

Communications Act 'rewrite' scaled down to 'review'
 Congress picks up the ball on TV sports

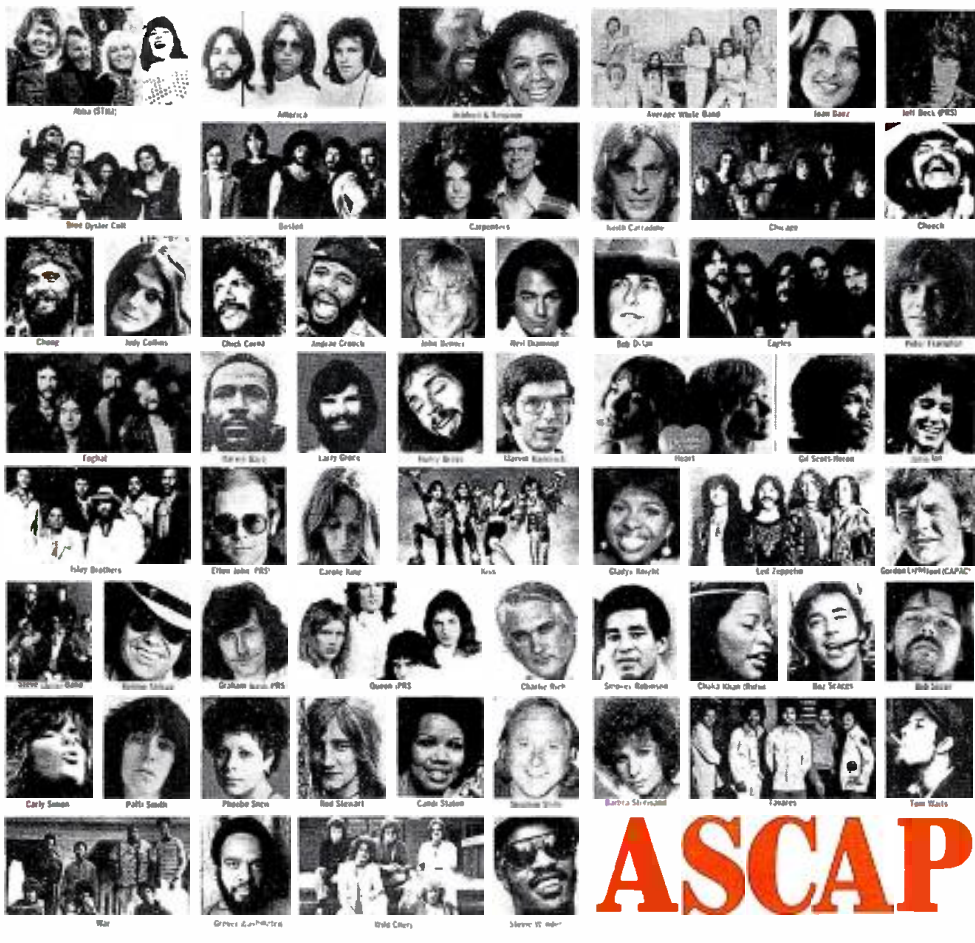
Broadcasting May 30

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

It's 1977. Do you know where your superstars are?



Patsy Cline
 America
 Melissa Manchester
 Average White Band
 Joan Baez
 Jeff Beck (PRS)
 Blue Oyster Cult
 Boston
 Carole King
 South California
 Cheapy
 Cheech
 Cheap
 Jody Collins
 Chuck Corea
 Andrew Crooks
 John Denver
 Neil Diamond
 Bob D-Ups
 Eagles
 Peter Hamilton
 Foghat
 Harvey Keitel
 Larry Green
 Holly Green
 Marvin Hamlisch
 Heart
 Get Scott-Heard
 Jimmy Kim
 Isley Brothers
 Elton John (PRS)
 Carole King
 Jaws
 Gladys Knight
 Led Zeppelin
 Gordon Lightfoot (CAPAC)
 Steve Nicks
 Kenny Rogers
 Graham Nash (PRS)
 Queen (PRS)
 Charlie Rich
 Stevie Nicks
 Chuck Khan (PRS)
 Bill Strapp
 Bob Dylan
 Carly Simon
 Paul Simon
 Phish (PRS)
 Neil Young
 Carole King
 Bonnie Raitt
 Barbra Streisand
 T. Turner
 Tom Waits
 War
 Bruce Springsteen
 Willie Nelson
 Steve W.

ASCAP

36112LIBRA B51R4RZK DEC/79
 A U TIRRARY
 US AIR FORCE
 SERIAL ACQ SECTION
 MONTGOMRY AL 36112

One Woman's Network.



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-Waterloo
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-Moline
WHIO-TV Dayton
KOA-TV Denver
CBET Detroit-Windsor
KDAL-TV Duluth-Superior
WEAU-TV Eau Claire
KVIA-TV El Paso
WJET-TV Erie
KVAL-TV Eugene
WTVW Evansville
WJRT-TV Flint-Saginaw-Bay City
WBBH-TV Ft. Myers
WANE-TV Ft. Wayne
KMJ-TV Fresno

WOTV Grand Rapids-Kalamazoo
WLUC-TV Green Bay
WFMY-TV Greensboro-W Salem-H Pt.
WFBC-TV Greenville, SC
WTPA Harrisburg-York-Lan-Leb
WFSB-TV Hartford-New Haven
KPRC-TV Houston
WYUR-TV Huntsville-Dec-Florence
KID-TV Idaho Falls-Pocatello
WISH-TV Indianapolis
WILX-TV Jackson-Lansing
WJXT Jacksonville
WJAC-TV Johnstown-Altoona
KMBC-TV Kansas City
WATE-TV Knoxville
KLAS-TV Las Vegas
KATV Little Rock
KNBC Los Angeles
WHAS-TV Louisville
WISC-TV Madison
WLUC-TV Marquette
WCIX-TV Miami
WITI-TV Milwaukee
WTCN-TV Minneapolis
KTVE Monroe-El Dorado
WTVF Nashville
WNBC-TV New York
WTAR-TV Norfolk-Ports-N News
WDBO-TV Orlando-Daytona Beach
KTVO Ottumwa-Kirksville
WMBD-TV Peoria
WTAF-TV Philadelphia
KTAR-TV Phoenix
WIIC-TV Pittsburgh

KATU Portland-Salem
WJAR-TV Providence-New Bedford
WTVD Raleigh-Durham
KOLO-TV Reno
WXEX-TV Richmond
WHEC-TV Rochester
KQVR Sacramento-Stockton
KTVI St. Louis
KMST Salinas-Monterey
KUTV Salt Lake City
KSAT-TV San Antonio
KCST-TV San Diego
KRON San Francisco
KIRO-TV Seattle-Tacoma
KHQ-TV Spokane
WSYR-TV Syracuse
WTOG-TV Tampa- St. Petersburg
WTOL-TV Toledo
KVOA-TV Tucson
KOVV-TV Tulsa
WRC-TV Washington, DC
WPTV West Palm Beach
WSTV-TV Wheeling-Steubenville
WBRE-TV Wilkes Barre-Scranton
WECT Wilmington

“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 26.**

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 employees. **PAGE 28.**

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

\$8.4-MILLION SPENDER □ Mariner Communications Corp. becomes a new name in the broadcast field as it

announces plans to buy WMEX Boston and KBEQ 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.**

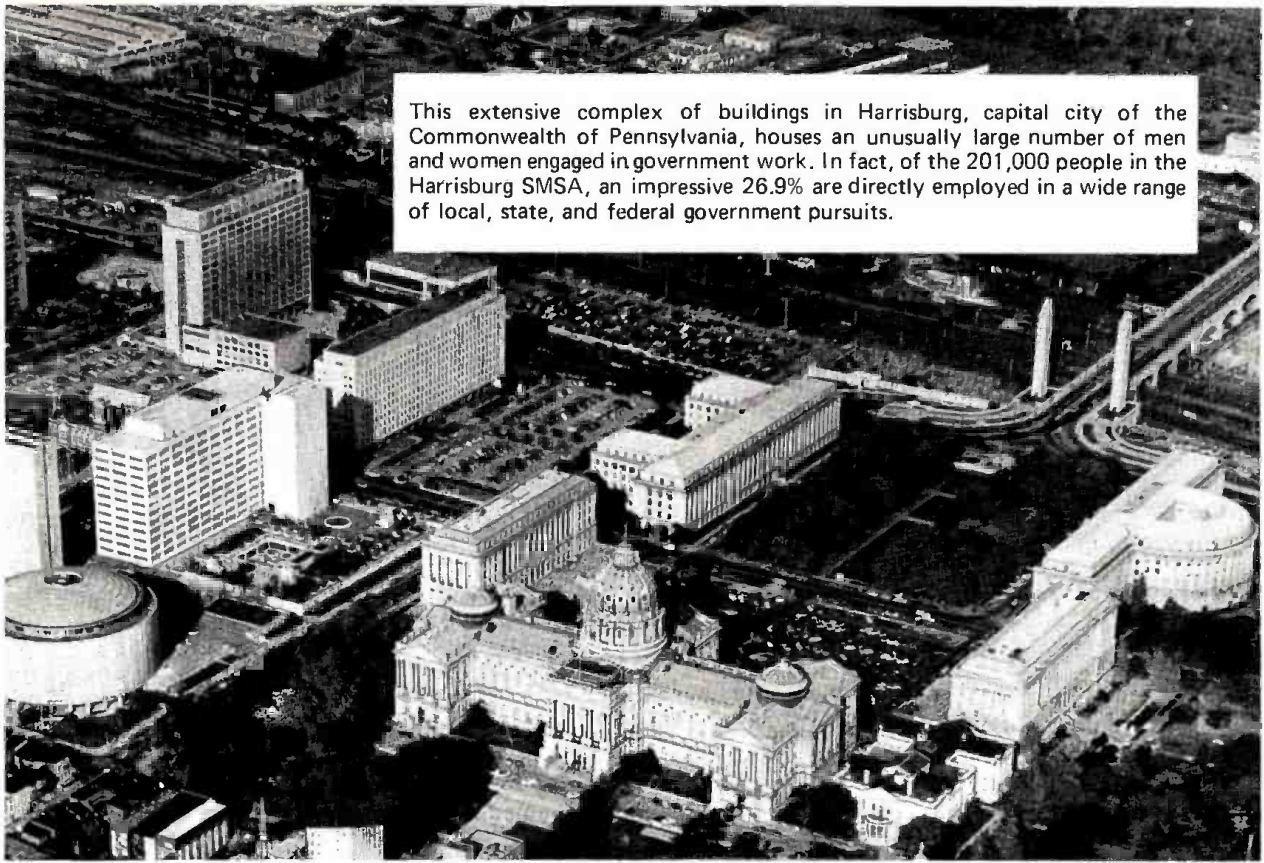
SEVAREID'S REBUTTAL □ The elder network correspondent has a few choice words at the CBS-TV affiliates meeting where he counters criticism of television. **PAGE 47.**

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.**

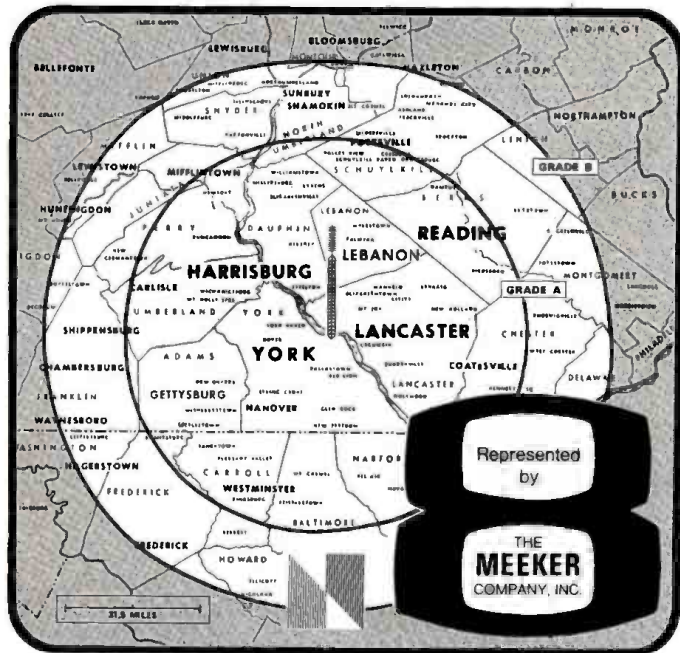
SOUTHERN AND RELAXED □ Jody Powell seems to be instilling a more comfortable feeling in the White House press corps. As news secretary to President Carter, he combines an aw shucks manner with a good mind and strong personality to build that rapport. **PAGE 73.**

Broadcast Advertising... 40	Closed Circuit..... 7	For the Record..... 58	Playlist..... 54
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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.

* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.
WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

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 \$36 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's 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 dotes 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 KTRR(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 WBHB(AM) Fitzgerald, Ga., and Jerry Lee of WDVR(FM) Philadelphia. Bill O'Shaughnessy of WVOX-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 WMTV(TV) Madison, Wis.; Bill Bengtson of KOAM-TV Pittsburg, Kan., and Robert McConnell of WISH-TV Indianapolis. Kathryn Broman 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 1965, 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.

Innovative techn creates the new

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



Technology from RCA video freedom.

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. SE-600 is a complete electronic Time Code Editing system that brings sophisticated, versatile automation to editing at half the price of previous equipment with comparable capability.

It can control one record TR-600A, and up to eight playback TR-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.**



From left: PM-86SL; FR-35B; TK-76; TKP-45; TK-760; mini-mobile van; TR-600A with AE-800.

RCA

Business Briefly

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.

TV only

Trans World Airlines □ Three-week spot-TV drive will be launched in early June in 32 markets in fringe, prime and special time periods to reach men, 25-54. Ted Bates, New York, is agency.

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.

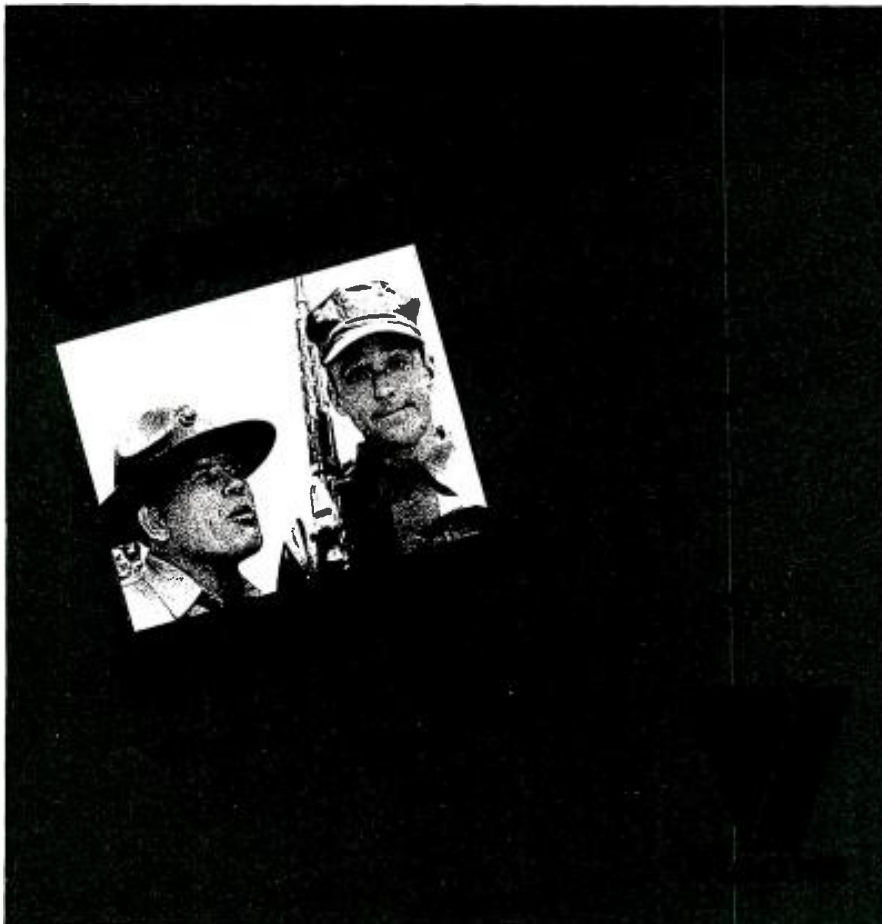
Kal Kan □ Dog food company will feature its Kal Kan Mealtime dog food in seven-week TV push beginning in early August. Honig-Cooper, Harrington, Los Angeles, will place spots during fringe, day and prime-time periods, looking for women, 25-49.

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: NTL, 1964-71, Oct.-Apr. avg. AA ratings. Estimates subject to qualifications available on request.

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

Take Andrea McVey,
TV, Flint- Saginaw.
time for herself to
affairs; and she's the



Programming Assistant at WEYI-
Andrea manages to program enough
get pretty involved in community
only girl we know who decorates

goose, ostrich and rhea eggs for a hobby. Or take Nick Elkins,
Creative Services Director at WJKS-TV
Nick is active in Palms Presbyterian
Ponte Vedra Community Association.
as much time as possible on the golf



in Jacksonville.
Church and the
And he spends
course at Ponte

Vedra Country Club. Then there's Rochelle Brown of WROC-TV
News in Rochester.
player. In fact, she
nine hours straight.
Account Executive



Rochelle is a first-rate backgammon
once played in a tournament for
Then there's Bob Lindstammer,
at WSTV-TV, Steubenville. Bob is

another Rust Craft employee who
community. He's particularly active
government of nearby Toronto, Ohio
as a councilman. And how about



Charles Coleman
in the community
where he serves
Charles Coleman

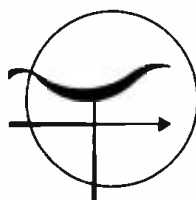
at Rust Craft's Augusta
from Film Director to
top salesperson on the
time, Charlie's using it to



outlet WRDW-TV? He jumped
Sales in 1972 and is now the
staff. When he's not selling
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, 25-54, 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.

American Home Products □ Company will feature its Dry N Clear acne medicine in seven-week spot-TV buy beginning in early July. The Clyne Co., New York, will place spots in early and late fringe periods in 43 markets, gearing toward teen-agers.

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

- Wvii-TV Bangor, Me.: Avery-Knodel, New York.
- KGMI(AM)-KISM(FM) Bellingham, Wash.: Market 4 Radio, 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 programming periods in 11 markets to reach children, 2-11.

California Table Grape Commission □ Fresno, Calif., group 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.

New England Telephone □ Telephone company will launch 27-week radio flight for its business equipment in early June. Harold Cabot & Co., Boston, will schedule spots in New England markets to reach men, 25 and over.

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.

Gwaltney □ 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.

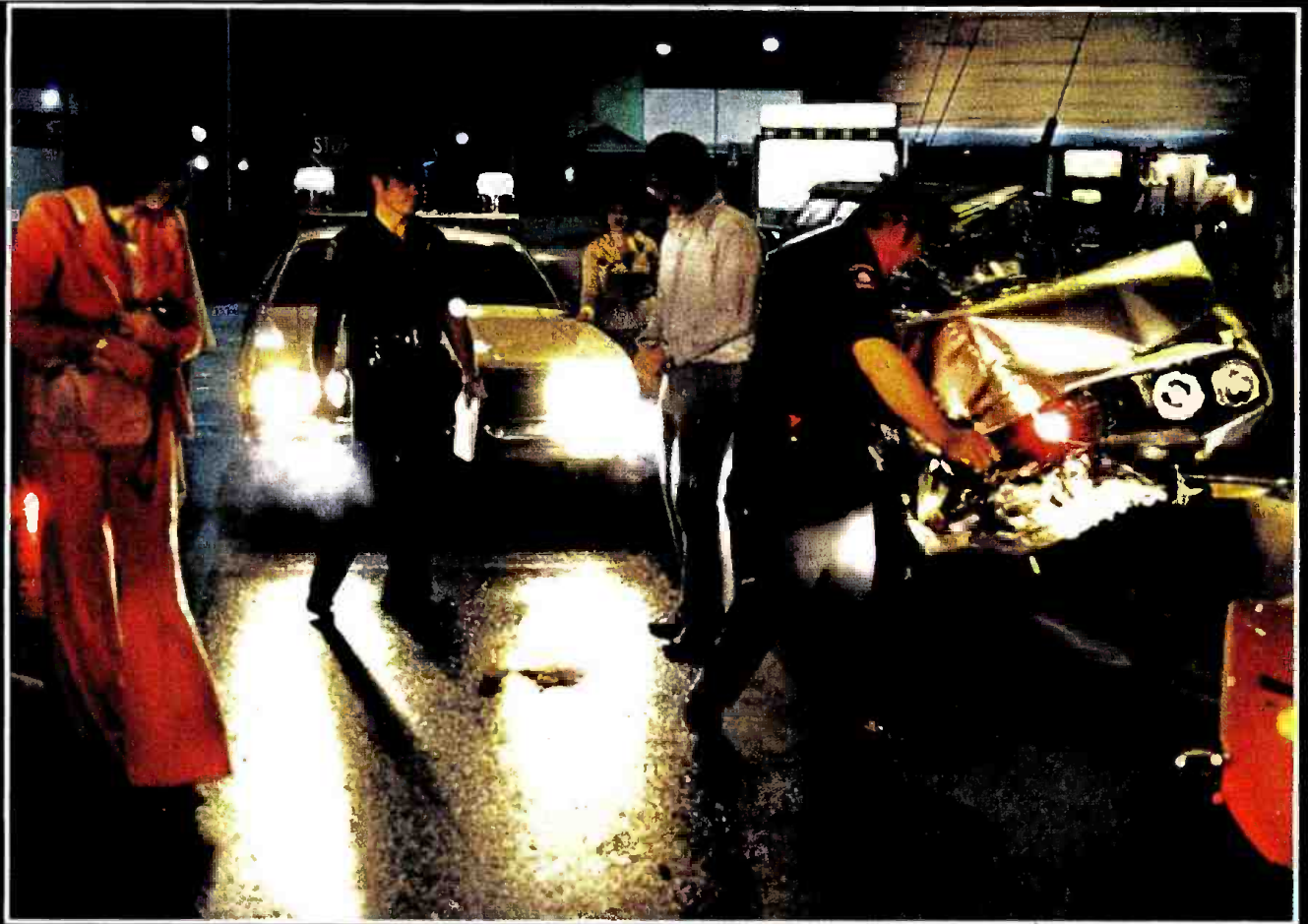
Henrici's Restaurants □ Division of Green Giant Co. has 12-week radio campaign scheduled for steak and lobster restaurant chain for September start. Campbell-Mithun, Chicago, will place spots in three markets to reach adults, 25-49.

