

Revised prospects for network inquiry
FCC wins rounds on children's TV, ex parte

Broadcasting Jul 11

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

LEES IN COLLEGE LIBRARY
EACH SEMESTER AUGUST 1977

NEWSPAPER

THE BIG VALLEY



**STILL GOING STRONG
BY THE NUMBERS!**

Ask Your Sales Rep. for Arbitron Nov. '76-Feb. '77-May '77 Analysis.

"THE BIG VALLEY" stars BARBARA STANWYCK • LEE MAJORS • LINDA EVANS • PETER BRECK • RICHARD LONG



QUALITY ENTERTAINMENT FOR 25 YEARS

400 South Beverly Drive
Beverly Hills, California 90212
(213) 277-7444

41339
LEES JUNIOR CLG
LIBRARY
JACKSON KY 41339
K7476SWY DEC/77

KCOP'S TESTIMONY OF TWO MEN



In Los Angeles, It Had Universal Appeal

You have to be good to make it in prime time in a seven-station market.
And this past May, we ran Taylor Caldwell's Testimony of Two Men smack up
against network prime time programming. Not just once, but three weeks in a row.
And it looked as good on the screen as it does on the chart below.

Station	Program	DMA Rating
KABC	Laverne & Shirley	26
KABC	Happy Days	25
KCOP	TESTIMONY OF TWO MEN	24
KNBC	Big Event	23
KNXT	MASH	22
KABC	Welcome Back, Kotter	21
KABC	What's Happening	21
KABC	Charlie's Angels	21
KNBC	NBC Monday Movie	21
KNBC	Quincy	20
KABC	ABC Sunday Movie	19
KABC	Baretta	19
KTTV	Nixon/Frost Interviews	18

Source: Program Averages
May 1977, NSI.

Thank you, MCA TV...for a great product.
Thank you, Los Angeles...for a great success. You gave us
conclusive proof...people watch programs...not stations.

Channel 13 KCOP/LA



THERE'S A LOT MORE MOUSE TO COME.

There's good news for stations looking for high quality afternoon programming.

First-run programming of The New Mickey Mouse Club will continue this fall, through 1978 and into the 1979 season.

For more information on how you can get all 130 half-hour programs of the all-new, all-color New Mickey Mouse Club, contact Stan Moger, George Hankoff or Gary Lico at (212) 682-0760.

Exclusive Distribution: *SM* Media Service Corporation,
6 East 43rd Street, New York, N.Y. 10017

Do you REALLY know your prospect universe?

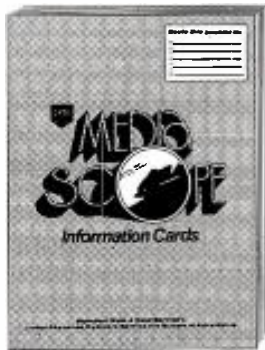
Would you like to communicate with more than 42,000 qualified buyers of media, mailing lists and related products and services...for only \$700, or even less? Do you want to open new markets, create new selling opportunities, cover where your sales force is thin, uncover new prospects, improve mailing lists—make actual sales?

Would you want to extend the reach of your present promotion to better than 22,000 prospects in agencies and 20,000-plus in advertiser companies? Do you plan to announce a new medium or mailing list...preview a new product—or new uses for an established one...distribute sales literature, market data, special research, rating information or a success story?

YOU CAN. Use this unique new selling tool: Media-Scope Information Cards—the high-powered, low-cost SRDS direct response service mailed to buyers of advertising.

In only a year and a half, almost 200 media marketers have already learned much more about their markets since participating in Media-Scope. And it's helped them single out thousands of brand new prospects, convert many into customers.

**NEXT
MAILING:
September 1
CLOSES:
August 1**



Cash in on this great opportunity.

MEDIA SCOPE

INFORMATION CARDS

Generating high-volume direct response at low cost.

Another useful communication tool from



**STANDARD RATE &
DATA SERVICE, INC.**

Sales Offices: Skokie 60076 (312) 966-8500
New York 10022 (212) 935-7580
Los Angeles 90048 (213) 651-2311

For more information and a sample copy, or to schedule advertising, call Howard Krause at (312) 966-8500, or your SRDS Representative.

Howard Krause/Standard Rate & Data Service/5201 Old Orchard Rd./Skokie, IL 60076

Please reserve _____ post card(s) in each of the following mailings:

September 1, 1977 December 1, 1977 March 1, 1978 June 1, 1978

Please send a sample copy of Media-Scope Information Cards and more details at no obligation to me.

Deadline for camera-ready copy is 30 days before mailing date.

Name _____ Title _____

Company _____ Type of Business _____

Street Address _____

City/State/ZIP _____ Phone _____

Signature _____ Date _____

The Week in Brief

GOING SOUR □ Efforts are under way to fight the Kennedy proposal to ban broadcast advertising of saccharin products, while it appears manufacturers may be ready to make the trade-off. **PAGE 14.**

INTO LIMBO □ What happens now that Hollings has yanked the plug, at least temporarily, on the FCC's network inquiry? **PAGE 15.**

VAN DEERLIN'S PROBER □ In calling on Phil Hochberg to assist in the inquiry into sports and broadcasters, the House Communications Subcommittee will have a 36-year-old Washington lawyer with expertise on both sides of the fence. **PAGE 16.**

ACT APPEAL TURNED DOWN □ Court rules that the FCC acted properly in issuing policy statement and leaving children's TV principally up to self regulation. Opinion seems to contradict earlier edicts in pay-cable, family-viewing cases. **PAGE 19.**

'LAUNDERING' CHARGE □ A former consultant with a public relation firm retained by the San Juan Racing Association is suing for \$4.5 million for damages and compensation allegedly due him. He claims the association, which had some offshore gambling operations, figured it could enhance its public image through FCC approval. **PAGE 23.**

WGN-TV DISPLAYS MUSCLE □ The Chicago stations lists the eight independents in the U.S. that enjoy shares of 15% or better and says its own 20% rates number one on the compilation. **PAGE 25.**

SUNSHINE ON ASCERTAINMENT □ The Post-Newsweek's four TV stations plan to invite community leaders in each city to participate in evening specials of at least three hours duration. Idea is to better inform the public of television's attempts to be responsive to community needs. **PAGE 26.**

PAY HIKES AT PBS □ On July 1 most staffers there received 7%-8% raises, with President Larry Grossman now earning more than \$69,000. **PAGE 26.**

RENEWALS IN K.C. □ The FCC overrules EEO objections against Meredith, Taft and Metromedia stations there. **PAGE 27.**

IN LATHER OVER 'SOAP' □ Dancer-Fitzgerald-Sample rates the 24 series that will debut on the network in the fall. It's one and only "excellent" stamp goes on the ABC series. **PAGE 27.**

ABC-TV BOXING □ The network buys rights to the Norton-Young bout in November with Don King Productions handling the card. **PAGE 28.**

WUSSLER'S EXPLANATION □ Administrative lapses are blamed for the inaccurate promotion of several tennis matches on CBS-TV and the CBS president says steps have been taken to prevent it happening again. **PAGE 29.**

UCC BLASTS TV □ The general assembly of the United Church of Christ passes a resolution condemning sex and violence in programing and giving the Rev. Everett C. Parker a mandate to pressure for corrections. **PAGE 32.**

SAG-AFTRA PACT □ Television and motion-picture producers agree to a new three-year contract with actors getting 30% hikes and increases in payments of their welfare and pension funds. **PAGE 33.**

IVC'S FUTURE □ It's a question mark as the California equipment maker files for bankruptcy. A company spokesman admits there are acquisition talks going on with Robert Bosch. **PAGE 35.**

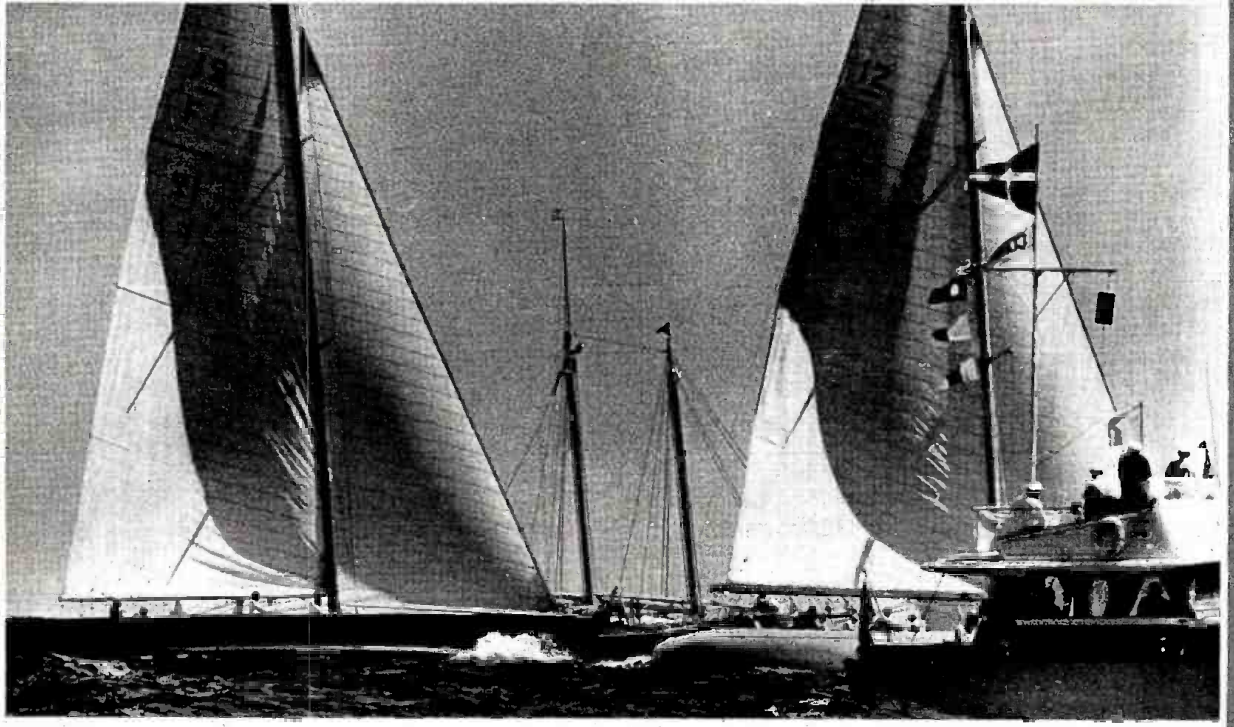
AMATEURS SOUND OFF □ They tell the FCC that a proposed restriction on linear amplifiers would unfairly penalize them for wrong-doings of CB operators. AMST is for the ban, NAB isn't sure of its effect. **PAGE 35.**

