to bid at this sale.

The aforementioned Certificates of Stock in Pan American Broadcasting Company, Inc., may be inspected at El Valle State Bank, 1900 Bridge Street, S.W., Albuquerque, New Mexico, 87105. Inquiries concerning total authorized and issued capital stock in Pan American Broadcasting Company, Inc., may be directed to the Federal Communications Commission, Washington, D.C., 20554, telephone (202) 832-7256.

EL VALLE STATE BANK
505—765-1800

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (singles stations trade other due bills or merchandise). Travel and hundreds of business needs. FREE BOOKLET AVAILABLE CALL TOLL FREE 800-327-5555 (except Florida)

Equipment for Sale

ENG VAN FOR SALE

1976 GMC VANDURA TRUCK (20'), 7 1/2' x 9' equipment area, 2' deep storage area in rear, chase and box air conditioned, fully carpeted to ceiling production area, mileage 10,000, mint condition. Send inquiries to Robert Bosch Corporation/Fernsuk Group, 279 Midland Avenue. saddle Brook, N.J. 07662.
Wanted To Buy Stations

**Public Company** interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor. Reply Box E-69.

**Private Broadcast Group** wants to expand. Interested in purchase of fulltime AM or AM-FM in top 150 markets. Prefer South or Southeast location. Must be regional or clear channel frequency. Box F-42.

For Sale Stations

**Brokers & Consultants to the Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902

P.O. Box 848 • (807) 733-7138

**RALPH E. MEADOR**

Media Broker

AM - FM - TV - Appraisals

P.O. Box 36

Lexington, Mo. 64067

Phone 816-259-2544

**Metro Market Radio Midwest**


Box F-64.

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

Los Angeles • Washington

Contact: William L. Walker

Suite 500, 1725 DeSales St., N.W.

Washington, D.C. 20036

202-223-1553

**50,000 WATT FM STEREO**

Stations covering Hampton-Newport News-Williamsburg-Norfolk and many other areas. Sale price under $200,000 on excellent terms. Submit financial qualifications for more information.

Box F-77.

**RELIGIOUS RADIO MAJOR MARKET**

You'll need $500,000 to share ownership. Handsome net gets you out quickly. Send proof of financial ability. No brokers.

Box E-72.

**WHAT'S THE PERFECT STATION?**

Consider this: virtual monopoly in Southern California midway between sea and mountains, approx 30% cash flow on sales (that's impressive), will pay for self after $115,000 down payment, and growing, growing, growing. Write about yourself, particularly your financial capability, and we'll detail this gem to you. Owner: Box F-149.

**For Sale Stations Continued**

**SOUTH CAROLINA DAYTIMER.**

1Kw with PSA UPPER STATE $165 M Cash with real estate, or $125 M without. Long Term Lease $600 month for real estate. Reply Box F-146.

**AMERICAN BROADCASTING:**

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. $26.50.

Broadcasting Book Division

1735 DeSales St., NW

Washington, DC 20036

Send me a copy of American Broadcasting. My payment of $26.50 is enclosed.

Name: ____________________________

Address: ____________________________

City: __________________ State: ______ ZIP: ______

**FOR SALE STATIONS**

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money orders only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to box numbers on BROADCASTING. 1735 DeSales St., N.W.

Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:

—Help Wanted 75c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).

—Situations Wanted, 40c per word—$5.00 weekly minimum.

—All other classifications, 80c per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $3.00 per inch.


Broadcasting May 30 1977
Broadcasting

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**Broadcasting with other major interests**

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<td>TECH OPERATIONS**</td>
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**TOTAL** 78,454 3,277,834

**Cablecasting**

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**TOTAL** 88,936 1,307,331
Carter’s news secretary: barefoot boy with clout

After four months as presidential news secretary, Jody Powell is becoming something of a celebrity. National publications have featured him in major pieces; others would like to. One, The National Enquirer has even had reporters dig through his garbage in search of leads for a story. For here is a new breed of presidential aide, not only young (33) and tough-minded—even new President, it seems, brings in young, tough-minded aides—but also Southern and relaxed.

And he is having an effect—thus far, positive—on relations between the press and the White House. The atmosphere in the press room is, like him, relaxed; it has the texture of rural Georgia informality. No longer is there talk of the “suspicion,” or “tension” or “sense of frustration” that White House news secretaries like Ron Ziegler or Ron Nessen were said to have engendered in reporters.

Nobody, it seems, is mad at Joseph Lester (Jody) Powell Jr.—at least, not yet. In part, it is because of the casualness of the man, an attitude reflected in a self-deprecating sense of humor that serves to remind anyone interested that here is a presidential aide aware of his own mortality.