BAR reports television-network sales as of May 1

ABC \$401,236,200 (33.9%) □ CBS \$395,672,000 (33.5%) □ NBC \$385,876,700 (32.6%)

Day parts	Total minutes week ended May 1	Total dollars week ended May 1	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	158	\$ 1,075,400	2,541	\$ 15,543,000	\$ 12,470,400	+24.6
Monday-Friday 10 a.m.-6 p.m.	1,028	15,770,800	16,900	255,205,900	211,305,300	+20.8
Saturday-Sunday Sign-on-6 p.m.	315	7,125,900	5,894	145,717,500	116,152,100	+25.5
Monday-Saturday 6 p.m.-7:30 p.m.	104	4,016,600	1,745	66,940,300	52,032,700	+28.7
Sunday 6 p.m.-7:30 p.m.	21	1,046,800	384	20,378,600	16,742,500	+21.7
Monday-Sunday 7:30 p.m.-11 p.m.	431	36,626,900	7,218	602,241,100	487,160,800	+23.6
Monday-Sunday 11 p.m.-Sign-off	213	5,029,600	3,511	76,758,500	65,107,100	+17.9
Total	3,270	\$70,692,000	38,202	\$1,182,784,900	\$960,970,900	+23.1

Source: Broadcast Advertisers Reports



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

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

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

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

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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.



This week

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

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

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

June

June 1—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton at Airport, Denver.

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

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

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

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

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

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

June 2—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hotel Pacifica, Los Angeles.

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

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

June 2-5—*Mississippi Broadcasters Association* annual convention FCC Commissioner Margita White will be Friday luncheon speaker. Sheraton Biloxi, Biloxi.

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

June 3—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hyatt House, Renton, Seattle.

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

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

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

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

Also in June

June 6-8—Hearings on cable television before

Senate Communications Subcommittee. Russell Senate Office building, Washington.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 13-July 1—*University of Evansville's* second

Major meetings

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, P.O. Box 97, CH-1820 Montreux.

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

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

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

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

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

Oct. 9-12—*National Radio Broadcasters*

Association convention. New Orleans Hilton. New Orleans.

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

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

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

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

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

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

annual summer media institute. Guest lecturers will cover topics ranging from film to cable. Evansville, Ind.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Open Mike®

Etymology

EDITOR: Re Alan Smith's question in the May 2 BROADCASTING on the derivation of the word "nemo." In "Audio Control Handbook," Robert S. Oringel indicates that it is an acronym for "not emanating main origination." Makes sense—Martin R. Lessard, WDNH(FM) Dover, N.H.

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 rung 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, WZZM-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 posing the question at a

lunch-time discussion, an engineer, Art Yamasaki, 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 WBBM-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

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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 discredits 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 RBM) notwithstanding, the term did not come from a sign within sight of Walker Street. Actually, 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 stations have a finite number of program circuits from the telephone exchange serving the station. When a remote circuit is order 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," that 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 pair and back at the central office you never know what 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 public 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 always has 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 whole 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, WTAR(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 140 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, Popeil Advertising Inc., Chicago.*

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Phone: 213-483-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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

Monday Memo[®]

A broadcast advertising commentary from Peggy Kelly, manager of spot broadcast, media & program services, Bristol-Myers, New York

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 tailor 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 little to 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



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.

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 programing. 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 this initial clearance effort, and by Jan. 1, 1975, we had 127 stations, concentrated in 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 overseas as well as into 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 Festival* playing 72 shows (with 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 of the letters refer to the show as "The Herbal Essence 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 programing possibilities continue to arise in both television and radio and advertisers flexible enough to move with 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.

The Greenville-- Spartanburg-- Asheville Market Is 36th in the U.S.

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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.

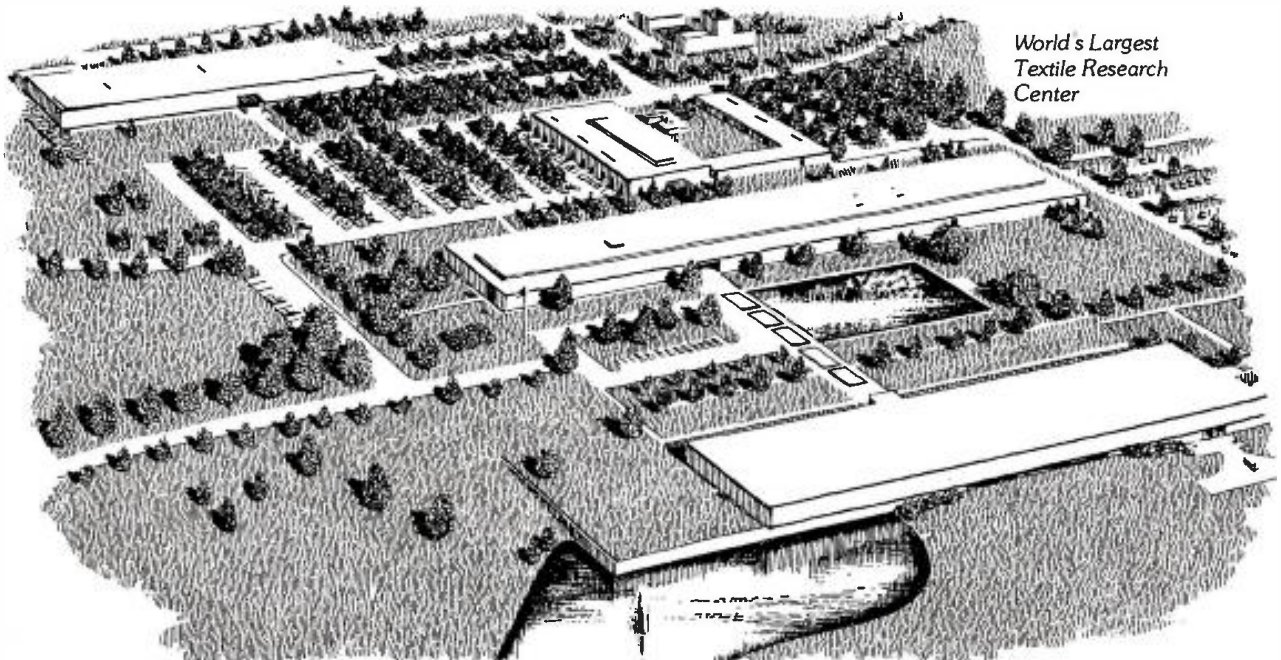
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*World's Largest
Textile Research
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Top of the Week

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-to-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

Threat of siphoning, hints of scandal get Congress into act on TV sports

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. Purses 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 amount of the contract troubles him. "It's almost beyond belief—\$85 million for 10 days of coverage."

The concern of 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 promoter, hoped to obtain the 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 pay 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." NAB 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
greet 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 half 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 convention 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 profligate, 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 audiences"—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 Fitzpatricks*, *We've Got Each Other*, *Dan'l Boone*,



Welcome. Affiliates chief Charles Brakefield (of WREG-TV Memphis), at left, with new CBS Chief Executive Officer John Backe.

Wonder Woman and *Logan's Run*. A sampling of affiliate reaction on the first night turned up little excitement.

On the second day, affiliates saw *On Our Own* and *Rafferty*, presentation films of *Lou Grant* and *Tony Randall* and a presentation of fall promotion plans (see page 43). Another sampling that night and the next morning found affiliates universally enthusiastic. "Yesterday," said one seasoned broadcaster on Thursday morning, "was the strongest single day I've ever seen at an affiliates convention." Another described the program previews, "especially the second day," and the promotion plans as "super." Still another said: "It's light years ahead of this time last year."

The reaction to Mr. Wussler's remarks about station compensation was more cautious, if only because nobody knew precisely what he meant. In his remarks at the opening session, Mr. Wussler said: "We've decided to review rates for all affiliates and to reward those who have developed the greatest cost efficiency in delivering audiences." He added that "over a 20-month period covering 1976-77 half of all affiliates have been or will be granted a rate increase as a result of this review."

At a private meeting of affiliates and network officials that closed the business part of the agenda, the affiliates were said to have been denied an amplification of Mr. Wussler's remarks. They were told that network officials would meet with the economic committee of the CBS Television Network Affiliates' Advisory Board in New York within two weeks to discuss details.

Elsewhere, however, it was learned that some 60 CBS-TV stations have been given compensation increases since the first of 1976. It was reported that most if not all affiliates in "premium markets"—where there are fewer than three competitive facilities—have been granted higher rates, many this year.

If 60 affiliates have already received increases in the announced review, some 40 others are in line for increases under Mr. Wussler's promise of raises for half of all affiliates. Some of those who have had no recent increase assumed last week that Mr.

Wussler's formula for calculating efficiency in audience delivery would include the station's record of clearing 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 commitment "to self-regulation within 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 1977-78 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-tilting 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 "tilting at windmills for no constructive purpose."

He was speaking to station operators

Center ring. The CBS-TV affiliates convention in Los Angeles last week was all business during business sessions, but when it came time to socialize, the network let fancies fly. A circus and carnival were erected on the huge parking lot at the Century Plaza hotel, convention headquarters, with a main tent big enough to accommodate 1,500 diners at a buffet last Tuesday night—"the first clean circus tent I ever saw," said one Southern affiliate. Pictured on the site (l to r): Robert Wussler, president, CBS-TV; affiliates chief Brakefield, and John A. Schneider, president, CBS/Broadcast Group.

There were five bars; a calliope; 16 booths where prizes were given for baseball throwers, sharpshooters, and players of other games; a ferris wheel; a carousel; clowns; jugglers; acrobats; trapeze performers; trained horse and elephant acts, and food catered by Chasen's. Luncheons were served there on both days of the convention. The Wednesday-night banquet was held in the hotel's main ballroom, where stars of next season's schedule were distributed among the guests and a show featuring George Burns and Johnny Cash entertained the affiliates.



who could remember Mr. Taylor's lectures on television morality and family programming with occasional excursions into cosmic matters well beyond the affiliates' more pressing 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 CBS doing a little less 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, "or acquisitions that fit in logically with our present businesses." 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.)

Mr. Backe told the affiliates he had spent "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 perhaps we ought to be trying 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 programming."

"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 believe 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 precedent 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 as much" for the published memoirs as for the television interviews. And he said it requires at least as much "nervous energy" sitting through interviews 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 18½-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 ¾ 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 was evident 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



Frost

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 outtakes

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 outtakes 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, so if you want to take a few jumps, it all 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 outtakes" 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," Ali-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** miniseries—both of which went on in 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 WNUB(AM) West Springfield, Mass. (BROADCASTING, March 7). WNUB accused NBC of "deceptive trade practices" and "deceit" 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 put-down, for **\$5 million for three runs**, beginning in fall 1978. "Network," released last year (BROADCASTING, Nov. 22, 1976), won Oscars for best actor (late Peter Finch, as network anchorman turned crackbrained mass-audience messiah), best actress (Faye Dunaway, as ruthless head of programing), 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 committees. 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.

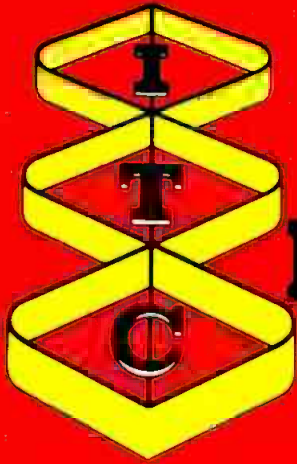
Legislation to **require network affiliates to prescreen** prime-time network entertainment programing was introduced in House last week by Representatives Edward **Markey** (D-Mass.) and Barbara **Mikulski** (D-Md.), both members of Communications Subcommittee. Programs would have to be made available 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 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) Shapiro, 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."



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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 Novem-

ber 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 wvbt-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), Forward Communications, Wausau, 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), WTAX(AM) 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, mumble."

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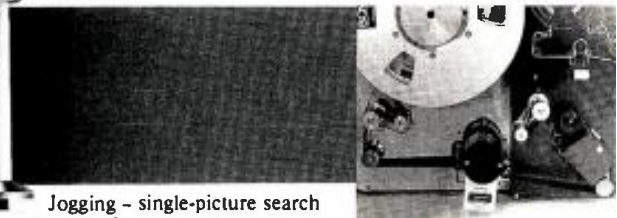


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for giving out the money."

Later, Representative Gore read a list of six agencies that have begun proceedings aimed at determining needs for aiding 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 the "letter and the spirit of the sunshine law." He was referring to a story quoting Mr. Shooshan as questioning whether the commission was living up to the spirit of the law. Mr. Shooshan 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 circulated 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 said he did not think the law prohibits 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 did not press the matter when Mr. Shiben simply shrugged. She did say, however, that there should be a close 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"—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 news teams. "You

relied on the good will of stations that had contemptuously ignored the state's needs," the congressman said.

Chairman Wiley recalled that the commission concluded reallocation was "not viable" and felt that a studio would not "get the job done." The commission, he noted, 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 said 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 that 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 employes

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

Statements from FCC Chairman Richard Wiley 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 employes 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 is currently in conflict with 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 "promptly 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 his case discussed extensively with Chairman Wiley. Mr. Quello rose to defend himself at one point but was silenced by Mr. Moss's gavel.

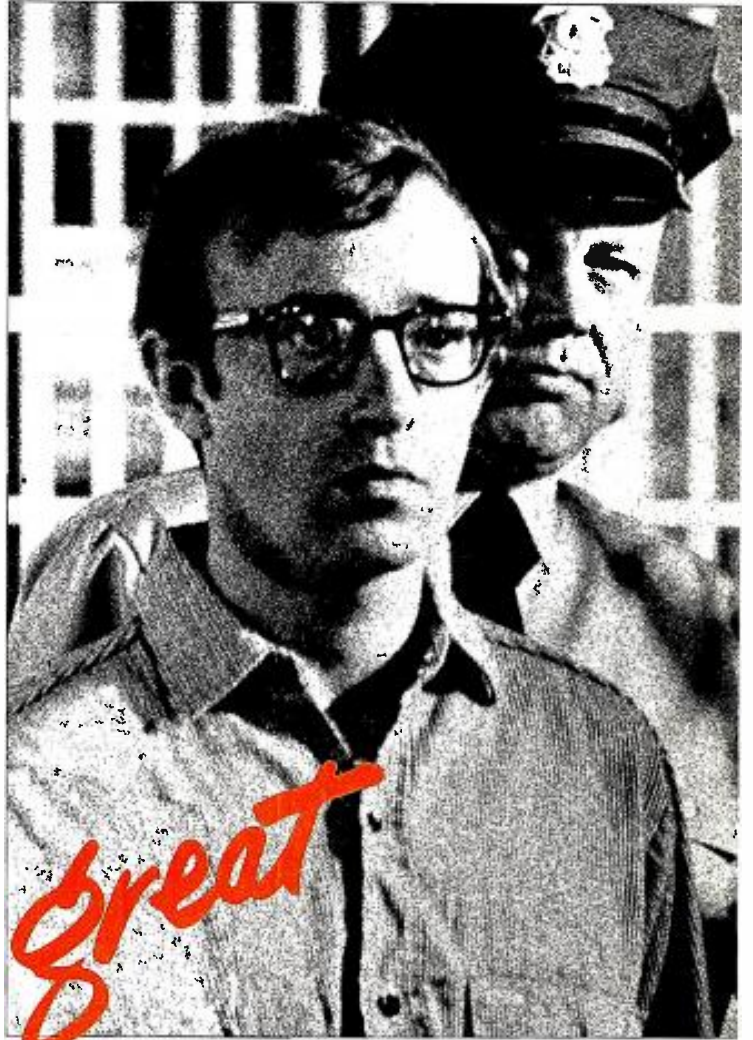
Representative James Collins (R-Tex.) protested that Mr. Quello should be permitted to defend himself against the charge of conflict of interest. But Mr. Moss replied that there was no charge. "It's a simple statement of fact and that's all it is," he said, adding that "I assume the commissioner will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



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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 employe was ordered to divest, the report said.

(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 employe 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 Graphics 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 employes 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 Depart-

ment 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 mean time, "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:

■ KBEQ(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



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■ **WAUD(AM)** Auburn, Ala.: Sold by Elmer and Elizabeth Salter to Auburn Broadcasting and Communications Co. for \$525,000. 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 broadcast interests. **WAUD** operates on 1230 khz with 1 kw day and 250 w night.

■ **WNEB(AM)** Worcester, Mass.: Sold by **WNEB 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. **WNEB** operates on 1230 khz with 1 kw day and 250 w night.

■ **WKIK(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 Fulks Run, Va., real estate firm, and Mr. Miller is Harrisonburg, Va., attorney with various other construction, real estate and manufacturing interests. **WKIK** operates on 1370 khz with 1 kw day and 500 w night.

■ **KQAM(AM)** San Antonio, Tex.: Sold by **KEPO Broadcasting Co.** to Felix H. Morales for \$250,000. Seller is owned by Pacific Broadcasting Corp., which sold **KSAQ(FM)** San Antonio to Radio Alamo Inc. for \$625,000 (**BROADCASTING**, May 9) and **KVFM(FM)** San Fernando, Calif., last year to Buckley Communications Inc. for \$501,000 (**BROADCASTING**, Aug. 23, 1976). Principals of Pacific Western are Guy E. Decker, Gilbert J. Gans, Edward A. McCready Jr., 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 Rapids, Mich. Buyer, Mr. Morales, owns **KLVV-AM-FM** Pasadena, Tex. (Houston), and owns cemetery and funeral home there. **KQAM** is 1 kw daytimer 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 **WKDE-AM-FM** Altavista, Va.; **WRNB(AM)-WRBK(FM)** New Bern, N.C.; **WTTX-AM-FM** Appomattox, Va., and **WRHI(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 daytimer on 1420 khz.

■ **KWNT(AM)** Davenport, Iowa: Sold by Mrs. Oneita G. Schmidt to Hallstrom

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 **KIMI(FM)** Keokuk, Iowa. Other stockholders in buyer are Robert A. Clark, president of **KIMI**; Richard Pearson, Galesburg, Ill., funeral director, and Keith D. Putbrese, Washington communications attorney. **KWNT** is 500 w daytimer 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 Autry (50.1%) and Signal Cos. (49.9%). Mr. Autry, 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; **KSFO(AM)** San Francisco; **KEX(AM)** Portland, Ore., and **KVI-AM-FM**

Seattle. Mr. Autry is also stockholder in **KOOL-AM-FM-TV** Phoenix and in **KOPO(AM)** Tucson, Ariz. **WCAR** operates on 1130 khz with 50 kw day and 10 kw night. **WCAR-FM** is on 92.3 mhz with 10 kw and antenna 480 feet above average terrain.

■ **WLIF(FM)** Baltimore: Sold by Sudbrink Broadcasting of Maryland to Cox Broadcasting Corp. for \$3.9 million. Seller is owned by Robert and Margareta Sudbrink and is headquartered in Fort Lauderdale, Fla. Company also owns **WLYF(FM)** Miami and **WFUN(AM)** South Miami, Fla.; **WPCH(FM)** Atlanta and **WAVO(AM)** Decatur, Ga.; **WLAK(FM)** Chicago; **WEZW(FM)** Wauwatosa, Wis., and recently sold **WWEZ(FM)** Cincinnati to Truth Publishing Co. for \$2 million (**BROADCASTING**, March 7). Buyer is major group broadcaster operating **WSB-AM-FM-TV** Atlanta; **WHIO-AM-FM-TV** Dayton, Ohio; **WHIC-TV** Pittsburgh; **KTVU(TV)** San Francisco-Oakland; **WIOD(AM)-WAIA(FM)** Miami; **KFI(AM)-KOST(FM)** Los Angeles, and has bought, subject to FCC approval, **WWSH(FM)** Philadelphia (**BROADCASTING**, Feb. 14). **WLIF** operates on 101.9 mhz with 9.6 kw and antenna 960 feet above average terrain.

■ **KXEW-FM** Tucson, Ariz.: Sold by Radio Fiesta to Cabaret Inc. Radio Enterprises for \$550,000. Seller is partnership of 15 individuals, Ernesto Portillo, managing partner. Seller also owns **KXEW(AM)** Tucson. Buyer is owned by **KHOS**

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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 KHOS(AM) Tucson. KXEW-FM operates on 93.7 mhz with 29 hw and antenna 38 feet below average terrain.