RTNDA IN SEPTEMBER □ The news directors association puts some final touches on its San Francisco convention agenda. It also announces recipients of its radio-TV honors and the results of balloting for membership on the board. **PAGE 36.**

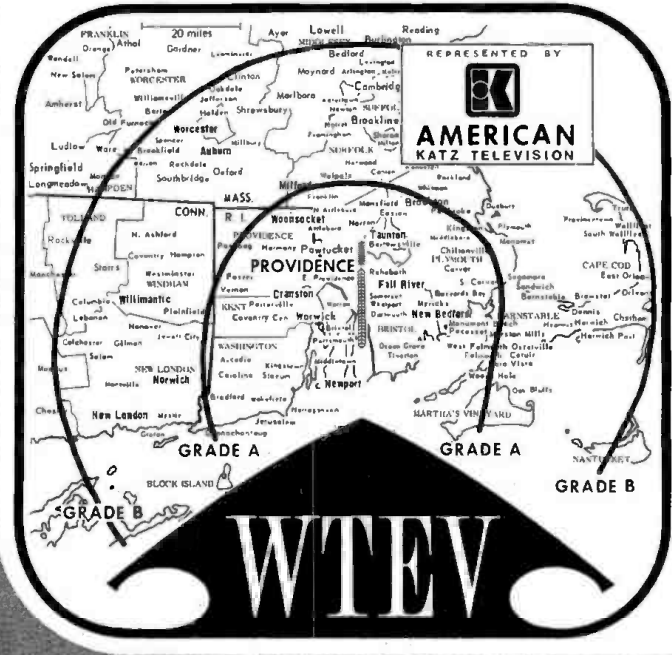
FULFILLMENT □ When Ed Hill was in the eighth grade, he said his goal was to become an engineer. It was a classic understatement by Justin Edgar Hill, the man now responsible for sales, product management, engineering and support functions for RCA's worldwide businesses in radio-TV broadcast and closed-circuit television equipment. **PAGE 57.**

Broadcast Journalism... 36	Datebook..... 11	For the Record..... 43	Playlist..... 39
Business Briefly..... 8	Editorials..... 58	Media..... 19	Profile..... 57
Changing Hands..... 24	Equip & Engineering..... 35	Monday Memo..... 10	Programing..... 27
Closed Circuit..... 7	Fates & Fortunes..... 40	Open Mike..... 13	Stock Index..... 55

MISSING PERSONS



To cover the Providence ADI - use WTEV



Missing persons - literally hundreds of thousands of viewers not measured by any rating - a most impressive addition to the WTEV summer audience. These are the money-spending seasonal residents and tourists who visit Southern New England for the summer - for sailing, swimming, sunning. When you buy WTEV-6, you get not only the substantial Providence ADI, but every day some half million vacationers on Cape Cod plus those summer people in Newport, Nantucket, Mystic Seaport and resorts along the 547 miles of WTEV-6 shoreline. An important force in the sales of your product.

A CBS AFFILIATE
WTEV 6

PROVIDENCE, R.I.
 NEW BEDFORD-FALL RIVER, MASS.
 NEW LONDON, CONN.

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

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

FCC update

FCC Chairman Richard E. Wiley was lunch guest of White House personnel chief, Jim King, last Wednesday. Mr. King did not offer outgoing chairman another job but expressed appreciation for Mr. Wiley's "graciousness." Mr. Wiley has been helpful when asked for advice by White House aides making talent search for new commissioners and wondering what qualities are important. Chairman has also indicated willingness to stay on job through summer, as hunt for new chairman continues. Mr. King at lunch asked for some more help: Are there any brewing crises for which new chairman should be ready? There aren't.

Meanwhile, it appears that FCC General Counsel Werner Hartenberger, named to that post last year, may be next high-ranking staff member to leave in anticipation of Wiley departure. He is entertaining job offers and he has notified commission he will not participate in cases in which law firm of Fletcher, Heald, Rowell, Kennehan & Hildreth appears. Neither he nor firm has commitment, but they have talked. If Mr. Hartenberger leaves while Mr. Wiley is still chairman, it's presumed Larry Secrest, now deputy general counsel, would be moved up.

One for all

Society of Motion Picture and Television Engineers, whose working committee on standardization of nonsegmented, one-inch helical recorders reached "agreement in principle" last Thursday (see "In Brief," page 18), is being praised by participants for almost-unheard-of speed in resolving technical problems that could have held back development of that format for months or even years—or that otherwise would have been left to costly battle in marketplace to determine which design would ultimately prevail.

Agreement opens gate to market estimated as high as \$500 million in eventual replacement of quadruplex format that now dominates video-recorder market ("Closed Circuit," June 20).

Fast starter

New joint board chairman of National Association of Broadcasters, Donald Thurston of WMNB-AM-FM North Adams, Mass., is firmly in saddle after one week as head of association. He spent day in meetings with association staff at Washington headquarters last week reviewing schedule through end of year. He was especially concerned about NAB's planned public meetings in fall to discuss

TV, and asked NAB senior vice president for public affairs, Thomas Swafford, for full report on preparations by next executive committee meeting, July 25. He also asked NAB president, Vincent Wasilewski, to arrange meetings in next two weeks to introduce Mr. Thurston to network heads.

Day's activity gave evidence of direction Mr. Thurston hopes to take NAB. He's "very concerned" that association's public relations effort be improved, indicated that will get direct attention from board. He also wants association to begin "preparing for two or three years down the road," broadening focus to take in problems of international communications and new technology—which is in fact theme he helped pick for 1978 annual convention.

Heat in sweets

Stations are responding to call to arms over legislation proposing to ban broadcast advertising of products containing saccharin. One National Association of Broadcasters spokesman said he hasn't seen such outpouring of letters to Congress since year license renewal legislation came close to passing. Source in Senate said every member of Human Resources Committee has gotten message, and will discuss changing broadcast advertising provision in markup session scheduled Wednesday.

Those involved say it's too soon to predict outcome, but alternative options include requiring health hazard warnings in radio and TV commercials for saccharin, as bill now provides for print ads (see story page 14), or requiring broadcast of counteradvertising. Broadcasters oppose both of those and hope committee will take third option instead, to leave section alone and let Commerce Committee, which is next in line to handle bill, take care of it. Belief is that chances are good that latter panel will remove section altogether.

Summer slump

Several radio station reps report spot radio business has bogged abruptly in many markets in last couple of weeks, and some report slowdown in local sales as well. Nobody seems to know why. Some say it's seasonal lull. It's also spotty. As one said, "Business is gangbusters in some markets while in others, which seem just as good, it's suddenly dead." But, as another said, "Nobody seems to be pushing any panic buttons."

Over-all it's estimated that for first four months of 1977 spot radio business in total was up 12%—or more—from same period last year, which itself was unusually

strong. Some think current slowdown seems more pronounced than it really is because past 15 or 16 months were all, as one put it, "good to record-breaking." Others downplay current inactivity on grounds that spot is often fitful, say business for full year should be up at least 10% from year ago.

Yes but

FCC takes up Cox Broadcasting's proposed merger with Cox Cable Communications Corp. this week, with staff recommendation that takeover be approved—but with condition to satisfy commission's crossownership rule. Cox Broadcasting, which would increase ownership of cable subsidiary from 56% to 100%, would be required to spin off Cox Atlanta-area cable systems that are within service area of Cox's WSB-TV Atlanta within two years. Cox has asked for five-year period in which to divest itself of Atlanta systems.

Home-grown hero

Now that Public Broadcasting Service member stations have given financial go-ahead for 30-minute nightly *Dick Cavett Show* (see page 34), system promoters are hoping to play him "up to the hilt" as spokesman for noncommercial TV. Details of promotion strategy haven't yet been talked out, but heavy use of star is considered logical move for PBS whose well-known personalities often have come from British imports. *Cavett* run is scheduled to begin in October; co-production with his Daphne Productions is to start at WNET(TV) New York in about six weeks.

Beached

FCC action in closing down network inquiry (see page 15) has left one personnel problem in its wake. Joseph Marino, who was to head special staff, is left stranded, at least temporarily. Mr. Marino, former head of General Counsel's Office's litigation division before being named deputy chief of Common Carrier Bureau, left latter post in November to work on government's brief in family-viewing case. Then he was tapped for network inquiry job.

In meantime, Philip Permut had taken over as acting deputy chief of Common Carrier. So where does Mr. Marino go? He feels Mr. Permut has earned deputy's job, but he thinks Common Carrier is place for him. As for where, officials are sure only that it will be "challenging" and "rewarding" job.