Mr. Powell, the spokesman for the leader of the free world, is draped over the lectern. He is coatless; his tie is yanked down to half staff, and he is puffing on a cigarette. (He is a three-pack-a-day man), as he elaborates on a point regarding the Central Intelligence Agency report on what the agency sees as an impending world-wide energy shortage. He says, “I want to clear up a question from Sam that I didn’t understand because I didn’t realize what I had said, which often happens, I guess.”

“I like him,” CBS’s Bob Schieffer said of Mr. Powell. “He’s a nice fellow. You can get mad at Powell, but you don’t stay mad, as you did with Nessen. He’s such an engaging personality.”

Of course, if Mr. Powell’s modesty were well deserved, Mr. Schieffer and his colleagues probably would not be amused for very long. But they generally agree that behind the aw shucks manner is a very good mind and a strong personality. They also believe that, after seven years with Jimmy Carter, Mr. Powell knows him as well as anyone and can truly speak for him. The President’s door is virtually always open to him. And they take seriously the title of “presidential adviser”—Mr. Powell also wears. (ABC’s Sam Donaldson says Mr. Powell not only relayed but helped draft the President’s statement on the seizure of the two Russian fishing ships.)

Combine all that with an accessibility for which news secretaries of the recent past were not noted—Mr. Schieffer says he can drop in on Mr. Powell in his office “once or twice a day”-non-White House regulars have been known to wander in also—and the popularity of Mr. Powell is not hard to fathom.

Even reporters who had covered Jimmy Carter during the campaign and came away with uneasy feelings about the candidate’s news secretary seem comfortable with Jody Powell in his present job. NBC News’s White House radio correspondent, David Rush, for instance, expressed a sense of pleasant surprise. While reserving his right to the skeptic’s role, he said, “I like him; I trust him.”

What is at least as surprising as hearing reporters talk well of the White House news secretary is hearing the news secretary speak well of reporters. “One thing I enjoy about this job is working with the reporters who cover the White House,” Mr. Powell said. Swapping stories over dinner or drinks with reporters well versed in politics—a subject that fascinates him—is, for Jody Powell, one of the dividends of the job.

But no one forgets that his loyalty is owed to Jimmy Carter. Jody Powell made the long March with President Carter from the days, in 1970, when, as an Emory University graduate-student dropout, he served as a driver for Mr. Carter in his second, and successful, bid to become governor of Georgia. He doesn’t articulate his feelings for the President very well, but the emotion comes through: “I think I generally understand him as an individual . . . how he is likely to react in different situations. . . . You work for somebody that length of time, most people would—I certainly would—have a certain amount of respect, and feeling you’re working for somebody it’s worth investing that much of your life in.”

Mr. Powell, leaning back in his chair and with his feet braced against the inner rim of his desk, appears comfortable enough as presidential news secretary. And while his lack of experience as a journalist would seem to have made him an unlikely candidate for the job, there is no doubt that friends and teachers back home in Vienna (pronounced Vannah, population about 2,500), Ga., expected him to succeed.

He was one of Vienna’s golden boys. He grew up on a farm, where he milked cows, picked cotton and corn, and, when he got big enough, drove a tractor. And he developed into a good athlete—he played quarterback in football and shortstop and second base in baseball—an even better student and an avid reader. He was, according to Bob Lyle, a classmate at Vienna High School, “an all-around person, well liked by students and faculty.”

From Vienna, he moved on to the Air Force Academy, where the early promise seemed likely to be fulfilled. But in his final year, he was caught cheating on a history exam, and was expelled. To this day Mr. Powell has no explanation for the action; it was not a matter of desperation—his marks were good. “It was stupid and wrong,” he says. It brought him “discredit and grief.”

But it also turned him onto the course that led him to Jimmy Carter. Instead of being shipped off to Vietnam as a pilot, Mr. Powell returned to Georgia, completed his work on a bachelor’s degree in political science, at Georgia State, in Atlanta, and was a few months away from finishing a combined MA-PhD program at Emory when he joined the Carter campaign.

If relations between Mr. Powell and the press are still good, after some four months, with the reporters’ main complaint directed at their failure occasionally to prevent Mr. Powell from turning away hard questions with small bits of humor, it is also true, as reporters and Mr. Powell agree, he has yet to be tested under stress. “The administration,” ABC’s Donaldson said, “hasn’t yet made such major mistakes that Powell has had to explain, or to defend. He hasn’t had to dodge day in and day out. Over a prolonged period, how is he going to react?”

“But,” he said, “so far, so good.”

Profile

The chairman sharpens the focus

Lionel Van Deerlin knows a consensus when he sees one. He's also no stranger to old-fashioned good sense. Thus it's not surprising—although nonetheless gratifying—that the congressman from California has de-escalated the attention his House Communications Subcommittee is paying to the Communications Act from a "rewrite" to a "review."