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

Arbitron promises expulsion for diary distorters

Shaker tells broadcasters that while his service condones conventional hyping, 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 hyping 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 or entice them 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 hyping 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 be 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 never required to delete the audience estimates for any station from our reports." He conceded 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 \$5.1 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 WWSH(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 (l) 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 KBEY) 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 WPGC-AM-FM Morningside, Md. (Washington) and KBMI(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)-KZEW(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 WFAA 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 50 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

"capitulate 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

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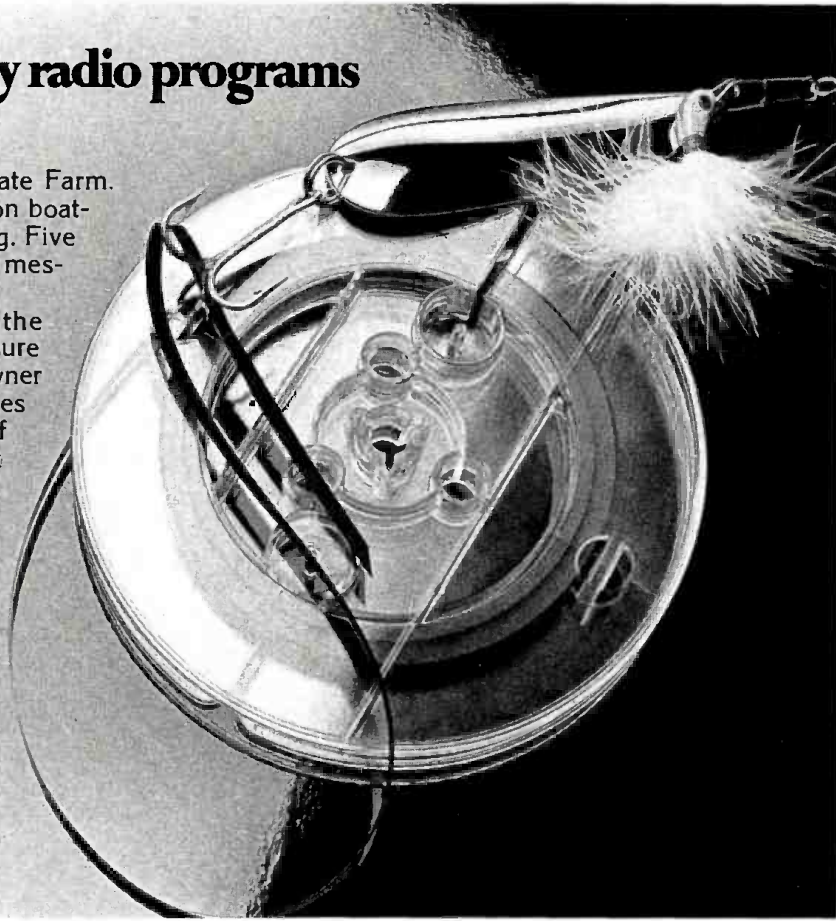
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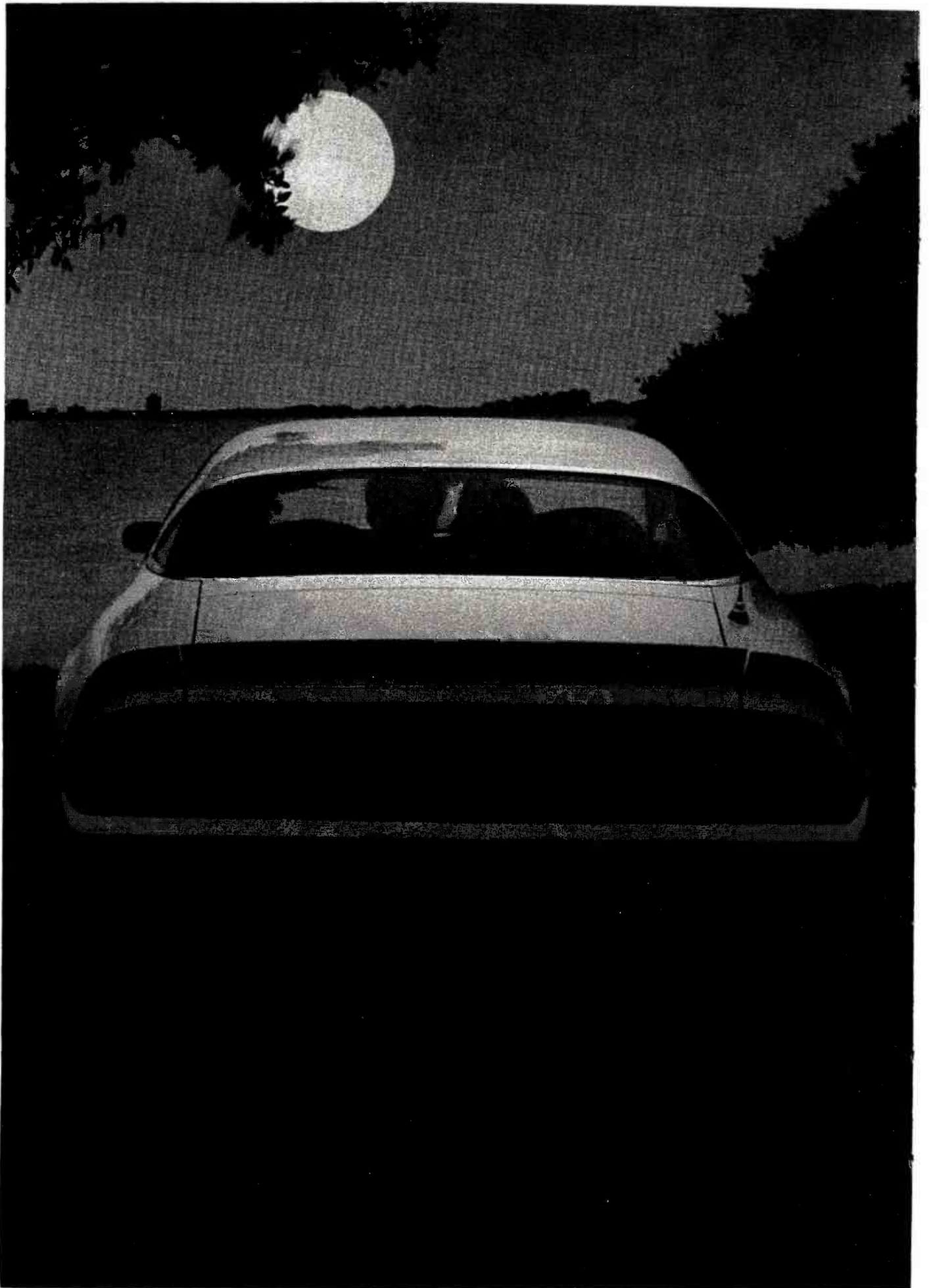
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Gonorrhea, in fact, is now classified as a national epidemic.

While a million cases were reported in 1975, health authorities estimate the actual count nearer 2½ to 3 million.

On top of it, a frightening new strain of gonorrhea has appeared that resists penicillin.

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Storer Stations are appalled at the way VD is ravaging the

health of young Americans. That's why stations coast to coast are devoting important programming and editorial time to alerting their communities to the dangers.

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.

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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 setbacks—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 programing percentages 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 quadrasonic 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-to-3, 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 a requirement, 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 Fogarty, all lawyers—supported the staff's position. "Stupid as it is, the law is clear," Chairman Wiley said. "We can't do

American telephone service...

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.

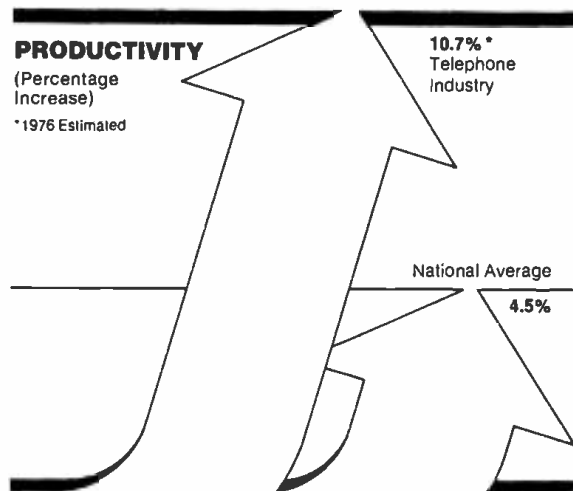
Wage Increases, because CWA members are among the most productive workers in the nation—and contributed substantially to the record profits reported by AT&T last year.

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 pro-



ductivity 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.



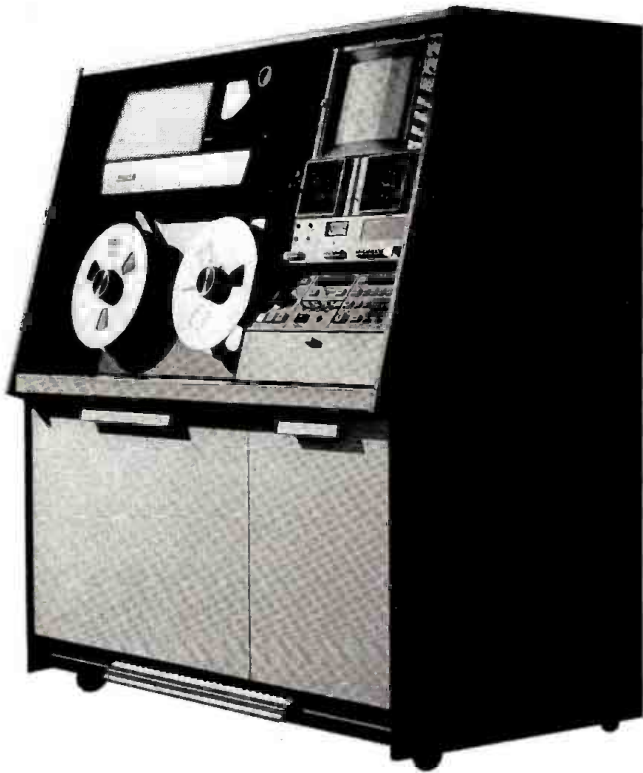
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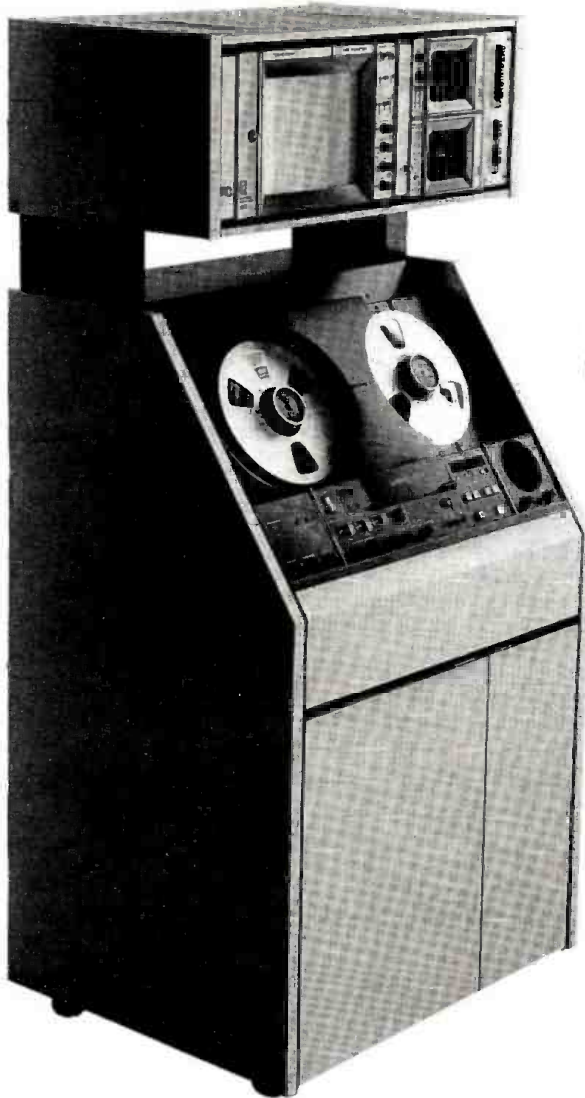
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battery-powered field acquisition capability that's fully compatible with VPR-1 playback.

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anything else. I'm sworn to uphold the law."

Montgomery County is owned by three local businessmen and a 70-year-old retired broadcast consulting engineer from Long Beach, Calif., Vincent C. Myles, who is the president and whose initials are used for the station's calls—KVCM(FM)—or will be, if those calls are issued by the commission. Mr. Myles told the commission he decided to erect the tower in September after being warned by the city engineer that, if work were not commenced soon, footings could not be installed until spring.

Mr. Levy said the commission learned of the erection of the tower from a "competitor in the adjacent area." The competitor, he said, asked whether the law requiring a permit order to build a station had been changed.

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 Employees 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.

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 just 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 promotional time) to a total of nine 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 producers," but that "you, the advertiser, are 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 with 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 then 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 advertiser syndication of programs, but put most emphasis on the commercial-time proposal. He spoke Wednesday at the closing session of the three-day ANA workshop, held at The Wigwam, Litchfield Park, Phoenix.

Network officials in the past have conceded in some cases that they had considered increasing the amount of commercial 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 Harvard 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 consumer activists 67% said all or most, while among senior business managers the comparable 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 executives considerably less so.

Asked which of 25 specific industries "do a good job in serving consumers," 6% of the public respondents named advertising, which put it in 22d place, while 25% said it does a "poor job," a percentage exceeded only by car manufacturers, garages, and auto mechanics, the oil industry 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 magazines do not give enough attention to consumer affairs, while 6% think they overplay the subject.

A third of the public use paid advertising 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 activists, 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 regulation, but only by some new course which is both more effective in controlling business abuses and less of a harassment to legitimate business," the report asserted.

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

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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.

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P.O. 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 rush our license agreement for this 15-hour special along with complete details on cost, program content, promotion and production aids provided 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 (53% 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 descriptions of various sales tools to be introduced at the "All About Newspaper Seminars." The discussions are conducted by Maurie 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 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 WKQT(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 \$7.5 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

Promotion. The abnormal upheaval in the CBS-TV fall schedule requires a massive advertising and promotion campaign to get 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 insert 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.

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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(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 programming 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

The more things change . . . At the beginning of last week's CBS-TV affiliates convention, the network president, Robert Wussler, sought to defuse an issue that has caused trouble between affiliates and all three television networks: the last-minute notification of network program changes that sometimes have already been reported in the press. In his prepared remarks, Mr. Wussler explained that scheduling had become a night-by-night project in an "era of constant program change."

Whenever programs are replaced, introduced or pre-empted, Mr. Wussler explained, contracts must be made or altered with program suppliers, talent, talent agencies, advertising agencies and advertisers. Not until all the arrangements are settled can the network inform stations of the change—but leaks often come beforehand from contracting parties. He promised to tell stations before anyone else, once arrangements are made, and to make every effort to "eliminate some of the foul-ups and unnecessary delays of the past." "We will never be able to solve this problem to your complete satisfaction," said Mr. Wussler. "We can only ask you to put up with it."

The next day, before affiliates went into a private session with CBS-TV officials, Mr. Wussler faced up to another practice that has troubled affiliates. He said arrangements had been made with the National Football League to make most Sunday-afternoon games end before 7 p.m. and avoid clipping the 7-8 p.m. *60 Minutes*, ratings leader in its period. If games run long, he said, the whole evening schedule will be slipped so *60 Minutes* lives up to its title. Affiliates applauded.

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 Sofronski, vice president, special programs, gave affiliates a sampler:

Elvis Presley will perform in a one-hour

Coming June 13

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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.

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

(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 Jetcho 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 they'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 52-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

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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 that "I've 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 program 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: *Sesame Street*, *Studio See*, *Rebop*, *Sesame Street* (repeat), *Misterogers*, *Electric Company*, *Once upon a Classic* and *Music*. (Asked 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 ex-

pected 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 "minimarket" 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 SPC 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 KCET(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 SPC phase this year also will be up for reconsideration.

Programing 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 *Moneyline* with Paul Hencke, 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. WTCS(AM) Fairmont, W. Va., has become affiliate of NBC Radio. Station operates on 1490 khz 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 WOL(AM) 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 WOL 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 WOL disk jockey Mel Edwards, that led to Mr. Edwards' 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 Earth, Wind & Fire concert 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 are a deterrent to 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 ourselves," a condition that can corrupt the journalist. "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, waver between two projects: to sit in a rocking chair for two weeks, and then begin rocking, or to go fishing—the latter a stronger claim. "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 concedes, "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 network news 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.

Isolating 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 of 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 regular programming with special 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-

ceedings of any given congressional session would appear to be more in the public's and Senate's interest than the complete or almost complete absence of such coverage."

Besides the suggestion that the Senate might "re-examine" the public affairs programming obligations of broadcast licensees, the report suggests these other steps for the Senate's consideration:

- Provide committee schedules to the networks far in advance of the actual events to give them time to decide what to cover and to make arrangements.

- Vote more funds for public broadcasting to enable it to cover more meetings than it does currently.

- The Senate might videotape hearings and meetings for the networks and stations to purchase.

- The Senate might consider airing floor proceedings and committee sessions on a regular basis.

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, WNJB(TV) New Brunswick, WNJM(TV) Montclair and WNJS(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 stanza 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.

APB: 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-chairmen are Walter Rubens, KOBE(AM) Las Cruces, N.M., and Charles Whitehurst, WFMV-TV Greensboro, N.C.

Tom Frawley, president of the APB and vice president, Washington, Cox Broadcasting, will open the convention on Friday morning. 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 Will 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 Ellingsworth, 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 Inc., 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(FM) Delphos, Ohio, for over-all cooperation; KRSP(AM) Salt Lake City, spot news; WSUN(AM) St. Petersburg, Fla., weekend coverage, and WHLO(AM) Akron, Ohio, enterprise. The citation to WDOH notes the station 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—KEBC(FM) Oklahoma City; KMOX(AM) St. Louis; KVSF(AM) Santa Fe, N.M., and WRBQ(FM) Tampa, Fla.; for spot coverage—KELO-TV Sioux Falls, S.D.; KLOV(AM) Loveland, Colo.; KYOS(AM) Merced, Calif.; WCLV(FM) Cleveland; WITN-TV Washington, N.C., and WOKW(AM) Brockton, Mass.; for weekend coverage—KBUR(AM) Burlington, Iowa; KEBC(FM) Oklahoma City; KVSF(AM) Santa Fe, N.M., and WNUS(AM) Springfield, Mass.; for enterprise—KFWB(AM) Los Angeles; KLMS(AM) Lincoln, Neb.; WTAX(AM)-WDBR(FM) Springfield, Ill., and WTVJ(TV) Miami. KEBC(FM) 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 2

Registration. 10 a.m.-6:30 p.m. Chase lounge.

Board meeting. 2-3:30 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 Dygard, bureau chief, Chicago, and Nancy Shipley, bureau chief, Nashville.

Friday, June 3

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.

Keynote. 9:55 a.m. Chase club. Ed Newman, NBC News correspondent.

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.

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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 offer. 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 delivering programming directly into individual homes, much like that 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 Berentson 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 two years, Mr. Berentson 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 out 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.

Cable Briefs

Stay denied. Pocahontas Cable TV and Newport TV Cable, system operators in northeast Arkansas have been rebuffed by FCC in attempt to get stay of commission

Louis; Shelby Whitfield, sports editor, AP Radio, and Will Grimsley, special correspondent, Associated Press.

Luncheon. 12:30 p.m. Khorassan A. Remarks by Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee. Presentation of Robert Eunson Award to Robert Trout by Tom Powell, past president, APB.

A view from the White House. 2:15 p.m. Chase club. Ann Compton, ABC News White House correspondent.

Terrorism, kidnapping and the media. 3 p.m. Moderator: Fred Heckman. Participants: Dr. Herbert Modlin, professor, Menninger Foundation; Sam Zelman, executive director of news, WMAL-TV Washington; Bill Ellingsworth, director of public affairs, International Association of Chiefs of Police; Frank Scott, general manager WRC(AM) Washington, and Richard B. Morris, assistant executive director for communications, American Bar Association.

Saturday, June 4

Registration. 8-11 a.m. Chase lounge.

The FCC and me. 9:15 a.m. Chase club. Richard Wiley, chairman, FCC.

Future of the media—Broadcast, cable newspapers. 9:45 a.m. Chase club. Moderator: John Salisbury. Participants: Chairman Wiley; Fred Walker, president, Broad Street Communications; Richard Leonard, editor, *Milwaukee Journal*, and Bill Daniels, president, Daniels Properties, Inc.

Whither the weather. 10:45 a.m. Chase club. Moderator: Curtis Beckmann. Participants: Dr. James McQuigg, agricultural meteorologist; Gordon Barnes, meteorologist and weather correspondent, WTOP-AM-TV Washington, and Allen Pearson, director, National Severe Storm Forecast Center, Kansas City, Mo.

Ask the AP. Noon. Chase club. Moderator: Roy Steinfurt, assistant general manager. Participants: Dave Bowen, assistant general manager, AP Radio; Ed DeFontaine, managing editor, AP Radio, and Charles Monzella, deputy broadcast editor, AP Radio.

Luncheon. 1 p.m. Khorassan A. Remarks by Bill Small, senior vice president and directors of news, CBS. Presentation of member and staff awards by Mr. Morgan.

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 [BROADCASTING, April 25]. Current WAVA-AM-FM Executive Vice President and General Manager Robert McKee, however, says that he is "looking into" a replacement for Mr. Starling. The prospective owners' official position is that no format change is contemplated "at this point.")

Foreign-policy briefing

The Department of State will hold its next national foreign-policy conference for broadcasters and editors in other media June 28-29 in Washington. This will be the 20th in a series in which principal policy-making officials afford the maximum possible information on current foreign-policy issues. The secretary of state usually participates in the conference along with other top federal officials involved in foreign-policy matters.

To be held in the new Department of State building, admission is by invitation. Contact in writing: Director, office of media services, Department of State, Washington 20520.

How-to for Ga. courtrooms

A group of 29 Georgia journalists has presented its recommendations to that state's supreme court on how best to set up radio-television broadcasting and still photography in the supreme court.

The report, which was requested by the chief justice in March, suggests the wording of a new canon that would give the high court power to "authorize the broadcasting, televising, recording, filming and taking of photographs in its courtroom, or the courtroom of any other state court of Georgia, during any judicial hearing."

Physical arrangements for cameras, lighting and limits on technicians are spelled out along with rules for still photographers.

Coverage of a case would have to be agreed to by attorneys for both parties involved and "no consent for coverage once given by the participating attorneys may be withdrawn," the report suggested.

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 throughout California on Newspace's circuit. Until now, RNW was delivered to stations by standard telephone lines.

FM reaches for the sky

Washington station begins watch on 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. WMAL(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 Sheftell and his

order affirming network program non-duplication protection for KAIT-TV (ABC-affiliate) Jonesboro, Ark. Pocahontas plans to seek relief from rule from U.S. District Court of Appeals in St. Louis.

Market specialists. Thomas C. Dowden, former Cox Cable executive, has formed new firm specializing in cable franchise acquisition and marketing. T. C. Dowden Co., Prado North, Suite 300, 5600 Rosewell Road, Atlanta 30342.

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 governor 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.

Broadcasting International

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 con-

vinced 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, ac-

ording 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 (*).