Business Briefly

TV only

K-Mart □ Division of Kresge Co. is scheduling 22-week campaign for its K-Mart discount chain that will start late this month. Ross Roy, Detroit, will select spots in 140 markets during fringe and day time. Target: adults, 18-49.

Colgate-Palmolive □ Company's Dermassage liquid will be featured in 11-week promotion that begins this week. William Esty, New York, is placing spots during fringe, day and prime time. Target: women, 18-49.

International Playtex □ Esmark Inc. subsidiary is getting set for two four-week flights that will start late next month and in early October for its Playtex Control-Top pantyhose. Ted Bates, New York, is selecting spots in at least 10 markets during fringe time. Target: women, 35 and older.

Cannon Mills □ Textile maker will expand print campaign for Oscar De la



Renta Collection into television with heavy schedule on CBS and ABC this summer. Thirty-second commercial, created by N W Ayer, New York, features Mr. De la Renta, fashion designer, with his sheets, pillowcases, bedspreads and towels. Target: women, 21-49.

3M □ Company's consumer-products division features its Hair Set tape in four-week buy that will start early next month. D'Arcy-MacManus & Masius,

Bloomington, Minn., is seeking spots in 17 markets during prime time. Target: women, 18-49.

Phillips Petroleum □ Oil company is readying two flights, beginning early next month and in mid-September, that will run from seven to 14 weeks. Tracy-Locke Advertising, Dallas, will buy spots in 59 markets during prime and late fringe time. Target: men and women, 25-54.

Magic Chef □ Kitchen-appliance manufacturer is placing three-week promotion for its microwave ovens that will start in November. Keller-Crescent, Evansville, Ind., is seeking spots in approximately 49 markets during day, prime and early fringe time. Target: women, 25-54, and working women.

Golden Grain □ Food company focuses on its Noodle Roni in 38-week campaign that's to start in mid-September. Vantage Advertising, San Francisco, will select spots in 23 markets during fringe, day and prime time. Target: women, 18-49.

Martin Senour Paints □ Sherwin-Williams division is planning two-week promotion for its paints starting in late August. Wyse Advertising, Cleveland, is picking spots in 10 markets, including Washington and San Francisco, during fringe and prime time. Target: adults, 25-49.

Ertl Co. □ Agricultural and construction toy company schedules four-week push beginning in November. Kerker & Associates, Minneapolis, will slot spots in five markets during prime and late fringe time. Target: women and men, 18-49.

Celeste pizza □ Division of Quaker Oats Co. is placing four-week push for its Celeste Sicilian style pizza starting this week. Adcom, Chicago, is picking spots during late fringe time. Target: women, 18-49.

Hanes □ Hosiery company is mapping three-week flight starting this week. Case & McGrath, New York, is seeking spots in four markets during day, prime and late fringe time. Target: women, 18-34.

Dairy Queen □ Ice cream store chain is planning two-week promotion starting late next month. Campbell-Mithun, Minneapolis, will place spots in at least 50 markets during fringe, prime and access time. Target: adults, 18-49.

Permabond International □ National Starch & Chemical Co. subsidiary is preparing seven-week campaign, to start

Wild Wild West

Wild it is.
Western it's not.
Each hour abounds
with secret-agent
adventure and
sophisticated
humor. Set against the backdrop of
America's dangerous frontier.
Little wonder this one draws a
higher percentage of 18-49 fans than
the westerns!

Viacom

Source: NSI Report on Syndicated Programs, Nov. 1976. Estimates subject to qualifications available on request.

late next month, for its PermaBond glue and Fun-Tal adhesive. Winner Communications, New York, is selecting spots in day, prime, weekend, early and late fringe time in about 70 markets. Target: adults.

Jacobazzi □ Wine dealer launches four-week promotion beginning this week. Keller-Haver, New York, is placing spots in 10 markets during fringe, day and prime time. Target: total adults.

Del Laboratories □ Company features its Hard As Nails nail-care products in two five-week flights that will begin in middle of next month and in mid-October. Scali, McCabe, Sloves, New York, will be placing spots in fringe time. Target: women, 18-49.

Ziebart International □ Auto-body rustproofing firm will begin six-week push in mid-September. Ross Roy, Detroit, is seeking spots in 50 markets during fringe and prime time. Target: men, 25-49.

Fun Stuff □ Toy company is scheduling nine-week promotion that will begin in mid-October. Marvin Advertising, Chicago, is buying spots during children's time in approximately 30 markets. Target: boys, 6-11.

Kiplinger Washington Editors □ Publisher is mapping six-week TV buy beginning this month for its *Changing Times* magazine. Albert Frank-Guenther Law, Los Angeles, is seeking spots in approximately 50 markets during day, fringe and access time. Target: adults.

Radio only

General Mills □ Company's Nature Valley granola bars will be featured in three-week promotion beginning this week. Campbell-Mithun, Minneapolis, will seek spots in 34 markets, among them Chicago, Cleveland and Los Angeles. Target: women, 25-49.

Drackett □ Bristol-Myers subsidiary is planning 10-week buy for its cleaning-products division that will start in mid-September. Foote, Cone & Belding, New York, is placing spots in five markets, among them Miami, Milwaukee and St. Louis.

Rep appointments

- KTVH(TV) Little Rock, Ark.: Blair Television, New York.
- WBBJ-TV Jackson, Tenn., and WKAB-TV Montgomery, Ala.: H-R Television, New York.
- Tennessee Radio Network, Nashville: H-R/Stone, New York.
- WARE(AM) Ware and WUPE-AM-FM Pittsfield, both Massachusetts: Kadetsky Broadcast Properties, Boston, for New England

BAR reports television-network sales as of June 26

ABC \$572,551,600 (33.5%) □ CBS \$569,939,800 (33.4%) □ NBC \$566,034,300 (33.1%)

Day parts	Total minutes week ended June 26	Total dollars week ended June 26	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.	123	\$ 806,000	3,749	\$ 23,806,000	\$ 18,041,000	+32.0
Monday-Friday 10 a.m.-6 p.m.	962	13,506,900	24,954	373,294,500	306,058,700	+22.0
Saturday-Sunday Sign-on-6 p.m.	269	4,929,000	8,201	195,187,400	154,174,800	+26.6
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,620,700	2,568	96,521,000	74,075,100	+30.3
Sunday 6 p.m.-7:30 p.m.	17	771,600	551	28,080,200	22,969,300	+22.3
Monday-Sunday 7:30 p.m.-11 p.m.	418	32,596,100	10,637	877,239,500	707,954,700	+23.9
Monday-Sunday 11 p.m.-Sign-off	191	4,106,400	5,143	114,397,100	95,514,500	+19.8
Total	2,081	\$60,336,700	55,803	\$1,708,525,700	\$1,378,788,100	+23.9

Source: Broadcast Advertisers Reports

National Airlines □ Company is beginning three-week flight this week. Ted Bates, New York, is mapping out spots in several markets, including Houston and Miami. Target: adults, 25-49.

Carling National Breweries □ Four-week drive to begin late this month, is being planned for Carling Malt Duck malt liquor. W.B. Doner, Baltimore, will place spots in five markets. Target: adults, 18-34.

Pontiac Dealers Association □ New England group of dealers is mapping two-week drive that will start late this month. Sawdon & Bess, New York, is picking spots in five markets, including Augusta, Me. Target: men, 18-49.

Air Jamaica □ Airline is launching six-week flight in mid-September. Ketchum, MacLeod & Grove, New York, will place spots in five markets, including Chicago, Miami and Philadelphia. Target: adults, 25-49.

Philadelphia Saving Fund Society □ Savings-and-loan institution features its savings certificates in three-week campaign that starts this week. Weightman Advertising, Philadelphia, is scheduling spots in three markets. Target: adults, 25-49.

Worth Parfums □ Perfume maker will feature its Je Reviens brand in four-week buy that will begin in middle of next month. Firestone & Associates, New York, is placing spots in five markets, including Chicago and Los Angeles. Target: women, 25-49.

Life Insurance Co. of Georgia □ Firm is planning four-week flight to begin early next month. Liller Neal Battle & Lindsey, Atlanta, is seeking spots in 25 markets during day, early and late fringe times. Target: adults, 18-49.

Doubleday Books □ Publishing company features its "I'm Eve" book, written by Chris Costier-Sizemore, in one-week starting late this month. Chapman Communications, New York, will place spots in 18 markets including Los Angeles and San Francisco. Target: adults, 18-49.

Alco Stores □ Department store chain is mapping three-week promotion starting in early September. Christenson, Barclay & Shaw, Kansas City, Mo., will select spots in as many as 40 markets. Target: men, 18 and over.

Sherwood Medical Industries □ Professional health care products company is placing two-week push starting next month. Frank Block Associates, St. Louis, is buying spots in four markets including San Diego and Los Angeles. Target: adults, 18 and over.

Buena Vista □ Distribution company promotes Walt Disney's film production of "The Rescuers" in one-week flight beginning this week. Van Roberts Advertising, Dallas, will place spots in 14 markets including Amarillo and Austin, Tex. Target: adults, 25-34, and teen-agers.

Neutrogena Corp. □ Manufacturer is mapping 12-week buy for its Neutrogena soap beginning in early September. Hall & Levine Advertising, Los Angeles, will schedule spots in 16 markets including Boston, Chicago and Detroit. Target: teen-agers, 12-17, and women, 18-24.