As we have said from the start—when the "basement to penthouse" phrase first caught the fancy of Mr. Van Deerlin and the more ambitious members of his staff—there was every reason to take a good, close and even critical look at this country's principal standard for communications conduct, as amended time and again over the past 43 years. Barnacles grow on bills as well as boats, and technologies that operate at the speed of light have a way of outpacing even the most considered legislative vision. But there also was reason not to rub out and start over, discarding what works well along with what might work better—and taking the chance that what might be devise[d] in their place would work mischief indeed.

The change in emphasis does nothing to lessen the importance—or the arduousness—of the subcommittee's work. It should, however, speed up the pace of its deliberations, as well as put them more into sync with the legislative ambitions of the companion subcommittee in the Senate. And it enhances Mr. Van Deerlin's chances of getting a reasonable reappraisal through the House in this Congress and through the Senate in the next—which, by choice, is likely to be his last on the Hill.

But more than anything else, the change in compass encourages hope that what will emerge at the end of the deliberative process will be more a monument to vision than to revisionism.

Advance man for pay TV

Everybody knew it had to come sometime, and now it has. A West Coast promoter has offered the National Football League $400 million for a five-year contract to show nine games a year on closed-circuit television in theaters. The games he wants, of course, are the prime attractions in the television networks' current NFL schedule—the championship playoffs and the Super Bowl—and the annual price he is offering is 40% more than the three networks together now pay for an entire NFL season.

It should be said right here that there is some question about how seriously the offer is being taken by the NFL. The clubs undoubtedly get a lot of pie-in-the-sky offers, and this may be treated as one of those. An NFL executive also pointed out, and rightly, that more is involved than money, and that the Super Bowl in particular owes its success to the mass audiences delivered by broadcast TV. In a larger sense, pro football as a whole is equally indebted to broadcast TV.

The promoter in this case, Bill Sargent, has been quoted as saying he expects to sell two million tickets a year at $100 for the nine-game package, which works out to $200 million a year or $1 billion for the five years. Some experts doubt that he can do nearly so well, based on earlier experiments with football in theater TV. That point aside, however, his estimates dramatize the irony of the situation: Two million tickets at whatever price would mean that roughly 73 million among those who watched the Super Bowl last January, for instance, would not see future games played in Mr. Sargent's theater line-up.

Whatever comes of his bid, it is clear that the hypothetical examples that broadcasters have been mustering against pay TV siphoning for all these years are coming to life. If it does nothing else, Mr. Sargent's offer could nudge Congress to action.

Coding by color

In these days of computerized living, it's refreshing to encounter an uncomplicated answer to one of society's most protracted issues—violence on TV.

Tom Swafford, installed a few months ago as senior vice president in charge of public affairs of the National Association of Broadcasters, comes forward with a timely idea that might give the coup de grace to the violence issue just when attitudes in Congress may be changing. Legislators may now realize that to tinker with programing is to censor and that the controls belong in the home and with the licensees.

Mr. Swafford suggests, simply, that since everyone knows traffic lights, and since the individual licensee knows his audience best, he might voluntarily adopt his own color code: the green light for wholesome, amber for caution and red for "mature audiences only." There would be no surprises, the source of most viewer complaints.

"Think about it."

The audience is king

Time was when broadcast stations were proud to be identified by their call letters, as required by government regulations at least once an hour (except when a continuous program might be interrupted). Now, as far as the audiences are concerned, calls have become almost extinct except for those mandatory station ID's and on the national, as distinguished from the local, scene.

Local designation of TV stations by channel number and of AM's and FM's by dial locations (or variations thereof) is accepted practice these days. Listeners and viewers tune programs they want. They aren't concerned about the station's location as long as the signal is clear and the picture quality acceptable.

Officially, however, station calls and precise locations and assignments are essential, for regulatory purposes. The same goes for the business communities, nationally and regionally, in placement of business on stations by call letters and locations.

This metamorphosis began taking shape with the emergence of competitive TV and the nearly simultaneous advances in FM in the last two decades. Although it isn't projected that way, it confirms the axiom that in the broadcast media, all judgments are dictated by audience preference and therefore are local. Thus, except for distant mail orders, all business is local too!
Two years ago, KTVU, Channel 2 for the San Francisco Bay Area, received the top news Emmy Award from the San Francisco Chapter of the Academy of Television Arts and Sciences for “Best Daily Newscast in Northern California.” It was the first time an independent station had been selected for that honor and some people were surprised.

This year, Action News on KTVU has been so honored again.

This time, it was no surprise.

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