ACEC—Ateliers de Constructions Electriques de Charleroi <i>Belgium</i>	TBA	<i>07662/West Germany.</i> <i>Product:</i> Automatic hands-off studio camera*, handheld camera, portable camera, TCX two-thirds inch camera*, one-inch tape recorder, one-inch portable tape recorder, color picture monitors. <i>Personnel:</i> Stephen Block, Hans Grool, Hans Goeller, Dietmar Zieger, Dr. Oechsner, Hermuth Pernotsky, Walter Gayer, Dr. Haudoerfer, Klaus Hortsman, Henry Zahn, Horst Zappen.	
S.A. ADB, Etablissements Adrien de Backer <i>Belgium</i>	TBA		
AKG—Akustische u. Kino-Gerate Gesellschaft mbH <i>Austria</i>	TBA		
Albrecht, P. Elektronik <i>Germany</i>	TBA	British Consulate General Exhibit incorporates displays from Vinten, English Electric Valve, Link Electric, EMI, Audix, System Video, Michael Cox, Dynamic Tech., Thorn, Ferranti, Electronic Visuals, Engineering Designs, Racal, Quantel, Aston, Rupert Neve, Evershed, Power-Optics, Boston Insulated Wire.	TBA
Allgemeine Elektrizitats—Gesellschaft AEG-Telefunken <i>Germany</i>	TBA		
American Data Division, Alrax Electronics <i>315 Wynn Drive, Huntsville, Ala. 35805.</i> <i>Products:</i> ADC 900 series audio/video crossbar switching systems, ADC 558 series vision mixing and special effects equipment featuring four-channel parallel video processing, ADC 2100 series of economical and compact vision mixers and special effects equipment for post production, outside-broadcast vans and CCTV. <i>Personnel:</i> Paul Bergquist, William Moore, Harold Bjorklund, M.G. Wode.	1 29	Broadcast Electronics Inc. <i>8810 Brookville Road, Silver Spring, Md. 20910.</i> <i>Product:</i> Multi-deck tape cartridge, single-deck tape cartridge, control consoles for TV and radio. <i>Personnel:</i> Lawrence Cervon, A. McHardy.	1 28
Ampex International <i>401 Broadway, Redwood City, Calif. 94063/ Great Britain.</i> <i>Personnel:</i> Richard Elkus, Arthur Hausman, Charles Steinberg, Charles Andersen, Geoff Woffindin, Donald Kleffman, Richard Sirinsky.	TBA	Canon Amsterdam N.V. <i>10 Nevada Drive, Lake Success, N.Y. 10040/ Netherlands.</i>	TBA
Angenieux P. Ets <i>P.O. Box 340, Ronkonkoma, N.Y. 11779/France.</i> <i>Product:</i> 42x tele lens for sports and outside broadcast*, 42x lens for studio and outside broadcast*, 15x system for ENG and portable cameras*. <i>Personnel:</i> B. Angenieux, A.H. Billson, A.C. Challinor, F. Deckmann, S. Dumartin, H.E. Hopson, B. Levy, A. Masson, A. Mikes, J. Moret, R. Putman, Tang Sum, H. Van Driel, J. Wallace.	TBA	Catec A.G. <i>Switzerland</i>	TBA
Arvin/Echo Science <i>485 East Middlefield Road, Mountain View, Calif. 94043.</i> <i>Product:</i> PAL/SECAM color broadcast video disk cassette recorder/reproducer, BESF-1 special controller. <i>Personnel:</i> J. Robert Burns, R.J. Walker, Vince Kasprzak, William Nichols.	300	Cinema Products <i>2037 Granville Avenue, Los Angeles 90025.</i> <i>Product:</i> STEADICAM video/film camera stabilizing system, GSMO 16 mm camera*, line of CP-16R 16mm reflex cameras, related accessories and options for CP-16R systems. <i>Personnel:</i> Ed DiGiulio, Peter Waldeck, Bob Auguste, Eddie Steinhart.	504
Barco-NV Cobar Barco Electronic <i>Belgium</i>	TBA	CMX Systems, Orrox Corp. Terrasse Nivau <i>27 Taxelstr, 8045 Ismaniang 1 Munchen, West Germany.</i> <i>Product:</i> 340X editing system. <i>Personnel:</i> William Orr, Allan Behr, Klaus Eichstadt.	300
Berkey Colortran <i>1015 Chestnut Street, Burbank, Calif. 91502/ Great Britain.</i> <i>Product:</i> Lighting systems, suspension systems, lighting control systems. <i>Personnel:</i> Peter Coe, Marion Rimmer, Abbott Sydney, Silvio Massone, Moe Tawil, Kenneth Boyda, Joe Throneale, Tom Cowie, Bent Ingemann.	TBA	Conrac <i>600 North Rimsdale Avenue, Covina, Calif. 91722/West Germany.</i> <i>Product:</i> 6033 PAL broadcast color TV monitor, 5733 PAL broadcast color TV monitor. <i>Personnel:</i> William Fink, Barry Turner, Frank Heyer, Robert Carson, J.G. Jones, Frank Hans, Erick Wechselberger.	226
BFE-Bauer Fernmeldebau u. Elektronik, KG <i>Germany</i>	TBA	Consolidated Video Systems <i>21255 East Arques Avenue, Sunnyvale, Calif. 94086.</i> <i>Product:</i> Pal time-base correctors. <i>Personnel:</i> Nyl McMullen, Jim Summers, Brian Barney, Al Leon.	TBA
Robert Bosch/Fernseh <i>279 Midland Avenue, Saddle Brook, N.J.</i>	TBA	Convergence <i>17935 Sky Park Circle, Building D, Irvine, Calif. 92714.</i> <i>Product:</i> ECS1B editing control system with lip lock pitch control and half-time edit cycle*. program computer, joystick search module, dual digital LED tape times*. <i>Personnel:</i> Gary Beeson, Dennis Christensen, Frank Clark, Nigel Hamley, Steven Crawford.	300
		Cremer Ste France	TBA
		Crow of Reading Ltd. <i>Great Britain</i>	TBA
		Datwyler AG <i>Switzerland</i>	TBA
		Delay TV Ingenieurs-Conseils S.A. <i>Switzerland</i>	TBA
		Dell Coach Builders Ltd. <i>Great Britain</i>	TBA
		Delta-System <i>Germany</i>	TBA
		Dolby Laboratories <i>346 Clapham Road, London.</i> <i>Product:</i> Dolby A and B type noise reduction equipment for FM, landlines and microwave links, VTR sound tracks, multi-track tape recording, multi-generation recording on magnetic tape and magnetic film. <i>Personnel:</i> David Robinson, Elmar Stetter.	506
		Dynair Electronics Inc., USA <i>5275 Market Street, San Diego 92114.</i>	TBA
		Eastman Kodak <i>246 High Holborn, London/7000 Stuttgart 60, West Germany.</i> <i>Product:</i> Eastman Ektachrome video news film high speed 7250*, Kodak film. <i>Personnel:</i> G. Arnold, F. van Asperen, P. Benz, A. Boulogne, B. Brettschneider, R. Carpenter, Mr. Costa, B. Davies, T. Diamantopoulos, H. Escher, E. Flor-Hansen, R.O. Gale, F. Garcia, Mr. Herbaut, J.P. Hougenade, L. Jevbratt, B. Jubard, D. Kimbley, D. Klippenberg, W. Koch, Mr. LeRoy, K. Lisk, Mr. Lucas, J. Lorrain, R. Nieminen, F. Peralta, H. Politzky, A. Proll, W. Schwarz, Mr. Tarantino, G. Tolley, W. von Tresckow, K. Unterreiner, C. Verhoustraeten, W. Zikesch.	215
		Elktroimpex Hungarian Foreign Trading Co. for Telecommunication and Precision Goods <i>Hungary</i>	TBA
		Emt Franz VgmbH <i>Germany</i>	TBA
		Enk International A/S <i>Denmark</i>	TBA
		Farinon <i>1691 Bayport, San Carlos, Calif. 94070.</i> <i>Product:</i> FVPP 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. <i>Personnel:</i> Jim Murray, John Myers, John Bartheime.	300
		Funkschau <i>Germany</i>	TBA
		Furrer Marketing AG <i>Switzerland</i>	TBA
		Gordon and Breach <i>Great Britain</i>	TBA
		Grass Valley Group <i>Box 1114, Grass Valley, Calif. 95945.</i> <i>Product:</i> Digital video effects, automation switchers. <i>Personnel:</i> Robert L. Cobler.	403
		Grundig A.G. <i>Germany</i>	TBA
		Harris Corp. Broadcast Products Division <i>123 Hampshire Street, Quincy, Ill. 62301.</i> <i>Product:</i> TC-80 live color cameras, System 90 program automation system, 1.2 meter satellite	TBA

- receive-only antenna. *Personnel:* J.E. Barry, J.M. Boatman, A.H. Bott, E. Credginton, K. Dunford, E.O. Edwards, E.S. Gagnon, T.J. Hickman, D.F. Maase, J.F. Monohan, C.F. Smiley, G.T. Whicker.
- Richmond Hill Laboratories Ltd.** TBA
Great Britain
- Richard Hirschmann Electric** TBA
Austria
- Huethig & Pflaum Veriag GmbH & Co.** TBA
Germany
- Hughes Aircraft** TBA
- Ikegami Tsushinki** TBA
29-19 39th Avenue, Long Island City, N.Y. 11101/Japan
Product: ENG cameras, color monitors, CTV studio cameras. *Personnel:* M. Motoki, Y. Taruta, K. Suda.
- Innovative Television Equipment** 100
Box 681, Woodland Hills, Calif. 91634.
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 7000P cameras, two-inch video-tape recorder, one-inch BCN-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 Koefler, Kenneth Lam, Colin Allvey, Charles Snider, Ronald Fried.
- JBL James B. Lansing** TBA
France
- Jerrold International** 225
Stationstraat, 39B-1720 Groot-Bijgaarden, Belgium.
Product: TV modulators, CATV signal processors, CATV amplifiers, taps and accessories, TV selective convertor 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 Transformateur Miniature** TBA
France
- Manufactures de Cables Electriques et de Caoutchouc** TBA
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. Mayer, 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 Acker, Neal Ownes.
- Microwave Associates** 136
63d 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: Quadraplex high audio video tape*, one-inch helical video tape, 50-foot cassette tape, quadraplex 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'Ascenzo, G. Lupo, S. Van der Zijden.
- Moseley Associates** 138
111 Castillian Drive, Goleta, Calif. 93017.
Product: Aural studio-transmitter links PCL-101 and PCL-505, RPL-4 remote pickup link and companion AMP-4 RF power amplifier, SCG-9 stereo generator, SCG-8 subcarrier generator. *Personnel:* John Moseley, John Leonard Jr., William C. Kleinhofner.
- Nurad** 137
2165 Druid Park Drive, Baltimore 21211.
Product: Antennas for ENG including 2/2.5 ghz ENG/EJ antenna systems*, 7 ghz ENG antenna, 13 ghz ENG antenna, microprocessor control units, Superquad ENG/EJ antenna system, Goldenrod, Dualrod, Golden-mini rod, Dual-mini 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, helicopter antenna systems. *Personnel:* Gordon Neuberth, 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:* Don Pascarella, Warner Koeser, Peiter den Toonder, J. de Bondt, T. Molicie.
- 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 TVT Broadcast Company of Philips—Philips LDK 15L light-weight portable broadcast camera, LDK 65 compact telecine camera*, LDK 11 camera, BCN 20 portable broadcast video recorder, Video 80 ENG System*, one-inch video recorder, BCN 5 light-weight 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's Electro Acoustics Division display—Video 80 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*.
- Products Perfectone S.A.** TBA
Switzerland
- Rank Cintel** 501
Walton Road, Ware, England.
Product: Mark II telecine with 16/35 millimeter two-position and 16 millimeter position slide facility. *Personnel:* P.W. Blaxtan, C.J. Waldron, Messrs. Milard, McIlwin, Kerr, Fenton.
- Rank Optics** 503
P.O. Box 60 Stoughton Street, Leicester, England.
Product: Farotal 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.
Product: TK-760 color camera, TK-76 camera, TKP-45 portable camera, TR-600A quadraplex video-tape recorder, SE-1 editing system, AE-600 time-code editing system, TK-28 telecine camera, FR-35B 35mm projector, PM-86SL Magnetic sound recorder, HR-1020 portable video cassette recorder, TBC-1000A time-base corrector, HR-200 and HR-400 one-inch segmented field helical scan recorders, two-way radios for TV news and production operations. *Personnel:* I.K. Kessler, N. Vander Dussen, J.E. Hill, P.J. Murrin, J. Gimbel, J. Gibson, P. Borgeaud, S. Koenig, K.B. Johnson, L.R. Dongelewicz, R. Farrell, D. Scally, B. Jones, P. Dare, G. Price, A. Koenig, L. Vanderborn, H.H. Klerx, J.L. Grever, A.H. Lind, M.G. Moon, G.C. Sekula.
- RCA Electro-Optics and Devices** 309
Route 202, Somerville, N.J. 08876.
Product: Saticon tubes, 55 kw tubes, FM tubes, power tubes and cavities for TV broadcast, camera tubes, power tubes and cavities 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 Cori, Bill Lawless.
- Regis Electronic Equipments** TBA
Italy
- Rohde & Schwarz** TBA
14 Gloria Lane, Fairfield, N.J. 07008/West Germany.
- Settech Equipment Ltd.** TBA
Great Britain
- Sennheiser Electronic** 223
3002 Wedemark 2, West Germany.
Product: Dynamic studio microphones, Electret condenser microphones, transistorized RF condenser microphones, AF communication equipment, wireless RF communication equipment, infrared wireless communication equipment. *Personnel:* R. Barth, G. Praetzel.

Shure Bros. 132

222 Hartrey Avenue, Evanston, Ill. 60294.
 Product: SM10 unidirectional head-worn microphone, SM11 dynamic miniature microphone, SM12 head-worn microphone with receiver, M615AS equalization analyzer system, SR107 audio equalizer, PE5EQ equalizer microphone, 516EQ tape recording microphone. *Personnel:* H.G. Pfeiffer, N.K. Milius.

Siemens Aktiengesellschaft TBA
 Germany

Sonder Export AG TBA
 Germany

Sony of France TBA
 17-21 Rue Madame de Sanzillon, 92110 Clichy, France.

Soremec-Cehess, TBA
 Departement Eclair
 International, France

Chlumberger Compteurs TBA
 France

Schneider & Co. J. Optische Werke TBA
 Germany

Schweizer Filmtechnik TBA
 Switzerland

Stellavox TBA
 Switzerland

Studer International AG TBA
 1819 Broadway, Nashville 37203/Switzerland.

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

sons.

Tektronix 403
 Box 599, Beaverton, Ore. 97077.

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

Telecommunications Radioelectriques et telephoniques TBA
 France

Telediffusion de France TBA
 France

Telemation 507
 Box 15068, Salt Lake City 84115/Great Britain.
 Product: Compositor One graphic system, TVS/TAS 1000 video-audio distribution (routing) switcher. *Personnel:* George Elsaesser, N.H. Bennett, Donald Lefebvre, John Briggs, Tom Meyer, Michael Montag, Ulla Verch.

Thomson-CSF, Division Tubes TBA
 Electroniques
 38 Rue Vauthier, 92100 Boulogne-Billancourt, France.

Product: power-grid tubes 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.

Product: Microcam ENG camera, triax studio camera, triax portable camera, triax portable/studio camera, studio camera, 16 mm flying spot telecine, camera telecine, one-inch high-band video recorder, time-base corrector, por-

table U-matic recorder, editing U-matic recorder, editing console, institutional videodisk, cyrillic Arabic and Roman character generator, 18-input video switcher-mixer, SECAM encoder, Vecamscope, color picture monitor, digital TV converters, UHF and FM transmitters, portable RF transmitter/receiver, 40 kw UHF klystron transmitter, 10 kw UHF tetrode transmitter, 3 kw FM transmitter with modulator. *Personnel:* Messrs. Anastaze, Guerineau, Salem, Plonsky, Aumoite, Gremillet, Goubert, Kasparian, Babilion, McMann, Cook, Gaucheron, Barbier, Barcelo, Belabre, Bracco, Cauden, Gros, Haure-Place, Hanki, Ichac, Lacheret, Lerebour, Mainguy, Martin, Mathieu, Maussenet, Muller, Papy, Rocard, Sciaux-Toulza, Tayeau, Thibaut, Touze, Virondeau, Weber, Wolf, Mme. Samson.

Unitel TBA
 France

Unitra TBA
 Poland

Velec Sefat TBA
 France

Videomax, Orrox Corp. 300

Terrasse Niveau
 3303 Scott Boulevard, Santa Clara, Calif.
 Product: Video head. *Personnel:* William Orr, Allan Behr, Klaus Eichstadt.

Vital Industries 300
 3700 N.E. 53d Avenue, Gainesville, Fla. 32601.
 Product: Switching equipment. *Personnel:* Nubar Donoyan, Tom Miller.

Ward-Beck Systems Ltd. 300
 841 Progress Avenue, Scarborough, Ont.
 Product: M1002 portable audio console, M1204 small production console. *Personnel:* Ronald Ward, Roger Beck, Arthur Schubert.

Equipment & Engineering

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.

Technical Briefs

Limit on TV sets. President Carter has approved U.S./Japan agreement for three-year voluntary limitation on Japanese color TV receivers exported to U.S. (BROADCASTING, May 23). Pact doesn't 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.

Magnavox for Matsushita. Magnavox 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 Magnavox specifica-

tions. 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 Matsushita. 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 Cinnamonson, N.J., to 3800 South Congress Avenue, Boynton Beach, Fla. 33435. Phone: (305) 737-5626.

The Broadcasting Playlist May 30

Contemporary

Last This week week	Title □ Artist	Label
2 1	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
1 2	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
4 3	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
3 4	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
6 5	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
11 6	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
8 7	<i>Couldn't Get It Right</i> □ Cllmax Blues Band	ABC
7 8	<i>Southern Nights</i> □ Glen Campbell	Capitol
5 9	<i>Hotel California</i> □ Eagles	Asylum
17 10	<i>Feels Like the First Time</i> □ Foreigner	Allantic
14 11	<i>Lonely Boy</i> □ Andrew Gold	Asylum
18 12	<i>Lucille</i> □ Kenny Rogers	United Artists
10 13	<i>So Into You</i> □ Atlanta Rhythm Section	Polydor
9 14	<i>Right Time of the Night</i> □ Jennifer Warnes	Arista
16 15	<i>Lido Shuffle</i> □ Boz Scaggs	Columbia
12 16	<i>Whodunit</i> □ Tavares	Capitol
19 17	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
23 18	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlanta
20 19	<i>Life in the Fast Lane</i> □ Eagles	Elektra
27 20	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
21 21	<i>Calling Dr. Love</i> □ Kiss	Casablanca
24 22	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
28 23	<i>I'm in You</i> □ Peter Frampton	A&M
26 24	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
31 25	<i>Da Do Ron Ron</i> □ Shaun Cassidy	Warner Bros.
30 26	<i>Heard It in a Love Song</i> □ Marshall Tucker	Capricorn
22 27	<i>Rich Girl</i> □ Hall & Oates	RCA
25 28	<i>Don't Give Up on Us</i> □ David Soul	Private Stock
38 29	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
15 30	<i>I've Got Love on My Mind</i> □ Natalie Cole	Capitol
13 31	<i>Things We Do for Love</i> □ 10cc	Mercury
33 32	<i>Slow Dancing</i> □ Addrisi Bros.	Buddah/RCA
36 33	<i>Knowing Me, Knowing You</i> □ Abba	Allantic
42 34	<i>Margaritaville</i> □ Jimmy Buffett	ABC
34 35	<i>I Wanna Get Next to You</i> □ Rose Royce	MCA
29 36	<i>Trying to Love Two</i> □ William Bell	Mercury
44 37	<i>High School Dance</i> □ Sylvers	Capitol
39 38	<i>Back Together Again</i> □ Hall & Oates	RCA
- 39	<i>Peace of Mind</i> □ Boston	Epic
43 40	<i>Evergreen</i> □ Barbra Streisand	Columbia
41 41	<i>Main Street</i> □ Bob Seger	Capitol
32 42	<i>Hello Stranger</i> □ Yvonne Elliman	RSO/Polydor
37 43	<i>Don't Leave Me</i> □ Thelma Houston	Tamla/Motown
- 44	<i>You and Me</i> □ Allice Cooper	Warner Bros.
- 45	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
- 46	<i>You're My World</i> □ Helen Reddy	Capitol
- 47	<i>Lucienbach, Texas</i> □ Waylon Jennings	RCA
47 48	<i>Ariel</i> □ Dean Friedman	Lifesong
- 49	<i>Sad to Belong</i> □ England Dan/John Coley	Allantic
- 50	<i>Going In with My Eyes Open</i> □ David Soul	Private Stock

Playback

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," wails 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 WKIX(AM), 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, *Lucienbach, 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 "Playback" text.

Country

Last This week week	Title □ Artist	Label
12 1	<i>Lucienbach, Texas</i> □ Waylon Jennings	RCA
1 2	<i>I'll Do It All</i> □ Crystal Gayle	United Artists
3 3	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
6 4	<i>If We're Not Back in Love</i> □ Merle Haggard	MCA
4 5	<i>I Can't Help Myself</i> □ Eddie Rabbit	Elektra
5 6	<i>Some Broken Hearts</i> □ Don Williams	ABC/Dot
7 7	<i>Burning Memories</i> □ Mel Tillis	MCA
8 8	<i>Let's Get Together</i> □ Tammy Wynette	Epic
15 9	<i>It's a Cowboy Lovin' Night</i> □ Tanya Tucker	MCA
11 10	<i>Light of a Clear Blue Morning</i> □ Dolly Parton	RCA
2 11	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
14 12	<i>She's Got You</i> □ Loretta Lynn	MCA
18 13	<i>Play Guitar Play</i> □ Conway Twitty	MCA
20 14	<i>I'm Getting Good</i> □ Rex Allen Jr.	Warner Bros.
- 15	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
10 16	<i>The Rains Came</i> □ Freddy Fender	ABC/Dot
25 17	<i>Me and Millie</i> □ Ronnie Sessions	MCA
13 18	<i>Bluest Heartache</i> □ Kenny Dale	Columbia
23 19	<i>Yesterday's Gone</i> □ Vern Gosdin	Elektra
- 20	<i>Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
16 21	<i>She's Pulling Me Back Again</i> □ Mickey Gilley	Playboy
21 22	<i>C'est La Vie</i> □ Emmylou Harris	Warner Bros.
22 23	<i>Paper Rosie</i> □ Gene Watson	Capitol
- 24	<i>Right Time of the Night</i> □ Jennifer Warnes	Arista
- 25	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC

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

Fates & Fortunes

Media

S. James Coppersmith, VP and general manager of WNAC-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).

Vincent M. Cremona, general manager of WICC(AM) Bridgeport, Conn., and **Ronald Gilbert**, general sales manager of station, elected VP's and to board of directors of owner, Connecticut Broadcasting Co., subsidiary of WPIX Inc., New York.

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.

Linda Stern, director, American Information Radio Network, New York; **Charles A. King**, director, American Entertainment Radio Network there, and **Calvin Roach**, director, American Contemporary Radio Network, there, all ABC, named directors of ABC Radio Services, 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)-KYUU-FM San Francisco, elected VP.

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

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

Lew Banks, station commercial manager, WFNE(FM) Forsyth, Ga., named to same post WGSR(AM) Millen, Ga.

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

Lee Masters, program director, WLRN(FM) Louisville, Ky., promoted to station manager.

Robert A. Austin, creative services director, KSBY-TV San Luis Obispo, Calif., assumes addi-

tional duties as director of operations.

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

David Spatola, on production staff, KMEG-TV Sioux City, Iowa, appointed promotion manager.

Clarice L. Scriber, assistant to director of public relations, Baltimore Sunpapers, joins WJZ-TV 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.

Marilyn 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, WRAU-TV Peoria, Ill., promoted to traffic manager.

Newly elected officers, Rhode Island Broadcasters Association: **Dick Rakovan**, WPRO-AM-FM Providence, president; **Robert Carson**, WLKW-AM-FM there, secretary, and **Leonard Davey**, WJAR-TV there, treasurer.

Jeanne 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, WCLV(FM) Cleveland, joins noncommercial WQED-FM Pittsburgh as assistant general manager.

Newly elected officers, Western Educational Network: **William M. Jackson**, KAKM(TV) Anchorage, president; **Maynard Orme**, KTEH(TV) San Jose, Calif., VP; **Lyle Mettler**, KWSU-TV Pullman, Wash., secretary, and **Thomas Little**, KVCR-TV San Bernadino, Calif., treasurer.