American Cyanamid Co. □ Agricultural division of chemical company features its Warbex grubs farm product in three-week flight beginning in mid-October. Richardson, Myers & Donofrio, Baltimore, will handle spots in about 290 markets. Target: farmers.

Monday Memo[®]

A broadcast advertising commentary from Wendy Marquardt, media supervisor, Griswold-Eshleman, New York

Both sides of a buy: more than just talk

The bottom line. The lowest C-P-M. The best cost-per-point. Familiar jargon to those who buy and sell radio and TV time.

The buyer tries to purchase the highest-rated, most prestigious programs dirt cheap; the seller tries to sell the same commodity for an outrageous cost. All of this is done in the name of negotiation—a euphemism for the time-honored marketplace tradition of haggling.

It is said that buying services and large agencies (large in terms of spendable broadcast dollars) get the best deals, based on clout and tough, ruthless buyers. If this is true, how can small agencies with \$500,000-\$1,000,000 accounts negotiate efficient buys? Perhaps a further look at the meaning of "negotiate" is needed.

Webster defines the verb as "to confer, bargain or discuss with a view to reaching agreement." Gerald I. Nierenberg in his book, "The Art of Negotiating," claims that, "In a successful negotiation, everybody wins."

But how many buyers/sellers ever think of anyone, other than themselves, as winning? Both buyer and seller are third parties working on behalf of a client, and they play a game called negotiation—except this game has no specific rules, only tools that can be used.

In order for a negotiation to be necessary, both parties must have needs to satisfy. In the case of broadcast negotiation, the primary needs are those of the advertiser and the station, but, since every negotiation boils down to communication between individual persons, their needs become important as well.

Doing your homework is essential before any successful negotiation can occur. Both buyer and seller must have knowledge of the market or markets to be bought. Each should be familiar with the existing rating information, current market costs, available dollars as well as rating point and demographic goals. Otherwise the buyer becomes no more than an order placer; the seller, an order taker.

And in that case, either the advertiser or station will be left with the short straw and no one wins which means the needs have not been satisfied which means a successful negotiation has not taken place.

No two negotiations are alike, but the knowledge of human behavior is essential to any negotiator.

Although both negotiators have spent a lot of time doing their homework and, both feel that they are expert, it is essential that each person maintain an open mind and be a good listener. You never know



Wendy Marquardt has been media supervisor at Griswold-Eshleman, New York, since last January. For several years previously she held media posts at Ketchum, MacLeod & Grove, Pittsburgh, and with Worldwide Television Ministry, Akron, Ohio, which placed the *Rex Humbard Show*.

when you might learn something—and that something might be an insight into the needs of your opponent that could give you additional valuable information with which to negotiate a better bargain.

Listening with your eyes is also a technique. Much information is communicated nonverbally. Often a person's eyes will give away a bluff. When people are nervous, they tend to blink their eyes more rapidly and more often. A good negotiator never loses eye contact with the opponent when negotiating face to face.

But what about the very important needs of the individuals involved?

It is only human nature to want to be nice to someone who is nice to you and who tries to make you feel comfortable. But it seems to go even deeper than that.

Kathi Wakefield, a New York career counselor and consultant, claims that the need for affiliation is considered to be an important part of many people's career needs. Ms. Wakefield uses a test that indicates the need for achievement (the need to accomplish goals in an efficient, creative way); the need for power (the need to influence people), and the need for affiliation (the need to be loved/accepted by

fellow workers and colleagues). Although needs vary by individual, she finds the need for affiliation runs very high.

Ms. Wakefield notes that while no actual "affiliation" figures have been compiled, 10% of the entire population has a high need for achievement. Many people in sales, she says, have extremely high achievement needs, and most people with high achievement needs have little or no need for affiliation. Sometimes these people forget that they are dealing with human beings and forget about the individual's feelings, says Ms. Wakefield. This can be a tough situation when dealing with those persons who find affiliation an important part of their career needs.

Ms. Wakefield also claims that people who consider affiliation important tend to respect other people who have similar feelings. "Concern for affiliation seems to generally make business interactions more pleasant," she says.

So, if you thought you were the only one who needed a little affection and kindness and consideration, join the crowd. But, remember, if you expect to get it, you've got to give it. Besides that, it is a legitimate need of your negotiating opponent.

A thank-you-note for a nice lunch takes about five minutes to write, but means so much to the receiver. Or consideration for someone who has been sick or putting in 60-hour work weeks. Or a phone call to let the seller know he's going to be shut out—before the fact, not afterwards. Or just letting the seller know that there is a piece of business up—nothing is worse than being closeted.

Or thanking the seller for helping make a terrific buy or thanking the buyer for making a terrific buy. Or notifying the buyer that a spot is being pre-empted before the fact and that the client can expect a made-good in something terrific like *Son of Roots*.

All of these things are not to say that a station should be bought because the seller took the buyer to lunch. The primary needs of the advertiser and station must carry the most weight. But meeting the basic needs of the individual negotiators has never hurt a negotiation, because the individuals enter it with a positive feeling.

No doubt the clout held by buying services and large agencies doesn't hurt when trying to negotiate efficient buys. But a good negotiator who has done research, considered the primary needs of the advertiser and station as well as the very important needs of the individuals involved in the actual negotiation should be able to haggle for an efficient, effective buy whether the budget is \$1,000, \$100,000 or \$1,000,000.

Datebook[®]

This week

July 10-11—*South Carolina Broadcasters Association* summer convention. Holiday Inn, Hilton Head.

July 10-12—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N. H.

July 10-12—*New York State Broadcasters Association* 16th annual executive conference. Saratoga Springs.

July 10-13—*National Association of Farm Broadcasters* summer meeting. L'Enfant Plaza hotel, Washington.

July 12-15—*National Association of Business and Educational Radio* annual meeting. Lake Lanier, Ga.

July 13—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Ramada Inn, Logan Airport, Boston.

July 13-15—*Wisconsin Broadcasters Association* summer meeting. Olympia-Princess Resort, Oconomowoc.

July 13-16—*Colorado Broadcasters Association* summer convention. Steamboat Springs.

July 15—FCC's new deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

July 15—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton, Airport, Memphis.

July 16—Seminar on news media coverage of desegregation, sponsored by *Associated Press Society of Ohio and Ohio Associated Press Broadcasters*. Holiday Inn—Airport, Columbus.

July 16-17—*United Press International Broadcasters of Louisiana* annual convention and awards banquet. Marriott hotel, New Orleans.

July 16-19—*Television Programming Conference*. Hilton Inn, Shreveport, La. Information: Tay Voye, WTVJ(TV) Miami.

■ **July 17-18**—*Community Antenna Television Association* seminar for cable operators. Fountain Head Lodge, near Eufaula, Okla.

July 17-19—*California Broadcasters Association* general membership meeting. Speakers will include FCC Commissioner Margita White and ABC Inc. President Eilon Rule. Del Monte Hyatt House, Monterey.

July 17-23—*National Association of Broadcasters* sales management seminar. Harvard University Graduate School of Business Administration.

Also in July

July 20—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. O'Hare Hilton, Chicago.

July 21—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. Marriott at Kansas City Airport.

July 21-22—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Fairmont hotel, Dallas.

July 22—FCC's new deadline for replies in network inquiry (Docket 21049). FCC, Washington.

July 23—Region two and three workshop of *Radio Television News Directors Association*. Snow Bird Resort, Salt Lake City.

July 25—Start of hearing before *House Communications Subcommittee* on broadcast chapter of options paper of Communications Act revision. Rayburn House Office building, Washington.

July 25-27—*Cable Television Administration and Marketing Society* conference on pay cable. Century Plaza hotel, Los Angeles.

July 26-28—Hearings before the *Copyright Office of the Library of Congress* on whether there should be copyright protection for record performers and manufacturers. Monaco suite, Beverly Hilton hotel, Beverly Hills, Calif.

July 28-31—Annual conference of the *National Association of Black Journalists*. FCC Commissioner Benjamin Hooks, who also is executive director-designate of the National Association for the Advancement of Colored People, will be keynote speaker. Baltimore Association of Black Media Workers will be host. Lord Baltimore hotel, Baltimore.

July 29-30—Annual MPL seminar of *Motion Picture Laboratories*, produced in conjunction with the Nashville section of *Society of Motion Picture and Television Engineers* and *Memphis State University*. Memphis. Information: MPL seminar, Box 1758, Memphis 38101; (901) 774-4944.

July 30—Deadline for entries in the 1977 Ondas Awards (12 for radio and five for TV, in Spain, five for radio and five for television in other countries). Awards for programs, organizations and individuals for accomplishments in the year prior to March 1. Awards will be given in Barcelona Nov. 14. Information: Premios Ondas, *Radio Barcelona*, Barcelona, Spain.

August

Aug. 1—*House Communications Subcommittee* hearings on broadcasting in connection with Communications Act review continue this week. Rayburn House Office building, Washington.

Aug. 1-4—Washington-based *National Commission on Cooperative Arrangements* conference on community colleges and telecommunications. Crown Center, Kansas City, Mo.

Aug. 4-7—*Rocky Mountain Broadcasters Association* convention. Sun Valley Lodge, Sun Valley, Idaho.

Aug. 9—*American Bar Association* hearing on updating and revising ABA standards on fair trial and free press, Chicago. Information on testifying: Deborah van

Peski, communications division, American Bar Association, 77 South Wacker Drive, Chicago 60606; (312) 947-4177.

Aug. 17-19—*Rocky Mountain Cable Television Association* summer meeting. Ramada Show King Inn, Jackson, Wyo.