Peter Garvie, 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,



O'Dea

Moneley

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 & Kline, 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 BBDO International Inc. **John H. McQuade**, BBDO treasurer, is retiring at end of year after 20 years with company.

Terrence G. Parmelee, VP account group supervisor, Cleveland, and **Richard H. Herrmann**, VP/creative director, Detroit, Meldrum and Fewsmith advertising, elected to board of directors. **Thomas J. Gibbons Jr.**, **Robert Iredell 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, WKTO(AM)-WSHH(FM) 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 Savalli/Gates, New York, national radio and television representative company.

Robert E. Davls, broadcast service supervisor,

Leo Burnett USA, Chicago, named production business manager.

Bruce W. Cotter, Eastern sales manager, Compu/Net, New York, joins Hanna and Wile Advertising, Wayne, Pa., as senior account executive.

Jeanna Wolf, assistant media planner, Tracy-Locke advertising/public relations, Dallas, promoted to media planner. **Pat Earthman**, from Communi-Creations, Denver, joins Tracy-Locke there as assistant broadcast producer.

Raymond F. Dundas, from W.B. Doner advertising, Baltimore, joins Weightman advertising, Philadelphia, as media supervisor. **Douglas K. Schores**, area sales manager for Missouri and Illinois for Seven-Up Co., St. Louis, joins Weightman as account executive on Alpo dog food account.

Gerald Riley, account supervisor, Passberger Dolan Romano Gaelen, New York, joins Taiham Laird & Kudner, Chicago, in same capacity.

Mike Valentino, sales assistant of WFAS(AM) White Plains, N.Y., named assistant director of research and promotion, Buckley Radio Sales, New York.

Charles W. Hansen III, account executive, Peters Griffin Woodward, joins Blair Television's American sales unit, New York.

Thomas J. Horbey, commercial artist, joins Northrup & Teel advertising, Pittsford, N.Y., as art director.

Joseph R. Yurt, broadcast coordinator, Bacons department Store, Louisville, Ky., joins WJZ-TV

Baltimore as market development manager.

Peggy Filis, research director, WRC-TV Washington, joins WCVB-TV Boston as director of research and sales development.

Donald O'Connor, marketing director, Frank N. Magid Associates, marketing research and television consultant firm, Marion, Iowa, joins KWTW(TV) Oklahoma City as national sales manager.

Lee Nixon, media investment service supervisor, McCann-Erickson, Atlanta, named national sales manager, WIVY-FM Jacksonville, Fla.

Jim Long, director of marketing, Sun Publications, Kansas City, Mo., named sales manager, KAYQ(AM) there.

Kimball Rels, administrator of sales promotion at WNBC(AM) New York, named director of marketing, WPLJ(FM) there.

Jeffrey W. Clark, account executive, WOKO(AM) Albany, N.Y., promoted to local sales manager.

Dave Littrel, account executive, WDRB-TV Louisville, Ky., named general sales manager, WKRS(FM) there.

Matthew Bass, time buyer, Leo Burnett, Chicago, and **Sou Supowitz**, from sales staff, WTAE(AM) Pittsburgh, named account executives, KDKA-TV Pittsburgh.

Emanuel N. Paige, new business sales manager, WMAR-TV Baltimore, joins WBAL-TV there as account executive.

Dennis Leonard, senior account executive, WKQT(AM) Pittsburgh, named account executive, WJJD(AM)-WJEX(FM) Chicago.

Alan James Belm, local sales manager, KZAP(FM) Sacramento, Calif., joins sales staff of KSFX(FM) San Francisco.

Scott Thomas Meier, account executive, WIZM-AM-FM La Crosse, Wis., joins KSTP(AM) Minneapolis-St. Paul in same capacity.

Fred Bourjally, account executive, WDMT(FM) Cleveland, named to same position, WZZP(FM) there.

Louise Rosen, account executive, WCAS(AM) Cambridge, Mass., named to same post, WBZ(AM) Boston.

Dan Magnotta, sports director/salesman, KMER(AM) Kemperer, Wyo., joins KWIK(AM) Pocatello, Idaho, as salesman.

Programming

Allan Yasnyi, finance VP, Quinn Martin Productions, Los Angeles, promoted to executive VP, corporate and financial affairs; **Marty Katz**, production VP, named executive VP, production; **Bill Brademan**, development and sales VP, named marketing VP; and **William Robert Yates**, producer of QM's *Streets of San Francisco*, named VP creative affairs. Messrs. Yasnyi and Katz have been named to newly formed executive committee which also includes **Quinn Martin**, president and chief executive officer, and **Merrill Karpf**, executive VP/chief operating officer.

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



Roastee. The most recent in a string of events marking Robert E. Lee's longevity record as a member of the FCC (23 years, six months and 14 days was the previous record—by former Chairman Rosel H. Hyde—which Mr. Lee passed last month) was a "roast" at the National Broadcasters Club in Washington May 19 (BROADCASTING, May 23). Pictured on that occasion (l to r): Mrs. Lee, Commissioner Lee and FCC Chairman Richard E. Wiley.

duties and will report to Mr. Sontag.

Ken Weinstock, VP/director of programming, Grey Advertising, joins Trans World International, independent producer and packager of sports programs, as VP, programming and sales.

Andrea Gaff, executive assistant to VP/general manager of Columbia Pictures Industries, pay-television division, New York, named operations manager of that division.

James C. Kellner, Mideastern division manager, Viacom Enterprises, New York, appointed director of marketing, syndication development.

Robert Chenault, producer of children's programs for ABC-TV, New York, appointed executive producer, *ABC Weekend Specials*, succeeding **Allen (Duke) Ducovny**, who joins Filmation, supplier of children's programs, New York, as VP, East Coast.

Joan Vitrano, production assistant, CBS Sports, New York, named associate director, CBS Sports.

Thomas L. Wilhite, account executive, Rogers & Cowan public relations, Beverly Hills, Calif., joins Walt Disney Productions, Burbank, Calif., as director of television publicity to supervise *The Wonderful World of Disney* and *The New Mickey Mouse Club*.

Al Wester, sportscaster for Mutual Broadcasting System, Arlington, Va., since 1948, named sports director.

Joanne McCarthy, sales operations assistant, ABC's WABC(AM) New York, appointed programming assistant, ABC Radio there.

David Taylor, producer/assignment editor/writer, WCAU-TV Philadelphia, joins KSAT-TV San Antonio, Tex., as executive producer.

Bob English, program director, KCUB(AM) Tucson, Ariz., joins WUBE-AM-FM Cincinnati, in same capacity.

Mike Cohen, producer, WLOS-TV Asheville, N.C., joins WANE-TV Fort Wayne, Ind., in same capacity.

John Talbert, music director, KGRI-AM-FM Henderson, Tex., named program director.

Beverly Jackson, associate producer, KYW-TV

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Philadelphia, named staff director, succeeded by **Diane Berson**, from KYW-TV sales staff.

Mike Moriarty, reporter, WSLR(AM) Akron, Ohio, promoted to director of public affairs.

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

Barbara Collins, assistant programmer/air personality, WYAN-FM Upper Sandusky, Ohio, joins co-owned WTOO-AM-FM Bellafontaine, Ohio, as music director.

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

Henry B. Balfanz, 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, WEBQ(AM) Harrisburg, Ill.

Jim Gallagher, sports director, WPEC(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.

Jessica Savitch, news reporter and co-anchor KYW-TV Philadelphia, named NBC News correspondent in Washington, starting in September.

Douglas Tunnell, staff reporter, CBS News, New York, named correspondent, CBS News, Beirut, Lebanon.

Rick Wallace, KABC(AM) Los Angeles, and **Knowles Robertson**, KNEW(AM) Oakland, Calif., appointed chairman and chairman-elect, respectively, of California Associated Press Television Radio Association. **Jim Boyle**, WAZL(AM) Hazleton, Pa., named president, Pennsylvania AP Broadcasters; **Bob Perkins**, WDAS(AM) Philadelphia, **Eric Johnson**, WICU-TV Erie and **Roy Morgan**, WILK(AM) Wilkes Barre, elected VP's. **Tony Burden**, WVEC-TV Hampton, Va., elected president, Virginia AP Broadcasters.

Robert A. Rowe, news director, WERC-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, WCIL(AM) Carbondale.

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

Greg Burden, reporter/producer/weekend anchor, KSD-TV St. Louis, joins WHO-TV Des Moines, Iowa, as co-anchor.

Chee Chee Williams, general assignment reporter, KMBC-TV Kansas City, Mo., joins WABC-TV New York in same capacity.

Carol Hall, producer/host of 7:30 Live, magazine program, WMAL-TV Washington, joins

WTAE-TV Pittsburgh as general assignment reporter.

Kim Beach, reporter/weekend anchor, WTTV(TV) Bloomington (Indianapolis), Ind., joins WANE-TV Fort Wayne, Ind., as reporter/noon 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 news anchor, WBRZ(TV) Baton Rouge, named to same post, KXAS-TV Fort Worth.

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

Jack Kendrick, reporter/anchor, WRBL-TV Columbus, Ga., joins WKRG-TV Mobile, Ala., as reporter.

Susan B. Wornick, news/public affairs director, WKBR(AM) Manchester, Mass., joins WBZ(AM) Boston as reporter/weekend newscaster.

Thom Aldert, air personality, WQRC(FM) Barnstable, Mass., joins WTEV(TV) New Bedford, Mass., as news/weather reporter.

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

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

Jeffrey E. Holmes, graduate, radio-TV department, Southern Illinois University at Carbondale, joins news staff, WQLR(FM) 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 WLVA(AM) there as reporter/anchor.

Bill Boyd, news/music director, KEMR(AM) Kemper, Wyo., joins KWIK(AM) Pocatello, Idaho, as newsmen/announcer.

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

Cable

Jack Kent Cooke, board chairman and chief executive officer of Teleprompter Corp., New York, re-elected to board at company's annual meeting in Las Vegas. Other officers re-elected to board: **Russell Karp**, president, and **William J. Brennan**, senior VP of corporation and president of cable television division. **William A. Shea**, New York attorney and civic leader, elected to board.

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 Dessler, 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,



Sailing along. Broadcasters manning the boat on their way to the Washington State Broadcasters Association spring meeting on Orcas Island, Wash., include the board of directors of that association (back row, l to r): Crawford Rice, KSTW(TV) Tacoma; Wally Nelskog, KIXI-AM-FM Seattle; Shannon Sweatte, KJR(AM) Seattle. Second row: Bob Pollock, KPUG(AM)-KERI(FM) Bellingham; Gil Jacobsen, KIXI-FM-FM; Joe Chytil, KELA-AM-FM Centralia-Chehalis. Front row: Earl Reilly, Simpson & Reilly Associates, Seattle-Portland (not a board member); Norman Davis, KCVL(AM) Colville; Birney Blair KHQ-AM-FM Spokane.

cable communications division.

Robert J. Aten, director of finance, for 20th Century-Fox's Marineland, Palos Verdes, Calif., joins Fox's Deluxe General, Hollywood, as controller.

Gary C. Schmidt, president, Audio Services Inc., Detroit, appointed sales representative, RCA Broadcast Systems, based in Southfield, Mich. **Jerry E. Smith**, sales engineer, RCA Broadcast Systems, Dallas, named manager, Southern broadcast sales, Camden, N.J.

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(AM) 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 Journal-

ism Alumni Association there.

Robert D. Gordon, VP/general manager, wcpo-TV Cincinnati, awarded honorary Doctor of Laws degree from Edgecliff College there May 15.

Donald A. Thurston, president of Berkshire Broadcasting, licensee of WMNB-AM-FM North Adams and WSBS(AM) Great Barrington, all Mass., received honorary doctor of letters degree from North Adams State College May 28.

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, WHC(AM) Rochester, N.Y. (now WAX(AM)), later becoming general manager of WNOX(AM) Knoxville, Tenn. Subsequently he joined Mutual Broadcasting Network, Southeast U.S., as station relation director. After that he became general manager of WCPQ-TV and WLWT(TV) Cincinnati and, before joining WPTV, was general manager of WESH-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 KRQC-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, WAAC(AM) Terre Haute, Ind., died of cancer at his home there May 21. He began his broadcast career as newsmen at WTHI-FM Terre Haute while in college. From 1950-1951 he was manager of WITZ(AM) Jasper, Ind. In 1952 he rejoined WTHI-FM, leaving in 1954 for WLO(AM) Frankfort, Ind., but returning to WTHI-AM-TV in 1955 as salesman. He purchased WMFT(AM) Terre Haute in 1963 and changed call letters to WAAC. 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 WJPF(AM) Herrin, Ill., died of cancer there May 14. In early days of radio he was traveling auditor for Curtis Radiocasting, Evansville, Ind. When Curtis dissolved he bought WJBL(AM) (now WSOY) Decatur, Ill., from group. In 1938 he sold station to put WJBF on air. Survivors include his wife, one son and two daughters.

George Roesner, 67, retired farm news reporter who had worked for KTRH(AM), KTRK-TV, KPRC(AM) and KDOG-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.

alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service au-

thority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ Washington—Washington Christian Television Outreach Inc. seeks ch. 14 (470-476 mhz); ERP 505.9 kw vis., 468.9 kw aural. HAAT 93.8 ft.; ant. height above ground 470 ft. P.O. address: Box 34914, Washington 20034. Estimated construction cost \$955,000; first-year operating cost \$253,680; revenue \$1,500,000. Legal counsel: James A. Gammon, Washington; consulting engineer John H. Mullany. Applicant is non-profit corporation, August Bert Carver, president. Ann. May 19.

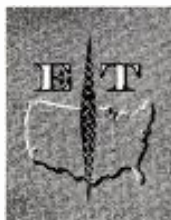
AM applications

■ Pearl, Miss.—Signal America Inc. seeks 1190 khz, 1 kw-D. P.O. address: Pearl Shopping Center, Pearl 39208. Estimated construct cost \$36,000; first-year operating cost \$100,000; revenue \$60,000. Format: popular. Principals: L. Breland Hilburn (50%), Fred C. McRae (30%) and Stanley Conerly (20%). Mr. Hilburn is Jackson, Miss., attorney. Mr. McRae is personnel manager of WAPT(AM) Jackson and Mr. Conerly is

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chief engineer of WOKJ(AM)-WJMI(FM) there. Ann. May 18.

■ Ashland City, Tenn.—Cheatham Broadcast Corp. seeks 790 khz, 500 w-D-A-D. P.O. address: 103 Main St., Ashland City 37015. Estimated construction cost \$99,200; first-year operating cost \$77,330; revenue \$186,000. Format: MOR. Principals: Seven stockholders, none with more than 20% interest. Principals are John I. and John L. Borum (father and son) and Gary L. Scott. Elder Borum has real estate interests, and younger Borum owns car wash. Mr. Scott is bank president. Ann. May 18.

AM action

■ Long Island, Alaska, Valley Radio Corp.—Broadcast Bureau granted 1150 khz, 5 kw-U. P.O. address: 1 Tuxedo St., Willow, Alaska 99688. Estimated construction cost \$77,122; first-year operating cost \$71,480; revenue \$180,000. Format: Informational variety. Principals: William Long Hale (28.57%) works in real estate; William J. Rhodes (17.86%) is contractor; William Mack (3.5%) is director of KAKM(AM) Anchorage; 14 other principals (BP-20,200). Action May 12.

FM applications

■ Delano, Calif.—Hosea Wilson seeks 105.3 mhz, 50 kw, HAAT 500 ft. P.O. 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 president of Zuy Productions (record promotion firm), both Los Angeles. Ann. May 18.

■ Spencer, Iowa—American Radio Missions Inc. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 1610 N. Lincoln, Knoxville, Iowa 50138. Estimated construction cost \$40,150; first-year operating cost \$27,095.25; revenue \$67,244.50. Format: Religious. Applicant is non-profit corporation, Robert G. Smiley, president. Applicant owns KTAV(AM) Knoxville. Ann. May 18.

■ Liberal, Kan.—Lawrence E. Steckline seeks 99.3 mhz, 2.69 kw, HAAT 316 ft. P.O. address: Rte. 1, Garden Plain, Kan. 67050. Estimated construction cost \$40,187; first-year operating cost \$62,600; revenue \$90,000. Format: C&W. Principal: Mr. Steckline owns 95% of KJLS(FM) Hays, 10% of KICT(FM) Wichita and is manager (without ownership interest) of KRFM(AM) Salina, all Kansas. Correction of earlier item. Ann. April 26.

■ Lawrenceville, N.J.—Rider College seeks 88.5 mhz, 10 w, HAAT 17.25 ft. P.O. address: 2083 Lawrenceville Rd., Lawrenceville 08648. Estimated construction cost \$4,000; first-year operating cost \$5,500. Format: educational. Applicant is private college, Mr. Gordon Graves, director of A/V department. Ann. May 18.

■ Casper, Wyo.—Wycom Corp. seeks 95.5 mhz, 29 kw, HAAT 1913 ft. P.O. address: 215 S. Third St., N. 200, Laramie, Wyo. 82070. Estimated construction cost \$19,000; first-year operating cost \$42,000; revenue \$60,000. Format: beautiful music. Wycom owns KOJO(AM)-KIOZ(FM) Laramie, KWYO-AM-FM Sheridan and KUGR(AM) Green River, all Wyoming. Principal is William R. Sims, president. Ann. May 18.

FM action

■ Montgomery City, Mo., Montgomery County Broadcasting Co.—Commission granted 103.9 mhz, 3 kw, HAAT 241 ft. P.O. address: 405 E. Norman St. 63361. Estimated construction cost \$73,749; first-year operating cost \$45,000; revenue \$100,000. Format: C&W, pops. Principals: Vincent C. Myles, Robert A. Bowling, Theodore R. Hoffman and Richard L. Arens (each 25%). Mr. Bowling has publishing interests. Mr. Myles is radio engineering consultant. Mr. Hoffman owns grocery stores. Mr. Arens owns fuel companies. Action May 19.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: *WGFR Glen Falls, N.Y. (BLED-1632); *WVCU Cullowhee, N.C. (BLED-1639);

■ *WSUC-FM, Cortland, N.Y.—Broadcast Bureau granted license covering new station; studio location and remote control changed to Brockway Hall, State University College, Cortland (BLED-1632). Action May 11.

Ownership changes

Applications

■ WAUD(AM) Auburn, Ala. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Auburn Broadcasting Co. from Elmer and Elizabeth Salter (100% before; none after) to Auburn Broadcasting and Communications Co. (none before; 100% after). Consideration: \$525,000. Principals: Mr. and Mrs. Salter are retiring from broadcasting. They have no other broadcast interests. Buyer is equally owned by Andrew J. Gentry Jr., Penelope B. Gentry (married), Lewis A. Pick Jr. and Francis B. Pick (married). Mr. Gentry is Auburn attorney, and Mr. Pick has real estate interests there. They have no other broadcast interests. Ann. May 19.

■ KTHV(TV) Little Rock, Ark. (ch. 11)—Seeks transfer of control of Arkansas Television Co. from Clyde E. Lowry and others to estate of Clyde E. Lowry and others. Consideration: \$1,280,000. Transfer is first, resolution of estates of Messrs. Lowry and Karl A. Engel. Holdings after transfer are: 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 by K.A. 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 Times Publishing Co., Shreveport, La., which sold KWKH(AM)-KROK(FM) Shreveport to Wichita Great Empire Broadcasting Inc. for \$2,360,400 (BROADCASTING, May 23). ADC and Engel Trust are purchasing Lowry estate interest and intend to acquire RBI at later date. Ann. May 13.

■ KHVH(AM) Honolulu (1040 khz, 5 kw-U)—Seeks assignment of license from KHVH Inc. to Communico Oceanic Corp. Assignment is part of exchange of KHVH with KPOI(AM) Honolulu pursuant to joint agreement approved by FCC (Docs. 20,740-1) (see below). Communico is principally owned by Frederic W. Constant (61.11%) and ten others. Company also owns KHSS(FM) Honolulu and KQIV(FM) Lake

Oswego, Ore. Ann. May 19.

■ KPOI(AM) Honolulu (1380 khz, 5 kw-U)—Seeks assignment of license from Communico Oceanic Corp. to KHVH Inc. Assignment is part of exchange of KPOI with KHVH(AM) Honolulu pursuant to joint agreement approved by FCC (Docs. 20,740-1) (see above). KHVH is owned by Lawrence S. Berger (90%) and Marcus Lowe II (10%). They also own WVUV(AM) American Samoa (33 1/3% and 16 2/3%, respectively) and have sold, subject to FCC approval KUAM-AM-FM-TV Agana, Guam. Ann. May 19.

■ WKJK(AM) Leonardtown, Md. (1370 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Sound Media Inc. to Continental Broadcasting Corp. for \$340,000. Sellers: 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 Fulks Run, Va., real estate firm, and Mr. Miller is Harrisonburg, Va., attorney with various other construction, real estate and manufacturing interests. Ann. May 19.

■ WNEB(AM) Worcester, Mass. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WNEB 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, who is self-employed radio station consultant and broker in Newtonville, Mass., and is 71.43% owner of WKBK(AM) Keene, N.H. Ann. May 18.

■ WCDL-AM-FM Carbondale, Pa. (AM: 1440 khz, 5 kw-D; FM: 94.3 mhz, 330 w)—Seeks assignment of license from Carbondale Broadcasting Co. to Stainless Broadcasting Co. for \$400,000. Seller is Robert G. Adams Jr., who has no other broadcast interests. Buyer is owned by 32 stockholders. Principals are Henry J. Guzewicz (38.89%) and Richard J. Eberle (28.99%). They are president and vice president, respectively, of Stainless Inc., North Wales, Pa., manufacturer of broadcast towers. They also own WICZ-TV Binghamton, N.Y. Ann. May 16.

■ WCRE(AM) Cheraw, 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-FM Altavista, Va., WRNB(AM)-WRBK(FM) New Bern, N.C.; WTTX-AM-FM Appomattox, Va., and WRHI(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. 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. Sellers: Ferrell O'Quinn (48%), his son Farnell (4%) and Al Graham. Mr. Farnell O'Quinn owns 80% of WULF(AM) Alma, WUFE(AM) Baxley and 100% of WUFF(AM) Eastman, all Georgia. Buyer is owned equally by Robert S. Brock, Charles L. East and David R. Ledford. Mr. Ledford is station manager of WOFE. Mr. Brock owns television repair service, and Mr. East cafe. Ann. May 18.

■ KFRO(AM) Longview, Tex. (1370 khz, 1 kw-U)—Seeks transfer of control of Voice of Longview Inc. from James F. Curtis Sr. (100% before; 40% after) to James R. Curtis Jr. and Elizabeth Curtis Hodges (none before; 60% after). Consideration: none. Principals: Senior Curtis is giving his son and daughter each 30% of licensee. 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.

■ KEYE(AM) Perryton, Tex. (1440 khz, 1 kw-D)—Seeks transfer of control of Perryton Radio Inc. from Jerry Mack Garrison (100% before; none after) to Sharon Garrison (none before; 100% after). Consideration none. Transfer is settlement of divorce proceeding. Garrisons have application pending for new FM at Perryton. Ann. May 19.

■ 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 KVFM San Fernando Calif., last year to Buckley Communications Inc. for \$501,000 (BROADCASTING, Aug. 23, 1976). Principals of PWBC are Guy E. Decker, Gilbert J. Gans, Edward A. McCready Jr., 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 Rapids, Mich. Buyer, Mr. Morales owns KLVV-AM-FM Pasadena, Tex. (Houston), and owns cemetery and funeral home there. Ann. May 16.

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Actions

■ **KXEW-FM Tucson, Ariz.** (93.7 mhz, 29 kw)—Broadcast Bureau granted assignment of license from Radio Fiesta to Cabaret Inc. Radio Enterprises for \$550,000. Seller is partnership of 15 individuals. Ernesto Portillo, managing partner. Seller also owns KXEW(AM) Tucson. Buyer is owned by KHOS 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 KHOS(AM) Tucson (BALH-2463). Action May 12.

■ **WKJ(FM) Green Cove Springs, Fla.** (92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of CP from Clay County Broadcasters to Mel-Lin Inc. for \$99,170.15. Seller is James A. Wilson, who has no other broadcast interests. Buyers are Lawrence R. Picus (90%) and Willie J. Martin (10%), owners of WPDQ(AM) Jacksonville, Fla. Mr. Picus also owns 40% of WAPX(AM) Montgomery, Ala. (BAPH-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 Bray. Mr. Williamson also owns WLOW-AM-FM Washington and WBLW(AM) Royston, both Georgia. Mr. Bray has no other broadcast interests. Buyer is Dallas M. Tarkenton, who is regional agent for jewelry firm. He has no other broadcast interests (BAL-8956, BALH-2466, BALRE-3195). Action May 10.

■ **WKO(AM)-WKSD(FM) Hopkinsville, Ky.** (AM: 1480 khz, 1 kw-D; FM: 100.3 mhz)—Broadcast Bureau granted transfer of control of Pennyrile Broadcasting Co. from William and John Higgins (100% before; none after) to Harold B. King and others (none before; 100% after). Consideration: \$441,000. Principals: Sellers are retiring from broadcasting and have no other broadcast interests. Buyers, other than Mr. King (10%) are Henry C. Clayton, Russell E. Croft Jr., Milburn C. Keith, John M. Newsom and Dr. Gabe A. Payne Jr. (18% each). Mr. King is sales manager of Pennyrile. Other principals have various business and professional interests (BTC-8279). Action May 12.

■ **WLIF(FM) Baltimore** (101.9 mhz, 9.6 kw)—Broadcast Bureau granted assignment of license from Sudbrink Broadcasting of Maryland to WLIF Inc., subsidiary of Cox Broadcasting Corp., for \$3,937,500. Seller is owned by Robert and Margareta Sudbrink and is headquartered in Fort Lauderdale, Fla. Company also owns WLYF(AM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta and WAVO(AM) Decatur, Ga.; WLAK(FM) Chicago; WEZW(FM) Wauwatosa, Wis., and recently sold WWEZ(FM) Cincinnati to Truth Publishing Co. for \$2 million. Buyer is major group broadcaster operating WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WIICTV Pittsburgh; KTVU-TV San Francisco-Oakland; WIOD(AM)-WAIA(FM) Miami, and KFIA(AM)-KOST(FM) Los Angeles (BALH-2468, BAPH-610). Action May 17.

■ **WCAR-AM-FM Detroit** (AM: 1130 khz, 50 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 Autry (50.1%) and Signal Cos. (49.9%). Golden West is group owner of four AM's, one FM and one TV in West (BTC-8299). Action May 12.

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 ant.; ERP 50 kw(H&V); ant. height 320 ft.(H&V); conditions (BPH-10.530). Action May 10.

■ **KPOL-FM Los Angeles**—Broadcast Bureau granted mod. of CP to change TPO and install new radio frequency isolation filter; ERP 49 kw(H&V); ant. height 720 ft.(H&V); remote control permitted (BMPH-15,120). Action May 10.

■ **KTMS-FM Santa Barbara, Calif.**—Broadcast Bureau granted CP to install new trans.; ant.; add circular

polarization to ERP; ERP 16 kw (main, H&V). 6.3 kw (aux., H&V); ant. 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 19.5 kw(H&V); ant. height 1210 ft.(H&V); remote control permitted (BPH-10.526). Action May 10.

■ **WLQY Fort Pierce, Fla.**—Broadcast Bureau granted CP to install new trans.; ant.; ERP 100 kw(H); ant. height 340 ft.(H); remote control permitted (BPH-10.536). 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 2.85 kw(H&V); ant. height 3 ft.(H&V) (BLED-1608). Action May 13.

■ ***KCWC Riverton, Wyo.**—Broadcast Bureau granted CP to make changes in trans.; change ant.; ERP 3 kw(H&V); ant. height 145 ft.(H&V) (BPED-2278). Action May 6.

In contest

Case assignment

■ **Boise, Idaho, FM proceeding:** Rex K. Jenson and KIDO Broadcasters Inc., competing for 104.3 mhz (Docs. 21,193-4)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge and scheduled hearing for Aug. 22. Action May 12.

Procedural rulings

■ **Mount Holly, N.J., AM proceeding:** WJJZ(AM), seeking renewal, and John J. Farina and John H. Vian, competing for 1460 khz (Docs. 20,783-9)—ALJ Thomas P. Fitzpatrick continued further hearings from July 11 to July 12 in Mount Holly. Action May 17.

■ **Milton and Hurricane, W.Va., FM proceeding:** WNST Radio and Putnam Broadcasting Inc., competing for 106.3 mhz. (Docs. 20,994-5)—ALJ David I. Kraushaar continued May 16 hearing to June 1. Action May 12.

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.

Allocations

Petitions

■ **Piggott, Ark.**—Guy Brinkley, George Cook and Rex Watson, all of Piggott, request assignment of FM ch.

288A (RM-2886). Ann. May 17.

■ **Swainsboro, Ga.**—Emanuel County Broadcasters, Hazelhurst, Ga., request assignment of FM ch. 269A (RM-2885). Ann. May 17.

■ **Kearney, Neb.**—Central Nebraska Broadcasting Co., Kearney, request substitution of FM ch. 290 for 272A (RM-2883). Ann. May 17.

■ **Freeport, Tex.**—Weymar Inc., Washington, requests assignment of FM ch. 273 (RM-2882). Ann. May 17.

Actions

■ **Bonita Springs, Jensen Beach, Jupiter, Miami, Delray Beach, Pompano Beach, all Florida**—Broadcast Bureau proposed FM ch. changes from 240A to 241, 296A to 272A, 244A to 296A, 242 to 243, respectively, and reassignment of ch. 274 from Delray Beach to Pompano Beach. Action was response to petition by Gold Coast Broadcasting Corp., licensee of WLEQ-FM Bonita Springs, Fla. Comments are due June 27; replies July 18. Action May 11.

■ **Baxley, Ga.**—Broadcast Bureau proposed assignment of ch. 240A as community's first FM. Action was response to 1973 petition by WHAB Radio Inc., licensee of WUFE(AM) Baxley. Comments are due June 24; replies July 14. Action May 10.

■ **McRae, Ga.**—Broadcast Bureau proposed assignment of ch. 237A as community's first FM. Action was response to petition by John W. Davidson, licensee of WDAX(AM) McRae. Comments are due June 24; replies July 14. Action May 10.

■ **Wrens, Ga.**—Broadcast Bureau proposed assignment of ch. 244A as community's first FM. Action was response to petition by Mayor J.J. Rabun. Comments are due June 24; replies July 14. Action May 10.

■ **Lebanon, Flemingsburg, both Kentucky**—Broadcast Bureau assigned FM chs. 292A and 265A, respectively. At the same time, bureau deleted vacant ch. 292A at Lancaster, moved ch. 265A from Lawrenceburg to Versailles and retained ch. 237A at Falmouth, all Kentucky. Action was response to petitions by WLBN(AM) Lebanon, John M. Barrick, WIRV(AM) Irvine and James Short. Effective June 22. Action May 9.

■ **Heidelberg, Miss.**—Broadcast Bureau proposed assignment of FM ch. 257A as community's first full-time broadcast service. Action was response to petition by New Laurel Radio Station Inc. Comments are due June 27; replies July 18. Action May 13.

Translator

Action

■ **Commission granted application of Blonder-Tongue Broadcasting Corp.** for CP of 1 kw translator station on World Trade Center Building, New York, on ch. 60, rebroadcasting programs of WBTV-TV Newark, N.J. Grant was made subject to condition that translator does not interfere with WSNL-TV Patchogue, N.Y., or with any other station operating on ch. 60. Action May 5.

Summary of broadcasting

FCC tabulations as of April 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4469	6	21	4496	42	4538
Commercial FM	2845	1	69	2915	148	3063
Educational FM	861	0	33	894	78	972
Total Radio	8175	7	123	8305	268	8573
Commercial TV	722	1	3	726	42	768
VHF	514	1	0	515	8	523
UHF	208	0	3	211	34	245
Educational TV	243	3	12	258	7	265
VHF	93	1	7	101	2	103
UHF	150	2	5	157	5	162
Total TV	965	4	15	984	49	1033

*Special temporary authorization

**Includes off-air licenses

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced May 17 (stations listed are TV signals proposed for carriage):

- Cable TV of Lake Tahoe Inc., for Meyers, Calif. (CAC-08767): KTVN, KCRL-TV Reno; KQED, KBHK-TV San Francisco; KMUV-TV Sacramento, Calif.; KOLO-TV Reno; KTVO Oakland, Calif.; KTXL Sacramento.
- La Crosse Westgate Inc., for Onalaska, Holmen, Medary, Campbell, all Wisconsin (CAC-08768-72): KGLO-TV Mason City, Iowa.
- Cable View of Albert Lea Inc., for Albert Lea, Minn. (CAC-08773): Interim authorization for existing operation.
- Rapid City Cable TV, for Rapid City, S.D. (CAC-08774): Interim authorization for existing operation.
- Armstrong Utilities Inc., for Ashland, Ohio (CAC-08775): WTCG Atlanta; WYAH-TV Portsmouth, Va.
- Lake Charlevoix Cable TV Inc., for Livingston, Michigan (CAC-08776): CBET Windsor, Ont.; WBKB-TV Alpena, Mich.; WXON Detroit; CJIC-TV Sault Ste. Marie, Ont.; WNEM-TV Bay City, Mich.; WGN-TV Chicago.
- Lake Charlevoix Cable TV Inc., for Bagley, Eveline, both Michigan (CAC-08777-8): CBET Windsor, Ont.; WBKB-TV Alpena, Mich.; WXON Detroit; CJIC-TV Sault Ste. Marie, Ont.; WNEM-TV Bay City, Mich.; WGN-TV Chicago.
- Teleprompter Connecticut CATV Corp., for Middletown, Middfield, Cromwell, East Hampton, Portland, all Connecticut (CAC-08779-83): WSBK Boston; WXTV Paterson, N.J.; WGBY-TV Springfield, Mass., and to delete WPIX New York.
- Best View Cable Video Inc., for Metaline Falls, Wash. (CAC-08784): Interim authorization for existing operation.
- Alliance Cable TV, for Alliance, Neb. (CAC-08785): Interim authorization for existing operation.
- Port Video Corp., for Deerpark, N.Y. (CAC-08786): Certificate of compliance for existing operation.
- Port Video Corp., for Port Jervis, N.Y. (CAC-08787): Certificate of compliance 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.
- Arkadelphia Telecable Inc., for Arkadelphia, Ark. (CAC-08794): KTVE El Dorado, Ark.; WTCG Atlanta.
- Napa Valley Cablevision Inc., for Napa, Calif. (CAC-08795): WYAH-TV Portsmouth, Va.
- University City Television Cable Co., for Gainesville, Alachua, both Florida (CAC-08796-7): WTCG Atlanta; to delete: WTOG St. Petersburg, Fla.
- North Lauderdale Cablevision, for North Lauderdale, Fla. (CAC-08798): WTCG Atlanta; WYAH-TV Portsmouth, Va.; to delete: WSWB-TV Orlando, Fla.
- Cable Vision, for Ganado, Edna, 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-Decatur TV Line Inc., for Derry, Decatur, both Pennsylvania (CAC-08803-4): Interim authorization for existing operation.
- Westover TV Cable Co., for Brookhaven, Parkview, Richard, Grafton, Westover, all West Virginia (CAC-08806-10): Interim authorization for existing operation.
- Galeton TV Antenna Inc., for Galeton, Pa. (CAC-08811): Interim authorization for existing operation.
- Midway Cable TV, for Kansas City, Kan. (CAC-08812): WTCG Atlanta; WHAY-TV Portsmouth, Va.; to delete: WGN-TV Chicago.
- Cable TV Systems Inc., for Hutchinson, Kan. (CAC-08813): WYAH-TV Portsmouth, Va.
- Napa Valley Cablevision Inc., for Napa, Calif. (CAC-08814): WYAH-TV Portsmouth, Va.
- Texarkana TV Cable Co., for Texarkana, Ark., Wake Village, Tex., Texarkana, Tex. (CAC-08815-17): WTCG Atlanta; WYAH-TV Portsmouth, Va.
- Community Aerial Systems, for Mineral Wells, Tex. (CAC-08818): Interim authorization for existing operation.
- International Telemeter of Moberly Corp., for Moberly, Mo. (CAC-08819): Interim authorization for existing operation.
- Cablevision Systems Westchester Corp., for Yonkers, North Hempstead, Massapequa Park, Farmingdale, Glen Cove, Oyster Bay, Hempstead, Amityville, all New York (CAC-08820-7): WVIA-TV Scranton, Pa.
- Cablevision Systems Suffolk Corp., for Babylon, Lindenhurst, both New York (CAC-08828-9): WVIA-TV Scranton, Pa.
- UA-Columbia Cablevision, for Clifton, N.J. (CAC-08830): WCBS-TV New York; WNJM Montclair, N.J.; WPIX, WNEW-TV, New York; WLIW Garden City, N.Y.; WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WNBC-TV New York; WBTB-TV Newark, N.J.; WXTV Paterson; WNET Newark; WPHL-TV, WTAFT-TV Philadelphia; WNJU-TV Linden, N.J.
- International Telemeter Corp., for Jefferson, Mo. (CAC-08831): Interim authorization for existing operation.
- Tesco TV FM Cable Systems, for Malibu, Topanga, Calabasas, Woodland Hill, Pacific Palisades, all California (CAC-08832-6): Certificate of compliance for existing operation.
- Florence Cable TV, for Florence, Dunes City, Mapleton, 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.
- Madison Cable TV, for Madison, Kan. (CAC-08843): Interim authorization for existing operation.
- Iola Cable TV Inc., for Iola, Kan. (CAC-08844): Interim authorization for existing operation.
- Eureka Cable TV Inc., for Eureka, Kan. (CAC-08845): Interim authorization for existing operation.
- Humboldt Cable TV Inc., for Humboldt, Kan. (CAC-08846): Interim authorization for existing operation.
- Alert Cable TV Inc., for Fort Benning, Ga. (CAC-08847): WYAH-TV Portsmouth, Va.
- McCloud, Larry J., for Macon, Mo. (CAC-08848): KTVO Kirksville, Mo.; WGEN-TV Quincy, Ill.; KTVI St. Louis, KCPT Kansas City, Mo.; KHQA-TV Hannibal, Mo.; KOMU-TV Columbia, Mo.; KBMA-TV Kansas City, Mo.
- Northeast Minnesota Cable TV Inc., for Capehart Housing ARE (CAC-08849): WTCG Atlanta; to delete: WVTW Milwaukee.
- Alva Community TV Inc., for Alva, Okla. (CAC-08850): Interim authorization for existing operation.
- Continental Cablevision of New Hampshire Inc., for Kittery, N.H. (CAC-08851): Certificate of compliance for existing operation.
- Cable TV Pueno Ricó, for San Juan, P.R. (CAC-08852): WTCG Atlanta.
- Westmoreland Cable Inc., for New Kensington, Arnold, East Deer, Brackenridge, Harrison, Lower Burrell, Tarentum, Springdale, Cheswick, Springdale, Har-mar, Blawnox, Oakmont, Verona, all Pennsylvania (CAC-08853-66): WUAB Lorain, Ohio; WOR-TV New York; to delete: WYTV Youngstown, Ohio; WTAJ-TV Altoona, Pa.
- Bozeman Cable TV, for Bozeman, Mont. (CAC-08867-8): Interim authorization for existing operation.
- Butte Cable TV, for Butte, Walkerville, 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.
- TV Pix Inc., for Carson City, Nev.; S. Lake Tahoe, Calif.; Stateline, Nev. (CAC-08879-81): Interim authorization for existing operation.
- Riverside Cable Corp., for Hemet, San Jacinto, Rubidoux, all California (CAC-08882-4): Interim authorization for existing operation.
- Chilton Cablevision Inc., for Clanton, Ala. (CAC-08885): WAPI-TV, WBMG, WBRC-TV Birmingham; WCOV-TV, WSFA-TV Montgomery; WOFT-TV Tuscaloosa; WSLA Selma; WCJQ Mr. Cheaha State Park; WKAB-TV Montgomery, all Alabama.
- Suburban Communications Inc., for Upper Providence, Pa. (CAC-08886): KYW-TV, WCAU-TV, WPVI-TV Philadelphia; WKBS-TV Burlington, N.J.; WPHL-TV, WTAFT-TV Philadelphia; WHYI-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WVIA-TV Scranton, Pa.; WOR-TV, WPIX New York; WNJS Camden, N.J.; WNJT Trenton, N.J.
- Margate Video Systems Inc., for Margate, Fla. (CAC-08887): WPBT, WTVJ, WCIX-TV, WCKT, WPLG, WHFT, WLRN-TV, WTHS-TV, WLTV Miami; WKID Fort Lauderdale; WPTV West Palm Beach; WPEC Palm Beach, all Florida; WTCG Atlanta.
- H.S. Anderson Co., for Searles Valley, Calif. (CAC-08888): Interim authorization for existing operation.
- Klier Cable Co., for Mount Morris, Pa. (CAC-08889): Interim authorization for existing operation.

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- Payment enclosed
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In contest

- Twin Falls, Idaho, cable TV proceeding: Magic Valley Cable Vision Inc. (Doc. 21,106)—ALJ John H. Conlin continued May 24 hearing without date. Action May 16.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Wanted: General Manager of Radio Station KVOU-KYUF, Uvalde, Texas. Should be heavy on Sales. Contact E.J. Harpole Box 758, Uvalde, TX 78801.

Wanted: Aggressive radio account executive presently in small to medium market. Opportunity for big dollars and potential management exist 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 opening for station manager. Must understand overall operation small market radio and able direct two man local sales force. Possibility of husband wife team if qualified. Base salary, percentage, fringe benefits. Resume, photo to Bob Benedict, 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. Presently small operation with big potential. Must do air shift, sell and be dedicated to Christian broadcasting. Write Jim Bocock, WARV Radio, 19 Luther Avenue, Warwick, 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 don't want to kill you with work; we're looking for an Instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166.

Experienced radio person needed to fill existing sales position. Will consider professional school or college grad with related sales experience. College community of 25,000. Resume to KICS Radio-P.O. Box 1005, Hastings, NE 68901.

Immediate openings, experienced salespersons, draw against 20 percent commission. Top-rated Class-C Beautiful Music FM and Contemporary Country AM in Florida's fastest growth 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. agencies and direct clients. Must have strong sales background, be self starter, and have desire for future and growth. Company offers salary plus commission, expenses and complete benefit 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 self starter 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. Prefer Midwest applicants, including college graduates. Send resume in complete confidence to: Radio, PO Box 565, 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 ANNOUNCERS

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 communicator. Also looking for a late evening combo-man. Send tape and resume to Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Announcer/Producer for weekday black oriented jazz/culture program for public radio KUNI/KHKE, producer of modular program material, documentaries and special feature programs. Qualifications include: Third Class license, endorsed, "combo" capable, good knowledge of jazz music, clear, smooth, authoritative delivery, B.A. or equivalent. Salary Range: \$9,380-\$10,376 for initial 11 month appointment, plus fringe benefits. Send applications, resume and audition tape (7/8 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 at 100,000 watts covers nearly one-half of Iowa, and KHKE at 8,000 watts covers metro Waterloo/Cedar Falls. New studios, seven control rooms, three studios, 12,000 sq. ft. plant. UNI is an EEO/AA Employer.

Experienced 1st ticket fast-format disco announcer. Know and follow format at KOKO, Littleton, CO 80160. 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, 512-782-3515 days. No collect calls.

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

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 experience but long in ability. Good pay and benefits for the right person. Contact Larry King, Program Director, WSOY Decatur, IL immediately.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

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. KFSD-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 university town needs solid announcer with production experience. Good pay, good climate, opportunity for advancement. EOE. Send resume to Box F-141.

Sports Director-Announcer. Immediate opening. Must be strong on board, interviewing, production. Award-winning Middle Georgia Daytimer. Experience necessary. 912-452-7291.

Experienced announcer wanted who can write copy and is good in production. Send audition tape and resume to Bob Catan, PD, WUPE AM & FM, 73 4th Street, Pittsfield, MA 01201.

Experienced jock who can read news & sports, knows MOR music. Cassette and resume, WQIN, Box 149, Lykens, 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 Samet, WZOE, Box 69, Broadcast Center, Princeton, IL 61356.

Announcer, fulltime, with 1st class ticket for Pennsylvania station. Nights and Sundays. Opportunity TV production. \$160 per week to start. Applications desired from members of minority groups. EOE. Send resume to Box F-118.

\$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. WVOS Liberty, NY.

Are you good enough for us? Last two openings occurred when jocks were called to Top 50 markets. Now accepting aircheck/production samples and resumes for future openings. Send to Fred Morse, WTHI, Box 1486, Terre Haute, IN 47808.

Best of both worlds. The great Southwest and Old Mexico, KVOZ seeks experienced MOR afternoon drive announcer. \$800.00 per mo. Play by play experience 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

Chief for major 50 KW with FM affiliate. Must be experienced in transmitter, studio, and automation. Continental 10 & 50 and Harris Twin 20's. Present chief retiring after 25 years. Excellent working conditions. Send resume to: KWJJ/KTIB, 931 S.W. King, Portland, OR 97205. No phone calls.

HELP WANTED TECHNICAL CONTINUED

WCHS, Charleston, West Virginia, has an opening for a Chief Engineer. If your bag is radio and you want a career with a potential for advancement, send your resume with salary requirements to Steve Shrader, Rollins, Inc., PO Box 647, Atlanta, GA 30301.