Aug. 17-19—*Arkansas Broadcasters Association* summer convention. Speakers will include Harry Boyle, chairman, Canadian Radio-television Commission; Julie Hoover, ABC-TV director of standards, and FCC Commissioner Benjamin Hooks. Indian Rock Resort, Fairfield Bay.

Aug. 18-21—*National Federation of Community Broadcasters* national conference. Augsburg College.

Aug. 21-23—*Southern Cable Television Association* 17th annual convention. Southeast chapter of *Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

Aug. 22—*Association for Education in Journalism's* plenary session, "Freedom vs. Control: The U.S. and World News Flow." School of Journalism and Mass Communication, 5115 Vails Communication Hall, University of Wisconsin, Madison.

Aug. 22—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va., Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Sept. 22 (Docket 20418). FCC, Washington.

Aug. 22—FCC's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1. FCC, Washington.

Aug. 25-28—Second annual Chicano Film Festival, with *Centro Video of Oblate College* as host. San Antonio, Tex.

Aug. 25-28—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs.

Major meetings

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.

Oct. 16-19—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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 21-26, 1978—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

June 1-3, 1978—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

June 17-20, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson Downtown, Minneapolis; 1979 convention will be June 6-10, Nashville.

Spotmaster® 3000 Series



Model 3100 Slim Line — the space saver for A size cartridges. Available in mono and stereo playback.



Model 3200 Compact — for A and B cartridges. Available in mono and stereo, record/playback and playback only.



Model 3300 Standard — for A, B and C cartridges. Available in mono and stereo, record/playback and playback only.

A new family of professional cart machines with a large air-damped solenoid, direct drive synchronous motor, and a rugged machined deck.

And these Spotmaster exclusives: Phase Lok III head bracket for optimum stereo phasing; a superior, up-to-date, modular electronic package; a unique cartridge guidance system; and a full range of options including manual/automatic fast forward, additional cue tones, microphone input and desk top or rack mounting.

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

BROADCAST ELECTRONICS, INC.

PRODUCERS OF
Spotmaster®
TAPE CARTRIDGE EQUIPMENT

A FILMWAYS COMPANY



Aug. 26-Sept. 4—International Radio and TV Exhibition 1977 Berlin. Berlin Exhibition Grounds, Berlin. Contact: Bodó H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

September

Sept. 7-9—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State University Chair of Private Enterprise*. Georgia State University, Atlanta.

Sept. 10—Region 13 workshop of Radio Television News Directors Association. Washington.

Sept. 11-13—Illinois Broadcasters Association fall convention. Marriott Lincolnshire Resort, Chicago.

Sept. 11-14—National Association of Broadcasters seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

Sept. 14-15—Ohio Association of Broadcasters fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will speak. Columbus Sheraton, Columbus.

Sept. 15-17—Radio Television News Directors Association international conference. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.

Sept. 16-18—Maine Association of Broadcasters annual convention. Samoset-by-the-Sea, Rockland, Me.

Sept. 18-20—Nebraska Broadcasters Association convention. Speakers will include Sig Mickelson, Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Stelk, FCC, and attorney-publisher Larry Perry, Scottsbluff.

Sept. 18-20—Annual convention of National Religious Broadcasters Western chapter. International Marriott hotel, Los Angeles.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago.

Sept. 18-21—Pacific Northwest Cable Television Association meeting. Ridpath hotel and motor inn, Spokane, Wash.

Sept. 19-21—Western Electronic Show and Convention, organized and managed by nonprofit *Electrical and Electronics Exhibitions Inc.* Brooks Hall and San Francisco Civic Auditorium.

Sept. 21-23—Fall meeting of Minnesota Association of Broadcasters. Guest speakers will be National Association of Broadcasters President Vincent Wasilewski and program producer Earl Nightingale. Holiday Inn, Worthington.

Sept. 25-27—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26-28—Eascon '77 conference on electronics and aerospace systems. Sheraton National hotel, Arlington, Va. Information: Eascon-'77, suite 636 821 15th Street, N.W., Washington 20005.

Sept. 26-28—Seventh annual assembly of the Council of Better Business Bureaus. Bert Lance, director of the Office of Management and Budget, will be special luncheon speaker. Antlers hotel, Colorado Springs.

Sept. 26-Oct. 1—"Teleconica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

Sept. 30—Deadline for entries in Atomic Industrial Forum awards for contributions to public understanding of the peaceful uses of nuclear energy. Categories are electronic media and print, each with a \$1,000 prize. Information and entries: MaryEllen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014; (301) 654-9260.

Sept. 30-Oct. 1—Fourth annual Advertising Conference of Wisconsin, sponsored by *University of Wisconsin Extension*. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixson, Leo Burnett Co. Wisconsin Center, Madison.

October

Oct. 2-5—Missouri Broadcasters Association fall meeting. Holiday Inn, Hannibal.

Oct. 3-4—Southwestern regional convention of National Religious Broadcasters. Southwest Radio Church, Oklahoma City.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5-7—Indiana Broadcasters Association fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—Information Film Producers of America national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; (213) 874-2266.

Oct. 5-10—Women in Communications Inc. annual meeting. Sheraton-Waikiki hotel, Honolulu.

Oct. 9-11—North Carolina Association of Broadcasters annual convention. Pinehurst hotel, Pinehurst.

Oct. 9-12—National Radio Broadcasters Association convention. New Orleans Hilton, New Orleans.

Oct. 10-13—Electronic Industries Association 53d annual convention. Fairmont hotel, San Francisco.

Oct. 13—Religion in Media Association awards program. Century Plaza hotel, Los Angeles.

Oct. 13-14—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

Oct. 14-16—Fall convention of Illinois News Broadcasters Association. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

Oct. 16-19—The Society of Motion Picture and Television Engineers 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 17-18—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

Oct. 17-19—Advertising Research Foundation 23d annual conference. Waldorf Astoria, New York.

Oct. 18-20—Seventh annual conference of Western Educational Society for Telecommunications (WEST). Harrah's hotel, Reno. Information: Wendell H. Dodds, WEST '77 chairman, University of Nevada, Reno 89557.

Oct. 19-21—Tennessee Association of Broadcasters annual convention and business meeting. Read House, Chattanooga.

Oct. 20-21—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

Oct. 20-22—Mississippi Cable Television Association annual meeting. Broadwater Beach, Biloxi.

Oct. 21—Pittsburgh chapter, Society of Broadcast Engineers regional convention and equipment exhibit. Howard Johnson motor inn, Monroesville, Pa.

Oct. 23-24—North Dakota Broadcasters Association fall meeting. Holiday Inn, Fargo.

Oct. 23-28—Annual meeting of Association of National Advertisers. The Homestead, Hot Springs, Va.

November

Nov. 2-4—American Association of Advertising Agencies central region annual meeting. Ambassador hotel, Chicago.

Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the *Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers.* Downtown Marriott hotel, Chicago.

Nov. 4-6—Eighth annual national radio conference of Loyola University of Chicago. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

Nov. 4-7—American Advertising Federation western region conference. Broadmoor hotel, Colorado Springs.

Nov. 7-8—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Marriott hotel, Denver.

Nov. 7-12—Western Cable Show, sponsored by the Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association. Town and Country hotel, San Diego.

Nov. 8-10—Midcon electronic convention and exposition, sponsored by regional Electronic Representatives Association. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

Nov. 10-11—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.

Nov. 10-13—National Association of Farm Broadcasters convention. Crown Center, Kansas City, Mo.

Nov. 14-15—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

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

Nov. 16-19—Second annual international Videodisc/Home Video Programming Conference, an undertaking of Visiondisc Corp. Loeb Conference Facility, New York University, New York.

Nov. 16-20—National convention of The Society of Professional Journalists. Sigma Delta Chi. Renaissance Center, Detroit.

December

Dec. 1—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Open Mike[®]

High marks for Montreux

EDITOR: Kudos on the series of excellent reports in the June 20 issue of BROADCASTING, which dealt with the 10th International TV Symposium and Technical Exhibition in Montreux, Switzerland.

I found particularly interesting the article on direct broadcast satellites, where the real-world political issues involved were precisely pinpointed. Experts generally talk about these in hushed tones, and this is the first time that I have seen them mentioned openly in print. Congratulations.

Perhaps I'm biased since I earn my living from international broadcasting, but I was very glad to see reportage of events outside the parochialism of American broadcasting. I hope that this is the beginning of a new trend for BROADCASTING.—George Jacobs, director of engineering, Board for International Broadcasting, Washington.

EDITOR: Congratulations on an outstanding report on Montreux '77. The coverage was outstanding and very, very helpful to me. For your information, I have circulated all our copies of the magazine to our engineering people so as to be sure they had as much exposure as possible.

And then comes this week's issue [BROADCASTING, June 27] with the special report on computers, which is also very timely and appreciated. As I write this (I haven't yet read it but look forward to going through it) we are about to fully automate WTOP-TV through a Vital switching system and Jefferson Data's software. Thus, this article is also timely.

Thanks very much for the excellent reporting.—James T. Lynagh, vice president and general manager, WTOP-TV Washington.

Computer comment

EDITOR: I have never seen a better article on broadcast automation ["Catching up

with the computer evolution," BROADCASTING, June 27]. The business has changed so rapidly over the years, and so many exaggerated claims have confused the prospect, that such a definitive treatment was long overdue. Thanks to you, a lot of misunderstandings will be cleared up.—Norfleet R. Turner, chairman, Data Communications Corp Memphis.

Whence they came

EDITOR: The May sweep averages for each network as stated in the "In Brief" column in the May 30 issue might be misinterpreted by some as being based on data produced by Nielsen Station Index or Arbitron. Problems arise from this misinterpretation when clients believe that the networks and press are provided these data far in advance of our regular delivery schedule. Though our delivery of the May reports was nothing short of fantastic, the May 30 column preceded our delivery by several days.

For the record and to avoid future confusion, the averages stated in the article were based on Nielsen Television Index national daily ratings covering the survey dates of each rating service—William R. Behanna, director of press relations, A.C. Nielsen, New York.

The Stevens 'Profile'

EDITOR: Congratulations on the selection of Paul Stevens for your "Profile" in the June 27 issue.

He is a great gentleman and is serving mankind in a most admirable fashion with a staff of devoted employees. His many offerings to radio and TV are most professional and all stations using them, I am sure, have the same respect for his work that I do.—Paul L. Ruhle, executive director, Tennessee Association of Broadcasters, Nashville.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting[®] TELEVISION[®]

The newswEEKly of broadcasting and allied arts

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

Sol Talshoff, editor.
Lawrence B. Talshoff, publisher.

EDITORIAL

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

YEARBOOK □ SOURCEBOOK

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

ADVERTISING

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

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Sheila Chamberlain, Denise Ehdalvand, Patricia Johnson, Kevin Thomson, Bruce Weller.

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

New York: 75 Rocketteller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Douglas Hill, staff writer.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, advertising assistant.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-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.

Top of the Week

Build-up on both sides over possible ban for spots for saccharin

Call goes out to NAB to organize against proposal in Kennedy bill; manufacturers may give in on advertising prohibition in trade for 18 months of life for product

A call for an "emergency meeting" to plan an industry-wide campaign against the so-called "Kennedy bill" was issued last week amid signs that the makers of products containing saccharin may be willing to accept the bill's virtual ban on broadcast advertising in order to get its 18-month delay in banning the products themselves.

The call came from Miles David, president of the Radio Advertising Bureau, in a letter to Vincent T. Wasilewski, president of the National Association of Broadcasters. Mr. David asked the NAB president to "organize an emergency meeting of all the heads of relevant industry associations to see how we can best combine our forces to fight this reemergence of the cigarette advertising precedent."

A number of station reps meanwhile reported a decline in advertising of saccharin products, particularly at the local level, and some also said the makers of those products seemed in some cases to be supporting the Kennedy bill, if only on the theory that it offered their best chance to keep their products on the market.

In his letter Mr. David mentioned the Television Bureau of Advertising, the Station Representatives Association, the Association of National Advertisers and the American Association of Advertising Agencies as well as NAB and RAB as groups that might be invited to the proposed strategy-planning meeting. He suggested that perhaps newspapers and magazines might also "realize that this precedent could affect them and want to join us."

The saccharin bill, Mr. David emphasized, "may be just the beginning." Since broadcast advertising of cigarettes was

banned in 1971, he said, "concern over health hazards has grown substantially. If saccharin products are under question will products containing a certain percentage of sugar follow? What about foods with cholesterol?"

Even if the Kennedy bill were modified to permit broadcast commercials for saccharin, but with the same health warnings that would be required in print ads, broadcasting would be hurt, Mr. David said—especially radio, which affords "no equivalent of a small-type warning message."

TVB has estimated that at least \$52.7 million in national television advertising may be at stake: \$32.4 million in national spot, \$20.3 million in network based on 1976 expenditures (BROADCASTING, June 20). Various estimates for radio range up to \$15 million to \$20 million. In both radio and TV, much saccharin-related advertising is placed locally.

Mr. David stressed that he was fighting the principle of the Kennedy bill as well as the loss it threatened. "Will the rights of radio and television broadcasters be scapegoated continuously?" he asked. "Will the advertiser's First Amendment right to communicate about legally sold products be eroded continuously?"

He hoped that out of the proposed meeting would come "a common position and work by teams of our respective members to call on members of Congress as well as whatever additional activity is suggested . . . If nothing else, we should come away with an organized plan."

The Katz Agency is one station rep that has noted a decline in advertising for saccharin-related products over the past few months, particularly in local markets. A Katz spokesman cautioned, however, that it could not be determined if this sluggishness stemmed from general uneasiness

generated by the reports about saccharin and health or was part of the recent general leveling-off of TV advertising because of other factors.

Steve Seymour, president of Television Advertising Representatives, New York (part of Group W), also has noted a drop-off in TV advertising in local markets where beverage companies advertise heavily.

James R. Sefert, president of Peters, Griffin, Woodward Inc., New York, felt there has been scant impact to date on national spot advertising but said a canvass of represented stations indicates there has been a decline in local TV advertising. He urged the broadcast industry to mount an offensive to retain this advertising.

Mr. Sefert has wired PGW-represented stations suggesting they take the saccharin story to the public via editorials and to their elected officials in Congress.

He reported he had made contact with several major saccharin manufacturers and found an inclination on their part to support the Kennedy bill. Mr. Sefert pointed out to stations they may hear of some comparisons with the cigarette situation of eight or nine years ago.

"However," he continued, "we believe there is a significant difference. Saccharin has not been labeled 'harmful' by the surgeon general's office."

Several advertising agencies and makers of saccharin-related products referred all questions for comment to the Calorie Control Council, Atlanta, an association of makers of diet products. A spokesman said the council has taken the position that since there is no agreement among scientists about the harmful effects of saccharin, the ban on the product should be delayed. He said the council is in favor of unrestricted advertising for saccharin products.

Hollings asserts jurisdiction on saccharin advertising issue. The Senate Communications Subcommittee has inserted itself in the controversy over broadcast advertising of saccharin. The subcommittee last week issued a call for comments from interested parties on the provision in legislation—passed by Senator Edward Kennedy's (D-Mass.) Health Subcommittee two weeks ago—that would effectively prohibit the promotion of saccharin products on radio and TV, while placing less onerous restraints on print advertising (BROADCASTING, July 4).

Because of its jurisdiction over radio and TV matters, the Communications Subcommittee has authority to change the broadcast advertising section of the saccharin bill, and will get a crack at it when the Human Resources Committee finishes its mark-up (the latter panel has scheduled a session for Wednesday, July 13). Subcommittee Counsel Mary Jo Manning last week offered no predictions for the outcome, but said the "committee is concerned about taking a lot of liberties with the media." Because the Commerce Committee has a July 27 deadline for acting on the measure, Mrs. Manning said the subcommittee will not hold formal hearings. It has asked that written comments be submitted by July 14.

Tougher probe of TV networks in the cards?

That's one prospect seen once inquiry, now suspended, is revived by new chairman

At the FCC and in offices of the networks and the major program producers, the commission's decision to suspend work on its network inquiry has left a void where tension had been building. Commission proceedings, it once seemed, had a life of their own; once conceived, their development into rules or policy statements was inevitable. But with the inquiry into alleged network "dominance" of television now abandoned, there is simply nothing except questions and speculation as to what happens next. The assumption is that what comes next will be different from what has gone before.

The FCC's establishment of a special 11-member staff to have been drawn from existing personnel and outside specialists has been aborted. And lawyers for the networks and others involved who had been preparing reply comments have put that work aside; the replies, due July 22, need not be filed "until further notice."

The suspension, resulting from the refusal of Senator Ernest Hollings (D-S.C.), as chairman of a Senate appropriations subcommittee, to approve the commission's request to reprogram funds from other commission projects to cover the cost of the special staff, is expected to be only temporary. It was to enable the FCC chairman who is to be appointed by President Carter to have his "input factored into the study" that Senator Hollings disapproved the request. (And most of those observing developments in the inquiry appeared to take the senator's statement at face value; the senator was merely preserving the options for the Democrat who would succeed the present Republican chairman to parcel out well paying staff jobs.)

But when and in what form will the inquiry be resumed?

There is no chance the project, which was begun on Jan. 14 (BROADCASTING, Jan. 17) will be started up again before the fall, possibly the late fall. A successor to FCC Chairman Richard E. Wiley, whose term expired June 30 but who is continuing to serve, is not likely to be appointed and confirmed before September.

The key question is the form. The inquiry that has been shelved was structured largely according to the wishes of Chairman Wiley. The inquiry was not his idea; it was the commission's response to Westinghouse Broadcasting Co.'s petition for rulemaking aimed at reducing the networks' power in their relations with affiliates (BROADCASTING, Sept. 6, 1976). And

Mr. Wiley's enthusiasm for the project never seemed to match that of, say, Commissioner Abbott Washburn, an early supporter of the petition. But the commissioners generally agreed the final notice avoided the suggestion of prejudgments.

What's more, the chairman has made much of the care with which the staff was assembled. Several members were to have been recruited from universities; several were economists.

Senator Hollings, by his action, has invited the next chairman to review the work thus far done and propose changes. And at least one member of the commission feels some changes may be worthwhile.

Commissioner Joseph Fogarty, although he volunteered to support Chairman Wiley in any effort he made to urge Senator Hollings to reconsider, now sees a possible benefit in the enforced hiatus. "I think in the long run the inquiry may be more meaningful," he said last week. With the comments supplied serving as a guide, "We can tighten up the focus and determine what we really want to look at." The staff says the comments filed leave many questions unanswered. "We'd have to do a lot of digging," said one official who reviewed the comments.

More than that, there is the chance that the new shape of the inquiry would be affected by outside forces. For instance, the Justice Department and various citizen groups, in one round of comments in the proceeding, suggested that the commission consider divestiture of the networks' owned and operated stations. The commission appeared to reject the suggestion in stating, in its notice of inquiry,

Editor's note. A strike by pressmen in Washington has caused BROADCASTING to advance its deadlines slightly. The adjustments were made to protect on-time delivery at minimum loss of news.