Chief Engineer for directional AM, also FM Stereo. Broadcast experience necessary. Excellent career opportunity with established operation. Contact Parker Humes, 915-563-0550, PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

Assistant to Chief. 50kw FM, 1 kw AM. Must be strong on audio and automation maintenance. Resume, salary requirements to MGR. WHUD. Peekskill, NY. 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 music station. Excellent living conditions close to both mountains and sea shore. Salary commensurate with experience. Send resume to WGLD, Box 2808, High Point, NC 27261.

AM/FM Maintenance Engineer—1st phone, 2 yr. degree preferred. Call Charles Dodge C.E., WAJR, Morgantown, WV 304-292-6301.

Chief Engineer for Class IV AM. Remote controlled. Eqpt. 3 years old and well maintained. Full time engineering—no air work. Strict compliance with Reg.—no short cuts. Resume to GM, WALE, Box 208, Fall River, MA 02722.

Experienced chief engineer, AM/automated FM. Excellent salary and company benefits. Midwestern city of 35,000. Thoroughly professional staff. Need take charge person who takes pride in his work. Equal Opportunity Employer. Box F-132.

Engineer AM/FM, FM automated, experience in solid state required. S.W. location. Box F-126.

HELP WANTED NEWS

KDKB, Phoenix's Leading AOR station, needs experienced newswoman. Must have solid journalism background. No rip and read. Salary to \$600 plus 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 who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

New York Suburbs. Heavy Local News. Need assignment editor to direct news staff. Must be digger, good writer, good air person. E.O.E. Box F-68.

Can You Gather, write, edit and deliver news? Send resume and tape to WELK, Box 1294, Charlottesville, VA 22901. E.O.E.

Help Wanted: Medium market rocker looking for aggressive young News Director. Excellent station and working conditions. Tapes and resumes only to Bob Henabery, 136 East 55th Street, New York, NY 10022.

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 audition tape to: Don Davis, Assistant Director for Radio, Telecommunications Center, The Ohio State University, 2400 Olenkangy River Road, Columbus, OH 43210. The Ohio State University is an Equal Opportunity Employer.

We are looking for a dedicated newsperson who is willing to go that extra step for a story. Tape & resume to Bob Miller, WGNT, PO Box 1539, Huntington, WV. EOE M/F

HELP WANTED PROGRAMING, 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 produce programs. Must be able to write, have experience interviewing, and use recording and editing equipment. New York area only. Send resume, tapes to Arthur Zigouras, 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 educationally 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, 295-586-4151.

Attn. 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 but 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 Bauer, 86 Burnaby Blvd., Toronto, Ontario, 416-484-9328.

Radio, Television. Outstanding experience and references. Nothing less than GM with autonomy. Leader, trainer, programmer. Superb salesman. Creative. Mountain climber. Box F-114.

SITUATIONS WANTED SALES

Retail-Agency-Co-op experience. Exceptionally successful top 10 market salesman desires permanent career in sales/management with group or individual operation. Any size market considered. Box F-153.

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

Seeking Medium Market Top 40-contemporary gig. Good pipes, 1st ticket. Very hard working-dedicated. Martin, 615-374-2029.

Good pipes, 3 months commercial experience plus university degree, seeking small to medium market. Very hard working. Robert, 615-374-3830.

Announcer/DJ, third endorsed, 24, single, college experience, eager to work, anywhere, but prefer East, for tape and resume: Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237, or 412-364-5622.

Black Top 40 jock with third ticket seeks first break in radio. Will relocate. For tape and resume write J. White, 2222 Market St., Wilmington, DE 19802. 302-998-9508.

Enthusiastic beginner seeking position in a small market as Top 40 or Rock jock, preferably night-time. Hold 3rd endorsed. Brdcast Schl. grad. Creative, willing to relocate, prefer Midwest. Call Keith, 815-399-6986.

Humorous, first phone, air personality desires top 40 or adult contemporary small market station. S.H. Green, 213-387-7175.

Hi, I'm 27, have 3rd ticket, experience, and want lulltime air shift in small or medium market MOR, AOR, C&W in West or S.W. Good pipes, no screamer, light board, good news & production. Available now, will relocate. Call or write Frank Cordell, 26353 Columbia 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. If you are looking for great imaginative sportscasting and sound steady music announcing I'm your man. For references, resume and tape, write: Steve Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103, or call 213-795-6803 and ask for Mr. Jackson.

D.J. 3rd Phone—School Grad—Good news, Commercial personality—Looking for start—Go anywhere. Box F-96.

DJ 3rd endorsed. Good knowledge music, news, sports. BA Speech, bright personality. Available for immediate relocation. Box F-100.

Announ/DJ, 1st class, 27, single, 5 years experience. Good pipes, and excellent attitude, not afraid of hard work or long hours, presently employed. Seeking mid-morning or afternoon drive shift at small to medium market C&W and/or MOR station. Midwest or South preferred. Contact: Jerry Michels, 406-482-3871 after 2 p.m. M.D.T.

Bright young D.J. Good voice, board and personality. 3rd endorsed. BA degree, MA work. Looking for creative job. Will relocate. Deborah Gannett, 3123 Albee St., Eureka, CA 95501. 707-443-5817.

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 Stout, warm friendly communicators, excellent references. 703-437-4881.

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 535, Daly City, CA 94017.

The last 12 years was the So. Calif. voice of the races on 50 kw XPRES. Besides horses, strong on PBP, commentary, and news. Will relocate. Leo Herbert, 943 Melrose, Chula Vista 92011. 714-426-6702.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 203-227-5687.

PD, Suburban Market MOR. Formerly Top 40 announcer. Top 10 market. First phone. Available soon. Box F-122.

Do your jocks give you a rash? Experienced PD/jock that's sales oriented. Can give Prgm/prod supervision for professional sound. Increase sales without spending thousands. If your station is bottom line oriented, call Rick Staeb 313-775-3005.

Adult contemp. announcer with 1st., seeking employment in/around north east. 2 years exp. Alan 212-942-2593 collect.

Announcer-Salesman! Excellent voice. D.J. News plus can sell. Steve Tisland, 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.

Deejay, newswoman—mature, stable, personal credit excellent. Tired of battling city hall alone. Desire deejay slot in small-medium market. Relocate anywhere, conditions right, immediately. John Travis, 224-D Rotherwood, Evansville, IN. 812-425-7507.

Sports oriented, good voice, reliable college grad seeks production experience. 3rd endorsed. Call Bob Simen 419-683-2874.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Play by play major college level football-basketball-baseball. 5 years radio experience. B.A. in communications with journalism background. Also interview and production experience. Willing to relocate. PO Box 5250, Flushing, NY 11352.

SITUATIONS WANTED TECHNICAL

Broadcast Technician, 1st phone, 12 years varied experience seeks permanent position, willing to relocate family. Box F-67.

Need technical help? Fully experienced First Phone, professional, references. Sensible wage expectations. Box F-145.

Chief Engineer, experienced AM-FM, first phone, technical school. No air work. Prefer warm climate. Box F-115.

Mature, experienced AM-FM chief engineer desires to relocate. Fine references. Box F-111.

SITUATIONS 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.

Newsman 2 years experienced, degreed, Consider any West Coast market. Call 213-752-6863.

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/PBP wants Sports/PBP, anywhere. Degree. Box F-60.

You give me a fulltime news position, no D.J., no spots. I'll give you 150%. Award winning investigative reporter. Strong local news, heavy on actualities. Write Box F-125.

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. 3 yrs. PBP football/basketball, 2 yrs. SD experience in daily or weekly sports reports, interviews and newscasts. 3rd endorsed. Conscientious. Will relocate. Box F-110.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

EEO Blues? Minority automation specialist seeks programming or operations position. Seven years 7th market. Excellent adult shares. Broadcasting B.S. plus technical schools. Michael McIver, P.O. Box 21, Jamaica Plain, MA 02130.

Wait! Before you hire that P.D. I have many years experience in various formats in medium and major markets. Knowledgeable 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. Mikel Hunter-Herrington 213-981-0500.

9 Year Pro with major market and PD exp. 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 304-296-8458 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. 303-586-5178.

Major Market Contemporary Assistant Programmer looking to move up to major or medium market as programmer. Box F-92.

Wanted: A summer job in radio to gain experience. Any position desired. Class room experience in broadcast writing and advertising. Willing to travel throughout the Northeast. Third endorsed. Available immediately. Call David Lyon 203-225-0223 collect.

Versatile writer-producer. Advertising agency copywriter. Radio dramatist. Still photographer. Film: scriptwriter, director, producer, editor, cinematographer. Recording studio experience. BA (Literature); MS (TV/Radio); MFA (Cinema-Drama). Peace Corps Volunteer/film producer. Open to suggestion. 716-824-3351, Jack 30.

TELEVISION

HELP WANTED MANAGEMENT

Alabama ABC affiliated station, metropolitan area, desires experienced sales manager. Excellent opportunity. Send photo and resume to Box F-130.

Promotion Manager Top fifty Southeast market television station seeking professional experienced in overall station promotion. Good idea person skilled in scripting, producing and scheduling creative on-air promos, preparing effective print ads and press releases, analysing research for program and sales purposes. Excellent employee benefits and compensation plan. Equal opportunity employer. Send resume to Business Manager, P.O. Box 1833, Orlando, FL 32802.

Alabama network affiliated TV station desires experienced station manager. Send photo and resume to Box F-131.

HELP WANTED SALES

Experienced local sales person to assume top local-regional account list for a no. 1 network affiliate in medium-sized Midwest market. An Equal Opportunity Employer. Send resume to Box F-151.

Local/Regional Sales Manager, Top 60 market, Southeast, group owner, great opportunity for aggressive sales manager who wants to move onward and upward. E.O.E. Immediate opening. send resume. Box F-123.

HELP WANTED TECHNICAL

Studio Operations/Maint. Position—must have solid tech training and be willing to learn. Lots of clean air-year round recreation. Contact J. R. Middleton, Box 2557, Billings 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. Equal opportunity employer. Send resume to Pete Friden, KPAX-TV, Box 4827, Missoula, MT 59806, or call 406-543-7106.

New York City color studio facility for cable TV & industrial productions has two openings. Part-time maintenance engineer to work with Sony 3/4" VTR's, Tricon cameras, CVS TBC, as well as broadcast-quality, production equipment. Experienced freelance videocassette editor for per diem work with 2850's, vidifont, graphics, film chain and sound mixing. Both jobs available immediately. Applicants must be city-based. Send resume. Box F-89.

Chief Engineer Needed: To Start July 1, 1977. \$15,000. Minimum 5 years extensive translator/transmitter experience. Must travel between locations of translators and main transmitter. Heavy transmitter maintenance. 19 translators in system. Send resume to Arthur F. Dees, President, WSKG Public Television, Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Television Engineer Must be able to perform specialized technical duties necessary to the operation, installation, modification and maintenance of television broadcast equipment. At least two years resident electronics school or equivalent education and experience. At least 3 years as television studio engineer. P.T.V. or I.T.V. and experience with R.C.A. & Philips cameras is desirable. Must have strong background in Quad. Video tape operation and editing. 1st class F.C.C. license required. Send resume: MSU Personnel Employment, 110 Nisbet Bldg., E. Lansing, MI 48824. MSU is an Equal Opportunity Employer.

Wanted: Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions with full benefits. An equal opportunity employer. Contact Chief Engineer, Jack Jopling, WJBF-TV, Augusta, GA.

Master Control Engineer—Southeast PTV. Career oriented operations engineer with FCC First Class License and minimum two years experience. Excellent conditions, competitive salary and benefits. Send resume Box F-134.

TV Maintenance Engineer with 1st phone. Experience with 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, KRWG-TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. 505-646-2233. 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 adjustment of video signal. FCC First Class License preferred. Send resume and salary requirements to Mrs. Beneke, KGBT-TV, P.O. Box 711, Harlingen, TX 78550. We are an Equal Opportunity Employer.

Field Service Engineering Technician wanted by U.S. Information Agency. Candidate must be able to repair all audio/visual equipment, instruct foreign national employees in basic maintenance and repair and participate in instructional seminars for overseas American employees in VTR operation and repair. Overseas TDY travel requirement 4 to 8 trips per year totaling approximately six months. Salary ranges from \$16,000-\$23,000 and will be offered on basis of qualifications. Send Resume/Standard Form 171 to Leonard Atwill, Room 923, U.S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington, DC 20547. Equal Opportunity Employer.

Management Supervisor capable of directing day-by-day station operation and supervise general equipment maintenance. Should have minimum of 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 first or second phone to maintain broadcast and closed circuit cameras, recorders etc. Minimum salary \$13,300, negotiable. Good benefits and working conditions. Write Bart Derby, Kent State University, 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 young 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 6236, Washington, DC 20015. ... E.O.E. MF.

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. Send resume and photo to Box F-140.

Assistant Professor/Instructor. Teach, coordinate broadcast journalism option, MA, full-time broadcast newsroom experience. Deadline June 15 or until suitable candidate hired. Journalism Department, South Dakota State University, Brookings, SD 57007. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Weather Reporter authoritative presentation, some news reporting if capable, send auditions to: Bob Lee, News Director, WWTW, P.O. Box 627, Cadillac, MI 49601. 616-775-3478.

Expanding staff. Top rated midwest station looking for experienced, strong reporter with anchor possibilities. Must be self-starter, people-oriented and conversational, up-beat writer. Send recent photo and resume. Equal Opportunity Employer. Box F-109.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director . . . Southeast coastal station looking for dynamic, creative individual to direct newscasts. Must be innovative and a self starter. 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. An EEO employer, M/F, minorities encouraged. Reply to Box F-87.

Promotion Manager—Experienced in creative on-air promotion with basic print knowledge. One person operation in good-living college town. Send resume, salary in first letter to Hank Taylor, KCBD-TV P. O. Box 2190, Lubbock, TX 79408. Equal Opportunity Employer.

Wanted: Emmy winning San Francisco, Bay Area TV station needs creative, fast, versatile Graphic Artist with at least three years experience in producing art and graphics for daily TV news show. Send resume to: Dick Weise, KTVU, Channel 2, One Jack London Square, Oakland, CA 94607. An Equal Opportunity Employer.

Experienced, Creative Producer-Director-Writer needed in top 40 market. Emphasis on special studio, film and remote local programming. Minimum 3 years experience in commercial television. Audition tape a must. Box F-129.

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 M/F. Send resume to Box F-152.

Cinematographer/Editor A sound, basic knowledge of motion picture production is desirable, including lighting, exposure, composition and editing. The ability to maintain and operate sophisticated photographic and sound equipment is a necessity. A college degree in Film Production is preferred but not required. Direct all applications and questions concerning this position to Roy E. Duncan/Film Branch/ Miss. ETV/PO Drawer 1101/Jackson, MS 39205. Applications accepted until June 15. We are an Equal Opportunity Employer.

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 9638, 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 divisional controllership. Degreed, late 20's, single. Will relocate. Resume and references cheerfully furnished. No telephone calls. c/o: Jardine, 218-10 43rd Ave. Apt 3-D Bayside, NY 11361.

24 Years Experience in all phases of broadcasting. Presently GM of AM/FM/TV in 200,000 market. Seeking similar 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 leader; competitor. Accustomed to challenges; much 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—Experienced Engineer/Tech. with production experience. Great inside, behind, in front of controls. B.A. TV/Radio & Tech School (no memorization) & proven record. FCC commercial & amateur advanced. Young, single, 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; 22, Married. 602-934-4824.

Top Rated Anchorman/ND seeking Anchor/Reporter position in medium or large market. Can write, edit, produce. Experienced in film and ENG. 417-744-2048.

Sharp, attractive, young woman seeking reporting position. ENG/SOF reporting experience. Currently hosting own show. B.S. Degree. Resume/Video cassette available. Box F-133.

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.

Ratings-Building Producer, assignment editor, executive producer seeks new challenge. 15 years Radio-TV experience. Excellent track record. Best references. Seeking producer, executive producer, news director. Box F-119.

Female news manager with excellent credentials and experience is ready for field producer, assignment editor or assistant ND job in top 20 or network bureau. Box F-116.

Street reporter with great ENG credentials! I'm energetic, hard working, inventive and determined. All that in one package! How can you pass me up? Call Francis, 803-648-9308.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talk Program Producer/Host. Into all phases "talk" past ten years in St. Louis, New Orleans, Milwaukee plus NBC News Vietnam correspondence. Strong female demos! Can anchor/report too. Will audition my expense. Replies confidential. Box E-61.

Producer/Media Specialist, B.A., M.S., desires production position with progressive commercial/educational TV or industrial/TV production house. ETV, cable, medical/industrial/TV, on-air host experience. Immediate. Paul Franczek aka Paul Anthony, 612-920-6992, 4800 Hwy. 7, no. 605, Minneapolis, MN 55416.

Innovative Production Specialist. Produce, direct, switch, camera, audio, lighting, film, ENG, and operations. 7 years-professional experience. Management potential. Graham Brinton, 215-664-3346.

Producer/Director: Male Producer/Director with 8 years extensive commercial and ETV experience looking for a new position. West coast based but will relocate for right situation. John Hensley-201 N. Wayfield Ave., no. 7, Orange, CA 92667.

Julia Child, Move Over! Paul Anthony hosts "Quick 'n' Easy Recipes." Ten minute formats great for local noon news and resident chef spot on daily community service programs. Let's discuss production at your station or production house. Barter syndication potential. Pilot available. Paul Anthony, 612-920-6992, 4800 Hwy 7, no. 605, Minneapolis, MN 55416.

Production supervisor. Direct, switch, audio, film, photography. Prefer Pennsylvania. Excellent references. Box F-117.

WANTED TO BUY EQUIPMENT

Self-supporting, insulated tower, 140 feet or adaptable. Milton Holladay, WCOS, P.O. Box 748, Columbia, SC 29202.

Need an RCA Frequency Meter, MI-26405, that fits an RCA TVM-1 Transmitter, WGTU-TV, 201 E. Front St., Traverse City, MI 49684. Attn: Robert Pincumbe.

FOR SALE EQUIPMENT

3" Air Hellx Coaxial cable new all copper, 50 ohms—8reels, 400 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for less than \$9,000. Contact Broadcast Specialities. 206-577-1681.

Used Automation: All types and sizes. Various condition. Contact Broadcast Specialities Today, 206-577-1681.

Collins 5KW FM Stereo Transmitter, 830-EIA, tuned and tested to your frequency. Perfect \$8500. 601-362-2790 after 5 P.M.

Schafer—Model 800 Stereo Automation. Complete control system in rack including audio switcher, 25 Hz tone detector, silence sensor, line amps with tone filter, time clock, overlap, cue amps and power supply. Excellent condition. \$1200 FOB St. Louis. Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144. 314-968-5550.

IGM 500 automation Components 504 Timer \$136.24 Background Switcher \$169.44 %04-888 Clock Timer & Roolout \$700 Memory 50-3 S820 SESCO inc 206-424-6133.

Scully Stereo Tape Reproducers, model LJ-10, two track, 3 3/4-7 1/2 IPS, 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 FOB St. Louis, Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63114. 314-968-5550.

Urei BL-40 Modulimiter, CBS Audimax 4440A, excellent condition, \$450 each. 714-745-8511.

Country & Western Record Library. Approx. 1000 LP's in good condition. Call 201-567-8820.

Like-new IGM Instacart, model 48PBM, monaural, excellent condition; Ampex 600, Gates Spotape. WBPZ, Lock Haven, PA 717-748-4038.

Ikegami HL-33A1 ENG camera complete with batteries and accessories. Latest version, low hours, mint condition. 212-759-2515.

Schafer 800T Stereo Automation control unit mint \$2500. Schafer 800 Stereo Automation system with 4 Stereo Ampex AG350s (3 special 14") 3 racks, extras. Call Paul Schafer 714-454-1154.

3 year old, ten bay Shively 6811 FM antenna, on 99.1 mc, and 350 feet of 3 inch coax. Available 90 days, make offer. Duane Cornett—WQIK Radio, Jacksonville. 904-356-1366.

Autogram Automation System in excellent condition. Used just three years to execute beautiful music format. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Manufacturer can supply parts or update if required for your format. Price \$8,000 cash. Contact Charles Fletcher WLIN, Jackson, MS 601-982-7336.

TV High Band VHF 50 KW Transmitter \$15,500. RCA TT50 AH. Excellent condition. Presently on air. Includes VSBF and cutback kit. Contact: T. Arthur Bone, Poole Broadcasting Co., 25 Catamore Boulevard, East Providence RI 02914. Telephone: 401-438-7200.

IGM 500 automation components 504 Timer \$136.24 Background Switcher \$169.44 %04-888 Clock Timer & Rool-SESCO Inc. 206-424-6133.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

Knockers! A great set of funny recorded bits for your show. Sample, Fuller, Box 1008, Kaneohe HI 96744.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Do You Have a client who needs a jingle? If you've been calling Dallas or Memphis, call us. We create custom jingles in 48 hours. Phila, Music Works Box 947 Bryn Mawr, PA 19010 215-525-9873.

Resumes professionally prepared original plus 6 copies \$9.95 send check and information to Daring Management, Inc. P.O. Box 19827 New Orleans, LA 70179.

Here's An Idea! A new approach to help increase the billing—a promotion subscription service. Write for our exciting free brochure. Daring Management, P.O. Box 19827, New Orleans, LA 70179.

Need Help with sales/programming/promotions. Guaranteed results! Write Daring Management, Inc., P.O. Box 19827, New Orleans, LA 70179.

Collection Problems? We have a unique solution. Write for free details. Daring Management, Inc. P.O. Box 19827 New Orleans, LA 70179.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 9, June 20. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St, N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd, 5th floor, Hollywood, CA 90028. Call 213-462-3281.

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

RADIO

Help Wanted 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 cash deposit required. Send resume to Box F-136.

Help Wanted Sales

CAREER OPPORTUNITY IN SALES

Buffalo's beautiful music station, WBNY, now has a sales opening.

Someone will take advantage of:

1. An opportunity to sell in the 27th largest market.
2. The highest commission rate in the market.
3. Great audience ratings.
4. The most intensive sales training program available.
5. One of the more aggressively promoted good music stations.
6. Internal sales promotions that have already sent our account executives to Paris, France and Rome, Italy.
7. An opportunity to grow in a young, expanding company... General Managers at all of our stations were promoted from within.

Send your resume to David E. Gerard, General Sales Manager.

WBNY
2500 Rand Building
Buffalo, NY 14203
An equal opportunity employer.
McCormick Communications, Inc.

Help Wanted 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 1084
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 rock 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 Programing, Production, Others

PROGRAM DIRECTOR

Large AM—West of the
Mississippi—Hard Work
Good Pay
Resume to Box F-93
Broadcasting
EOE M/F

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.