"this is not a multiple or 'group' ownership proceeding." However, Commissioner Fogarty, in a separate statement, said he did not read that sentence as barring an examination of multiple-ownership issues as they affect the programming market. Last week, he indicated he still would not rule out in advance an examination of the multiple-ownership issue.

Then, too, there was the testimony former Commissioner Glen O. Robinson gave before the Senate Communications Subcommittee two months ago (BROADCASTING, May 16). Mr. Robinson suggested that, to realize the true promise of diverse programming, the commission should not confine itself to an examination of network-affiliate or network-producer relationships. It should consider as well, he said, new forms of communications delivery, such as broadband communications systems—cable, fiber optics and direct broadcast satellites. "A continued preoccupation with the traditional broadcast structure as the dominant form of electronic mass communications effec-

tively forecloses any lasting resolution of the problem of program diversity—which is the core of the 'network problem,'" he said.

A dissenter to the notion that the shape of the inquiry will be changed is Commissioner Washburn. "There's not much to change," he said. "It's shaped around the Westinghouse petition . . . You either want to go ahead with it or you don't." And he cannot imagine a new chairman not wanting to. "I just wish we could get on with it," he said.

One person who apparently expects the shape of the inquiry to be changed is Chairman Wiley. It was certainly not because he believed his handiwork would be preserved that he issued a statement asserting, "I wish to make it clear that I can take no responsibility for the future course of this inquiry nor the manner in which it may be staffed or directed."

Speculation about such matters does not seem to be taking up much of the time of those who would be directly affected by whatever commission action resulted from the inquiry. Network representatives, for instance, do not seem concerned by the fact the inquiry will resume under a chairman picked by President Carter. The solid support the networks received from affiliates in the June comments can only have bolstered their confidence in the outcome.

Other interested parties simply expressed interest in the inquiry being resumed as promptly as possible. Donald McGannon, president and chairman of Westinghouse Broadcasting, was one. So was Fritz Attaway, counsel for the Motion Picture Association of America, who said he was "disappointed" at the turn of events.

(The suspension, incidentally, has special meaning for Westinghouse and MPA. Westinghouse had been seeking to have the commission split off from the main inquiry a question regarding affiliates' rights to prescreen network programs. And MPA and a number of major producers had petitioned the commission for a declaratory ruling that various network practices violate the commission's financial interest rule [BROADCASTING, June 6]. These matters, too, are being held in abeyance.)

Meanwhile, an aide to Senator Hollings was taking issue last week with news accounts blaming the senator for blocking the inquiry. Mary Jo Manning, counsel to the Senate Communications Subcommittee, which the senator also heads, said he had simply denied a request to reprogram funds. The commission, she said, could have proceeded with existing staff. "There's no way we could have told them not to proceed. They made the judgment that other options were not acceptable." Of course, she acknowledged, "the practical consequences" of the senator's action "could be perceived as greater than the technical action taken."

Chairman Wiley did not disagree. But he said the practical consequences made it impossible for the commission to proceed. "We had no staff," he said, "no people, and no enthusiasm."

Back to the trenches on performance royalty

Register of copyrights begins hearings on issue left over from earlier legislative battle

Broadcasters and record makers took up familiar battle stations last week in renewed debate over the wisdom of establishing a new performance copyright for sound recordings.

Broadcasters, primarily radio operators, are militantly opposed to the creation of such a right because it would require them to pay fees to record performers and manufacturers—many of whom, they say, would not be in business but for radio.

The performers and manufacturers, on the other hand, argue that broadcasters have been getting a free ride from the record industry and that the manufacturers and performers deserve to share in the profits broadcasters derive from their works.

Each side calls the other greedy.

The occasion of the renewed attacks was a two-day hearing last Wednesday and Thursday before the register of copyrights of the Library of Congress, who was ordered by Congress (when it passed a major revision of the copyright law last year) to examine the wisdom of establishing a performance royalty. The register is to report back by January 178.

(Performers royalty has been an issue in Congress for more than 30 years, kept alive largely by former Senate Minority Leader Hugh Scott [R-Pa.], who retired from Congress last year. The ball has been picked up this year by Representative George Danielson [D-Calif.], who reintroduced legislation [H.R. 6063] that would have broadcasters pay fees for the records they play based on their advertising revenues: for radio stations, 1% of the net revenues if gross annual revenues are over \$200,000; \$750 if gross revenues are \$100,000 to \$200,000; \$250 if revenues are \$25,000 to \$100,000. TV stations would pay \$750 if annual gross advertising receipts are \$1-4 million, \$1,500 if revenues are over \$4 million.)

At last week's hearing, James Popham, assistant general counsel for the National Association of Broadcasters, argued that a new performance royalty—on top of that already paid to music composers and publishers—would be "unconstitutional ... unnecessary, unwise and unfair." If the government implemented a plan such as the House bill's, it would cost the radio industry \$15.2 million, or 16.8% of total radio profits in 1975, he said. For the stations losing money (40% of AM and AM-FM combinations, and 60% of independent FM's in 1975), he said, "obviously ... imposition of a record performance royalty would be particularly burdensome and severely detrimental to their ability to provide the best possible service to the public."

Mr. Popham argued further that it would be "highly inequitable" for radio stations to have to pay performers and record manufacturers when the latter two "bene-

fit handsomely from the constant, continuous exposure of their products on radio."

Another broadcast argument came from Theodore R. Dorf, general manager of WGAY-AM-FM Silver Spring, Md., who argued that a performers royalty would not be incentive to produce more and better music.

Arguments for the other side came from the American Federation of Television and Radio Artists, whose executive secretary, Sanford Wolff, called radio's free use

of records an "unconscionable exploitation" of another industry's product. "Our argument is simple: Performing artists, musicians and record producers deserve to be compensated by those who profit from their creativity, as broadcasters and jukebox operators and others profit through their use of sound recordings ... The broadcasting industry has enjoyed a free ride unprecedented in the annals of American business."

A second set of hearings on performance royalty has been scheduled before the register of copyrights at the Beverly Hilton hotel in Los Angeles July 26-28.

Phil Hochberg: Van Deerlin waves in a young veteran to pitch for Hill

The new addition to the team that will investigate sports and broadcasting has expertise in both fields and that, says counsel Shooshan, made the Washington lawyer such a logical choice

He bought his son a baseball glove the day the boy was born. On display in his office is a baseball with the signatures of 32 Hall-of-Famers he personally collected on a lucky night several years ago. He once aspired to be a sportscaster, became instead public address announcer for the old Washington Senators. Phil Hochberg is no ordinary sports enthusiast.

But the ultimate outlet of his passion for sport, the one that has his friends envious, is his work. He has found a way to mix vocation and avocation, having carved out in the last six years an unusual law practice centering on communications and pro sports.

For the moment, however, that private involvement has been suspended—in favor of a far more public role. Phil Hochberg is the newly named special counsel to the House Communications Subcommittee to investigate possible improprieties between the networks and pro sports. The job was created, according to the subcommittee chairman, Lionel Van Deerlin (D-Calif.), to determine whether the networks have become so deeply involved in staging some sports events that they actually control them (BROADCASTING, July 4).

The 36-year-old Mr. Hochberg is not new to Washington. He grew up there, worked for three years (1965-68) at the FCC, first as attorney-adviser to the review board, then as member of the CATV task force. His law practice since has involved him in lobbying on Capitol Hill for clients such as the National Hockey League and teams in the NHL and National Basketball Association—including the period that produced the sports