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 you want this career job. You're ready to parlay 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 commission. 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 Management Continued

Production Manager

Top five market, top quality TV production house. Must be good with people, numbers and equipment. Manage studio, remote. Schedule directors and crew. EOE. Resume and letter Box F-107.

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 ID's, 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 PG's think. And how to sell the finest id's in the business. But you'll have total involvement.

And this means helping some of the best PG's 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 pro 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 Management Continued

If you're the type of radio GM or Sales Manager who knows the difference between a Bates and DKG ad, Chapter II and MAGID, we need you.

TM Productions, the world's largest producer of station ID's and promotional services, is starting a unique division. And we're looking for a unique radio pro to sell it and head it up. The division is called The Concept Group. To some stations it's an ad agency specializing in radio station advertising and promotion. To others, it's a fresh and unique project group that offers solid marketing and dynamite creative on an a la carte basis. To all stations, however, it's an exciting resource that creates memorable and effective radio advertising and promotions, based on solid marketing disciplines. You'll be Director of Marketing Services and you'll be responsible for contacting, selling, planning and servicing the capabilities of The Concept Group. You'll love the job because you're a student of advertising. And always felt that radio stations should be treated like a package goods account. You're also a frustrated creative type and marketing whiz who can talk positioning, strategy, pay-outs and research with the best of them. You'll have to. Because you'll be working with a seasoned team of ad pros who'll challenge you—just as you can challenge them. If you feel comfortable consulting and selling advertising campaigns to radio stations across the country, we want to hear from you. We also want you to include an ad you either hate or love—and tell us why.

WRITE: CONCEPT GROUP
TM PRODUCTIONS
1349 Regal Row
Dallas, Texas 75247
AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others

Northern Michigan University

Northern Michigan University at Marquette in Michigan's beautiful Upper Peninsula seeks a Graphic Artist for the departments of television, audio-visual and instructional development to develop, design and prepare charts, posters, graphs and finished art work for educational and informational media. Bachelor's degree in Art or related field required, and experience. Salary range \$9,000-\$11,000. Excellent fringe benefits. Interested candidates should send their resume to:

Beatrice Marana
Employment Supervisor

Personnel and Staff Benefits
Northern Michigan University

Room 202 Cohodas Administrative Center
Marquette, Michigan 49855

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

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 generous exposure to VTR maintenance. We offer excellent salary and complete benefits. Send resume in complete confidence to John Lynch, Robert Bosch Corporation, 279 Midland Avenue, Saddle Brook, N.J. 07662

TELEVISION STUDIO CHIEF ENGINEER

JCPenney 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, Fernseh color cameras and grass valley switcher. 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
JCPenney 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.

Help Wanted Programing, Production, Others Continued

FLORIDA

Ted Johnson Productions, Inc. in Jacksonville, Florida, needs a Producer/Director who is experienced in both film and video tape production. Our specialty is television commercials, produced both on film and video tape. Our facilities include a mobile production unit, in-house studio and a full complement of post-production equipment. RCA equipped plant with TR-600 VTR's, TK-45A and TKP-45 color cameras, and associated studio gear. Datatron time code editing equipment. Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202, or contact Tony Kennedy-904-354-7000.

TV Personnel Needed

Religious Broadcaster has continuing need for experienced professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Reply Box F-99.

Radio programing Continued

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 Communication Commission licensee for Radio Station KDAZ-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) 632-7256.

EL VALLE STATE BANK
505-765-1800

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 marketing 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 Masters 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 systems 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/systems engineering 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 progression, in confidence to Lawrence Carlstone, Professional Employment Supervisor, Harris Corporation, Broadcast Products Division, Quincy, Illinois, 62301.



HARRIS
COMMUNICATIONS AND INFORMATION HANDLING

An Equal Opportunity Employer M/F

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd Ft. Lauderdale, FL 33308 (306) 491-2700
FT. LAUDERDALE • MEMPHIS • BALTIMORE • N.Y. • ATLANTA • GREENVILLE S.C. • CUCUMBER

Help Wanted Sales

MIDWEST's Largest video systems house looking for aggressive equipment salesman. Must be experienced in sales and be able to discuss equipment of a technical level. Travel required. Salary open. Excellent commission plan, benefits and expenses.

Send full resume.
Roscor Corp.
6161 W. Oakton
Morton Grove, IL 60053

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
IS BACK ON THE AIR!

Now available for local purchase:

CHARLES NICHOLSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

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, chassis and box air conditioned, fully carpeted to ceiling production area, mileage 10,300, mint condition. Send inquiries to Robert Bosch Corporation/Fernsee 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

TX	SM	AM/FM	\$350K	\$101.5K
CO	Met	FM	\$950K	\$323K
OR	Med	Profitable	\$325K	29%
CA	Sub	Daytime	\$475K	\$138K
CA	Med	Profitable	\$250K	\$63.5K

Atlanta—Boston—Chicago—Dallas
Los Angeles—San Francisco



MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 506, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

50,000 WATT FM STEREO
Station 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.

For Sale Stations Continued

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.



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Metro Market Radio Midwest

5000 Watt AM Fulltimer. Best Facility in Market. Excellent Cash Flow.
Box F-64.

- Fulltimer North Central California. Single station market. Billing about \$200,000. Potential for FM now on file. \$480,000. Terms.
- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Make Offer.
- Black programmed daytimer in small town. Northern N.C. \$90,000.

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

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

ARE YOU THE OPERATOR???

that can hold the audience and increase the revenues on the No. 1 C & W in one of the great metropolitan areas of the south? If you are, the facilities and valuable land of this AM-FM combo are a great value at 1.5 million ... terms.

John Mitchell & Associates
318-865-8668 318-221-5464
Box 1065 Shreveport, Louisiana 71165

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 ____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:

—Help Wanted 70c per word—\$10.00 weekly minimum.

(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—5.00 weekly minimum.

—All other classifications, 80c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.

—All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Stock Index

Stock symbol	Exch.	Closing Wed. May 25	Closing Wed. May 18	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
ABC	N	42	46 1/4	- 4 1/4	- 9.18	46 1/4	37	10	18,058	758,436	
CAPITAL CITIES	CCB	N	47 3/8	47 3/4	- 3/8	- .78	57	44 3/4	10	7,484	354,554
CBS	N	56 3/8	58 3/4	- 2 3/8	- 4.04	60 3/8	55	10	28,395	1,600,768	
COX	N	28 1/2	28 3/8	+ 1/8	+ .44	33 5/8	28 1/4	8	5,872	167,352	
GROSS TELECASTING	GGG	A	15 3/8	15 1/8	+ 1/4	+ 1.65	15 1/2	13 5/8	8	800	12,300
KINGSTIP COMMUN.	KTVV	O	4 1/4	4 1/4		.00	4 5/8	3 7/8	8	461	1,959
LIN	LINB	O	16 3/4	17	- 1/4	- 1.47	19 1/8	16 3/4	7	2,725	45,643
MOONEY	MOON	O	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	15 1/2	15 1/4	+ 1/4	+ 1.63	18 1/2	8 5/8	19	1,281	19,855
SCRIPPS-HOWARD	SCRP	O	34	32 1/2	+ 1 1/2	+ 4.61	36 1/2	31 1/2	8	2,589	88,026
STARR** *	SBG	M	6 7/8	6 7/8		.00	7	3 1/2		1,418	9,748
STORER	SBK	N	21 7/8	22 5/8	- 3/4	- 3.31	26 7/8	21 7/8	8	4,876	106,662
TAFT	TFB	N	27 3/8	28 5/8	- 1 1/4	- 4.36	33 7/8	27 3/8	7	4,070	111,416
TOTAL									78,454	3,277,834	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5	5 1/4	- 1/4	- 4.76	5 1/2	3 3/4	9	1,234	6,170
AVCO	AV	N	15 1/4	16 1/2	- 1 1/4	- 7.57	16 5/8	13 3/8	3	23,792	362,828
JOHN BLAIR	BJ	N	16	17 1/2	- 1 1/2	- 8.57	17 1/2	11 1/8	6	2,414	38,624
CHRIS-CRAFT	CCN	N	4 1/2	4 3/4	- 1/4	- 5.26	7 3/8	4 1/2	4	4,396	19,782
COMBINED COMM.	CCA	N	20 1/2	21 1/2	- 1	- 4.65	23	19	8	6,493	133,106
CDWLES	CWL	N	15 1/4	15 5/8	- 3/8	- 2.40	15 5/8	12 1/2	19	3,969	60,527
DUN & BRADSTREET	DNB	N	26 3/8	27	- 5/8	- 2.31	30 1/2	26 1/4	15	26,447	697,539
FAIRCHILD IND.	FEN	N	11 3/4	11 3/4		.00	11 3/4	9 1/2	11	5,708	67,069
FUQUA	FOA	N	9 5/8	10 1/8	- 1/2	- 4.93	13	9 1/8	6	8,987	86,499
GANNETT CO.	GCI	N	32 3/4	33	- 1/4	- .75	40 3/4	32 3/4	15	22,430	734,582
GENERAL TIRE	GY	N	26 3/8	28 1/8	- 1 3/4	- 6.22	28 5/8	24 3/4	5	22,242	586,632
GLOBE BROADCASTING	GLBTA	O	3 3/4	3 3/4		.00	4 3/8	2 1/8	42	2,783	10,436
GRAY COMMUN.	O		10	10		.00	11	8	5	4,750	4,750
HARTE-HANKS	HMN	N	27 1/4	27 7/8	- 5/8	- 2.24	29 3/8	26	11	4,470	121,807
JEFFERSON-PILOT	JP	N	28 3/8	30	- 1 5/8	- 5.41	32 3/8	26 5/8	10	24,128	684,632
KAISER INDUSTRIES	KI	A	17 1/8	17 7/8	- 3/4	- 4.19	18 5/8	14 3/4	9	28,119	481,537
KANSAS STATE NET.	KSN	O	5 7/8	5 7/8		.00	6	4 3/4	9	1,716	10,081
LEE ENTERPRISES	LNT	A	23	23		.00	28 1/8	22 1/4	11	5,010	115,230
LIBERTY	LC	N	21	21 5/8	- 5/8	- 2.89	21 5/8	18	7	6,762	142,002
MCGRAW-HILL	MHP	N	17 3/8	18	- 5/8	- 3.47	18	15 5/8	11	24,655	428,380
MEDIA GENERAL	MEG	A	16 3/4	16 5/8	+ 1/8	+ .75	20	16 1/2	8	7,272	121,806
MEREDITH	MDP	N	20	20		.00	20 1/4	17 3/8	5	3,067	61,340
METROMEDIA	MET	N	25 3/4	28 1/8	- 2 3/8	- 8.44	31 1/8	25 3/4	6	6,771	174,353
MULTIMEDIA	NMED	O	24	25 1/2	- 1 1/2	- 5.88	25 1/2	21 1/2	11	4,391	105,384
NEW YORK TIMES CO.	NYKA	A	18	19 1/4	- 1 1/4	- 6.49	19 1/4	15 3/4	9	11,207	201,726
OUTLET CO.	OTU	N	16 5/8	17 3/4	- 1 1/8	- 6.33	24 1/4	16 5/8	5	2,140	35,577
POST CORP.	POST	O	18 1/4	18 1/2	- 1/4	- 1.35	19 1/4	16 1/4	8	869	15,859
REEVES TELECOM	RBT	A	2 1/2	2 5/8	- 1/8	- 4.76	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	17 1/4	17 1/8	+ 1/8	+ .72	24 1/4	17 1/8	10	13,404	231,219
RUST CRAFT	RUS	A	11 5/8	11 1/2	+ 1/8	+ 1.08	11 7/8	8 1/2	8	2,291	26,632
SAN JUAN RACING	SJR	N	10 3/8	7 5/8	+ 2 3/4	+ 36.06	10 3/8	7 5/8	9	2,509	26,030
SCHERING-PLOUGH	SGP	N	33 1/2	34 1/8	- 5/8	- 1.83	44 3/4	32 7/8	12	54,084	1,811,814
SONDERLING	SDB	A	8 3/8	9 1/8	- 3/4	- 8.21	10 7/8	8 3/8	4	1,103	9,237
TECH OPERATIONS**	TD	A	2 3/4	2 7/8	- 1/8	- 4.34	3 3/8	2 3/8		1,344	3,696
TIMES MIRROR CO.	TMC	N	21 1/2	22 1/8	- 5/8	- 2.82	23	20 3/4	10	33,927	729,430
WASHINGTON POST CO.	WPO	A	23 1/4	23 1/2	- 1/4	- 1.06	25 1/8	21 3/4	9	8,876	206,367
WDMETCO	WOM	N	11	11 1/4	- 1/4	- 2.22	12 3/4	10 7/8	7	9,437	103,807
TOTAL									391,302	8,662,440	

Cablecasting

ACTON CORP.	ATN	A	4 1/8	4 1/2	- 3/8	- 8.33	4 3/4	3 1/8	9	2,757	11,372
AMECO**	ACO	O	1/8	1/8		.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	23 3/4	25 3/4	- 2	- 7.76	25 3/4	19 3/4	17	3,374	80,132
ATHENA COMM.** *	O		1/8	1/8		.00	1/8	1/8		2,125	265
BURNUP & SIMS	BSIM	D	3 1/8	3 3/8	- 1/4	- 7.40	4 1/8	3 1/8	21	8,319	25,996
CABLE INFO.	O		3/4	3/4		.00	3/4	1/2	4	663	497
COMCAST	O		4 3/8	4 3/8		.00	4 3/8	3 3/4	8	1,662	7,271
COMMUN. PROPERTIES	COMU	D	5	5 1/8	- 1/8	- 2.43	5 1/2	3 5/8	15	4,761	23,805
COX CABLE	CXC	A	22 1/2	22 1/8	+ 3/8	+ 1.69	22 1/2	16 1/2	22	3,566	80,235
ENTRON*	ENT	O	1	1		.00	2	1		979	979
GENERAL INSTRUMENT	GRL	N	19	19 1/8	- 1/8	- .65	21 3/4	18 1/2	21	7,332	139,308
GENEVE CORP.	GENV	O	8	8		.00	9 1/4	7 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	4 1/4	4 1/4		.00	5 1/8	2 7/8	61	5,281	22,444
TELEPROMPTER	TP	N	6 3/4	7 3/8	- 5/8	- 8.47	9 3/8	6 3/4	225	16,793	113,352
TEXSCAN	TEXS	O	1 1/2	1 1/2		.00	2	1 3/8	10	786	1,179
TIME INC.	TL	N	34 3/4	36	- 1 1/4	- 3.47	38 1/4	33	10	20,306	705,633
TODCOM	TODM	O	3 1/4	3 1/4		.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	16 3/4	17	- 1/4	- 1.47	18	15 1/2	13	1,679	28,123
UNITED CABLE TV**	UCTV	D	4	4		.00	4 5/8	3 7/8		1,879	7,516
VIACOM	VIA	N	12 7/8	13 3/4	- 7/8	- 6.36	15 5/8	9 1/2	13	3,736	48,101
TOTAL									88,936	1,307,331	

Stock symbol	Exch.	Closing Wed. May 25	Closing Wed. May 18	Net change in week	% change in week	1977 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	11 3/8	11 1/4	+ 1/8	+ 1.11	11 3/4	7 3/8	4	6,748	76,758
DISNEY	DIS	N	34 1/4	36 1/4	- 2	- 5.51	47 5/8	34 1/4	15	31,908	1,092,849
FILMWAYS	FWY	A	8 1/8	8 1/8		.00	9 7/8	6 7/8	7	2,397	19,475
FOUR STAR			1	1		.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 7/8	14 1/2	- 5/8	- 4.31	18 3/8	13 1/8	3	48,269	669,732
MCA	MCA	N	39 1/8	40 1/4	- 1 1/8	- 2.79	42 1/2	36 3/8	8	18,024	705,189
MGM	MGM	N	21 5/8	22 5/8	- 1	- 4.41	22 5/8	16	9	13,102	283,330
TELETRONICS INTL.	O		4 3/4	5	- 1/4	- 5.00	6 1/2	4 3/4	7	1,018	4,835
TRANSAMERICA	TA	N	13 3/4	14 7/8	- 1 1/8	- 7.56	15 1/4	13 5/8	8	67,238	924,522
20TH CENTURY-FDX	TF	N	12 7/8	12	+ 7/8	+ 7.29	12 7/8	10	9	7,631	98,249
WARNER	WCI	N	29 3/8	31 1/2	- 2 1/8	- 6.74	31 1/2	26 1/4	7	14,436	424,057
WRATHER	WCO	A	6	5 3/4	+ 1/4	+ 4.34	6 3/4	4 1/2	10	2,229	13,374
TOTAL									213,667	4,313,037	

Service

BBDO INC.	BBDO	O	26 1/2	28	- 1 1/2	- 5.35	28 1/4	22 1/2	8	2,513	66,594
COMSAT	CO	N	35	36 3/4	- 1 3/4	- 4.76	36 3/4	29 3/8	9	10,000	350,000
DOYLE DANE BERNBACH	DDYL	O	18 3/4	19 3/8	- 5/8	- 3.22	19 7/8	16 3/4	6	1,866	34,987
FOOTE CONE & BELDING	FCB	N	15 5/8	16	- 3/8	- 2.34	16 5/8	14 3/4	8	2,304	36,000
GREY ADVERTISING	GREY	D	23	23 1/2	- 1/2	- 2.12	23 1/2	16 1/2	6	729	16,767
INTERPUBLIC GROUP	IPG	N	34	35	- 1	- 2.85	35	28 1/2	8	2,387	81,158
MARVIN JOSEPHSON	MRVN	O	12	12 1/4	- 1/4	- 2.04	14	10 1/4	5	1,896	22,752
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8		.00	2 1/2	1 3/4		19,985	37,471
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	2	1 1/4	5	1,410	1,762
MPO VIDEOTRONICS	MPO	A	5 1/2	6 1/4	- 3/4	- 12.00	9	4	6	520	2,860
NEEDHAM, HARPER	NDHMA	O	12 1/2	12 1/2		.00	12 1/2	11 1/8	7	823	10,287
A. C. NIELSEN	NIELB	O	18 7/8	21	- 2 1/8	- 10.11	22 1/8	18 7/8	11	10,762	203,132
OGILVY & MATHER	OGIL	O	32 1/4	32	+ 1/4	+ .78	33 1/2	31	8	1,805	58,211
J. WALTER THOMPSON	JWT	N	15 7/8	15 5/8	+ 1/4	+ 1.60	18 1/2	15 1/8	8	2,649	42,052
TOTAL									59,649	964,033	

Electronics/Manufacturing

AEL INDUSTRIES	AEL8A	O	4 7/8	4 1/2	+ 3/8	+ 8.33	5 1/2	2 3/8	22	1,672	8,151
AMPEX	APX	N	8 1/8	8 3/4	- 5/8	- 7.14	9 3/8	7 3/8	11	10,885	88,440
ARVIN INDUSTRIES	ARV	N	17 1/8	17 1/8		.00	19 1/4	15	5	5,959	102,047
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	560
CETEC	CEC	A	3 1/8	3	+ 1/8	+ 4.16	3 1/8	1 3/4	13	441	1,378
COHU, INC.	COH	A	2 3/8	2 3/4	- 3/8	- 13.63	3 1/8	2 1/8	14	1,779	4,225
CONRAC	CAX	N	26 3/8	26 3/4	- 3/8	- 1.40	27 1/4	23 3/4	8	1,433	37,795
EASTMAN KODAK	EASKD	N	58	61 1/2	- 3 1/2	- 5.69	86 3/4	58	14	161,371	9,359,518
FARINON ELECTRIC	FARN	O	8 3/4	9	- 1/4	- 2.77	12	8	11	4,267	37,336
GENERAL ELECTRIC	GE	N	54 1/8	55 1/4	- 1 1/8	- 2.03	55 7/8	49 1/4	13	184,581	9,990,446
HARRIS CORP.	HRS	N	37 3/8	39	- 1 5/8	- 4.16	39	28	14	12,261	458,254
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	3/4	3/4		.00	2 3/8	3/4		2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	21 1/2	22 1/2	- 1	- 4.44	24 1/2	20 1/4	10	1,320	28,380
MMM	MMM	N	48 1/2	52 1/8	- 3 5/8	- 6.95	57	48 1/2	16	115,265	5,590,352
MOTORDLA	MOT	N	40 1/2	43 7/8	- 3 3/8	- 7.69	56 7/8	40 1/2	13	28,544	1,156,032
N. AMERICAN PHILIPS	NPH	N	33 1/8	32 3/4	+ 3/8	+ 1.14	36	31 5/8	7	12,033	398,593
OAK INDUSTRIES	OAK	N	14 1/4	15 3/4	- 1 1/2	- 9.52	17 7/8	9 5/8	10	1,639	23,355
RCA	RCA	N	30	31 3/8	- 1 3/8	- 4.38	31 3/8	25 3/8	13	74,807	2,244,210
ROCKWELL INTL.	ROK	N	33	33 1/4	- 1/4	- .75	34 5/8	30 7/8	9	32,400	1,069,200
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2	1 5/8	8	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	18 1/8	19	- 7/8	- 4.60	21 1/8	16 3/4	12	1,668	30,232
SONY CORP.	SNE	N	8 7/8	9 1/8	- 1/4	- 2.73	10 3/8	8 1/8	16	172,500	1,530,937
TEKTRONIX	TEK	N	33 5/8	33 3/8	+ 1/4	+ .74	68 1/2	28 1/4	8	17,342	583,124
TELEMATON	TIPT	O	1/2	1/2		.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	18 7/8	19 3/4	- 7/8	- 4.43	19 7/8	14 3/4	14	6,838	129,067
WESTINGHOUSE	WX	N	19 5/8	20 1/2	- 7/8	- 4.26	21 1/2	16 1/4	8	87,492	1,717,030
ZENITH	ZE	N	23 7/8	24 1/8	- 1/4	- 1.03	28	21 3/8	12	18,818	449,279
TOTAL									963,133	35,046,698	
GRAND TOTAL									1,795,141	53,571,373	

Standard & Poor's Industrial Average

106.7 110.7 -4.0

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

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—every 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



Joseph Lester (Jody) Powell Jr.—news secretary to President Carter; b. Sept. 30, 1943, Cordele, Ga.; U.S. Air Force Academy, 1961-1964; BA in political science, Georgia State, 1966; Emory University, 1967-1970; aide to Jimmy Carter during his campaign for governor of Georgia, 1970, and news secretary during Mr. Carter’s service in that office, 1971-1975, and during presidential campaign, 1974-1976; m. Nan Jared, April 23, 1966; children—Emily, 10.

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 liable 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 Vyannah, 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 Betty Lytle, a counselor 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 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.”

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 devised 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 pressurized 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!



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This time, it was no surprise.

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