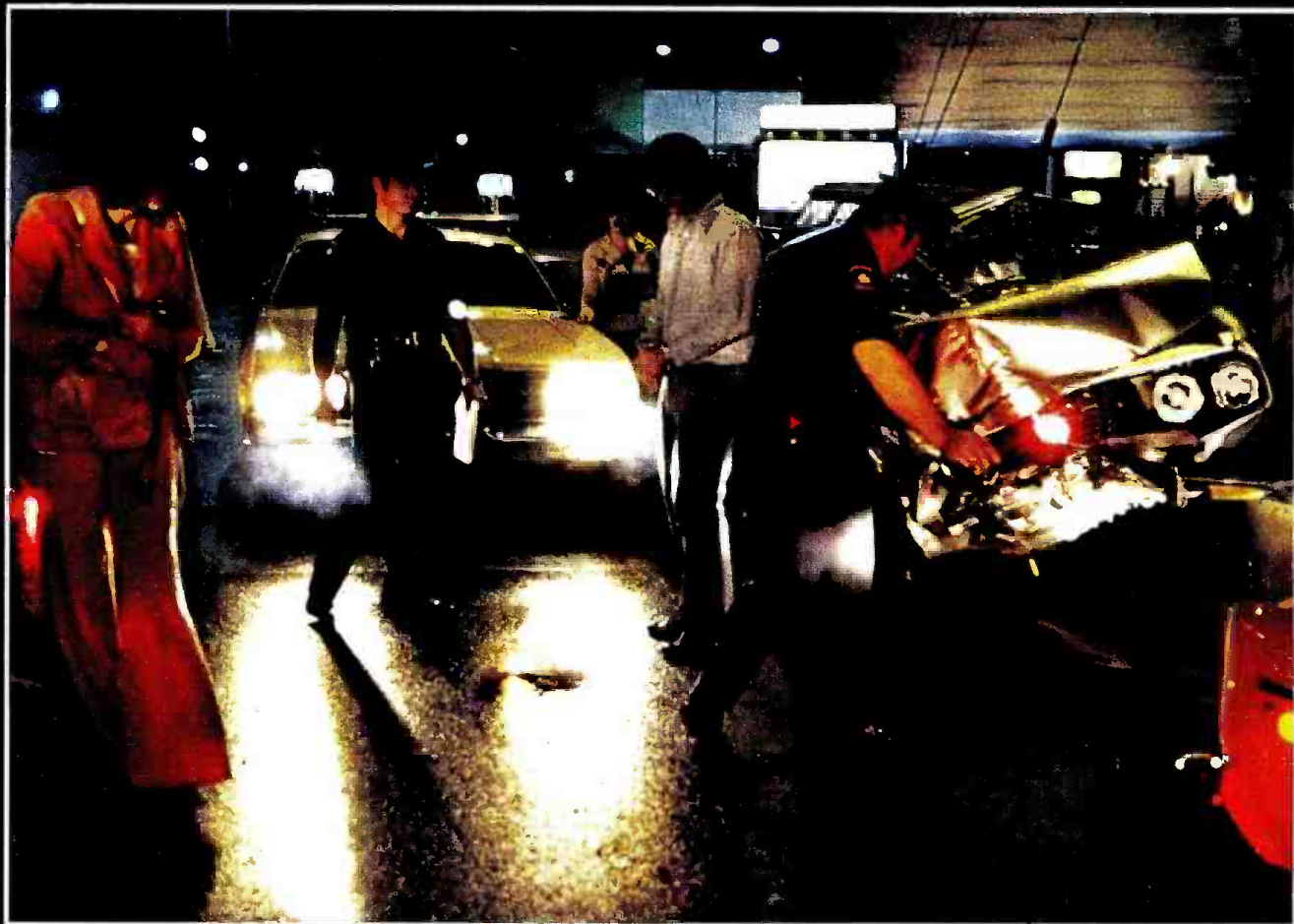
Hochberg

antiblackout law of 1973.

In that span he struck up a friendship with Harry M. (Chip) Shooshan III, then administrative assistant to the late House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), and now chief counsel to the subcommittee. The two have competed regularly on the squash court the last several years, and two seasons ago, Mr. Shooshan joined Mr. Hochberg on moonlighting weekends in the Washington Redskins' press box. (Mr. Hochberg relays game information to the assembled reporters, Mr. Shooshan coordinates press box communications).

A lawyer with experience in communications, pro sports contacts and an intimate knowledge of Capitol Hill and the House Communications Subcommittee Mr. Hochberg had the rare combination that, according to Mr. Shooshan, made him the clear choice as investigator of the relationship between the networks and pro sports.

Mr. Shooshan, who has over-all authorities for the investigation, said he broke a personal rule against hiring friends when he recommended Mr. Hochberg to subcommittee Chairman Van Deerlin. But it was important he said to find someone who could begin work quickly and who "wouldn't have to be led by the hand." Mr. Van Deerlin said he wanted the investigation to be finished in October, the



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

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

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

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

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

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

FILM IS GOOD NEWS.



same time as the scheduled conclusion of the hearings for the subcommittee's review of the Communications Act. Mr. Shooshan acknowledged that the fact that "Phil is a friend and someone I can work with" was a factor in Mr. Hochberg's selection for the assignment, but he said they would maintain a strictly "professional relationship."

Regarding possible conflict between the new job and Mr. Hochberg's past work for sports interests, Mr. Van Deerlin has said he is satisfied with Mr. Hochberg's promise to cut all ties during the four months the investigation is expected to last. Mr. Hochberg has signed a letter with the subcommittee saying he has ceased work on any sports accounts and that he will not re-

ceive any money from his law firm, O'Connor & Hannan (the firm has also confirmed that in a letter signed by managing partner Dave Melincoff), and, further, that he will disqualify himself from participation in any facets of the investigation touching on clients.

(Although Mr. Hochberg has temporarily severed ties with business clients, he plans to continue work on a contract with the National Science Foundation to study state regulation of cable television.)

No one at the networks or in the broadcasting industry has publicly lodged objections to the arrangement, and Mr. Hochberg said last week that "I am satisfied" that any potential conflict has been averted. He said, further, that the

\$16,000 he will be paid by the subcommittee is a pay cut for him. He was willing to take the loss, he said, because the investigation "is something important . . . The possibilities of doing something important here intrigued me."

Sitting last week in the small windowless office in the Rayburn House Office Building to which he had moved only three days earlier, Mr. Hochberg said he had no answers yet to questions about the investigation. But he was firm about his own ability to handle it. Will someone with such long-held infatuation with sports be tough enough? "You mean, am I a shill for the sports industry?" he responded. "The answer is no. Sports has warts just like anything else."

In Brief

"Agreement in principle" has been reached on **compatibility standards for one-inch, helical scan, nonsegmented video tape recorders**. Society of Motion Picture and Television Engineers committee—including members of two principal rivals in system design, Sony and Ampex—has studied problem since last February (BROADCASTING, Feb. 14, et seq.). "The major stumbling blocks were overcome" at meeting Thursday in Chicago, according to committee chairman Fred Remley of University of Michigan. Agreement is on broad terms, he said, and manufacturers will now correspond to get exact specification on paper for next meeting in early September. Both Sony and Ampex compromised and will need to do some retooling on their existing machines, he said, but "you can assume they'll work very quickly."

Westinghouse Broadcasting Chairman-President **Donald H. McGannon** has notified ABC-TV that Westinghouse's ABC affiliate, WJZ-TV Baltimore, **won't carry first two episodes of "Soap"** sex comedy because, among other reasons, they are more "publicly objectionable" than expected. He said they leave impression "that there are no limits as to what *Soap* will be allowed to do" or, in fact, may be pushed to do to maintain momentum. In addition, he said, they follow year in which television had "its most severe criticism for unsuitable content" and also "its all-time record profitability," and will certainly be imitated. Mr. McGannon said Westinghouse would keep eye on future episodes, however, "and be attentive to the network's efforts to modify the content if, in fact, that turns out to be your intent."

U.S. Court of Appeals in Washington has **affirmed FCC's action denying renewal** of United Broadcasting's **WOOK(AM)** (now WFAN) Washington.

Andrew Young, U.S. Ambassador to United Nations, has agreed to be host of weekly half-hour TV series featuring interviews and discussions with foreign affairs figures. Garth Associates, New York, is attempting to line up stations for project.

NBC-TV's West Coast program department reorganized: **Deanne Barkley**, vice president, dramatic programs, appointed vice president, motion pictures for television and mini series; **Richard Lindheim**, vice president, program research, named vice president, dramatic programs; **Peter Andrews**, director, dramatic program development, promoted to vice president, dramatic program development; **Pat Betz**, vice president, film programs, named vice president, current dramatic programs.

Hyman Glickstein, president of **San Juan Racing Association**, announced Thursday company is in "preliminary" **negotiations for sale** of one or more divisions. Company owns nine radio stations (one subject to FCC approval), plus racing track in Puerto Rico and pro soccer team, Washington Diplomats. Mr. Glickstein confirmed negotiations in response to sharp increases in stock prices. (Also see story, page 23.)



Florida broadcasters entered courtrooms throughout state last Tuesday (July 5) to begin one-year pooled coverage experiment (BROADCASTING, June 27). Despite scattered complaints from defendants and lawyers, and some technical problems ("hollow" sound due to poor microphone placements and/or inadequate available light) coverage was generally well received. Reviewing coverage at WJXT(TV) Jacksonville (l to r): Joe Moreland, news director; Paul Brinkeroff, cameraman, and John Nicholson, reporter. WJXT, which is handling pool in that city for first three months, and WPLG-TV Miami, both Post-Newsweek stations, led drive for courtroom coverage.

Officials of W.R. Simmons Associates Research, New York, said first of two new Simmons radio audience studies based on telephone interviews, and projected as annual series, will appear next month: **Network Radio Audience Report**, covering all wired and nonwired (rep-operated) networks, and **Radio Format Report**, showing audience composition by station format classification, with both reports including product usage data. Torbet-Lasker, radio rep firm, is only subscriber thus far but Simmons officials say they expect others and, in any event, are committed to produce second set of reports next spring.

Complicated and drawn out contest for **television channel three in Jackson, Miss.**, is getting more so. Three of four competitors that had reached merger agreement aimed at resolving contest have sued fourth member for attempting to withdraw from settlement. Dixie National Broadcasting Corp., Jackson Television Inc. and Channel Three Inc., as well as TV-3 Inc., which was corporation formed by applicants, filed suit in Hines county, Miss., court seeking \$10 million damages from Civic Communications Corp. and order directing Civic to comply with agreement. Complainants, who say they have abandoned their individual efforts to secure FCC license, contend Civic's refusal to perform agreement has caused them "irreversible injury." Civic says it was persuaded to enter agreement through "material fraud" (BROADCASTING, June 6).

John Shenefield, 38, deputy assistant attorney general in Justice Department's antitrust division, has been nominated by President Carter to head division. Toledo, Ohio, native was in private practice in Richmond, Va., from 1965 until joining Justice in April. He would succeed **Donald I. Baker**.

FCC upheld in ACT decision; ruling may bear on other cases

Appeals court says commission acted properly in issuing policy statement and leaving children's TV principally up to self-regulation; opinion contradicts earlier rulings in pay-cable, family-viewing case

FCC lawyers last week were happily reading and rereading an appellate-court opinion that not only sustained the FCC—a frequent loser in recent court appeals—but also was seen as providing support for the commission in a number of other cases where its back is to the wall.

The three-judge panel of the U.S. Court of Appeals in Washington had upheld the FCC's decision that a policy statement and reliance on broadcaster self-regulation were an appropriate response, at least for the time being, to problems in children's programming and advertising that were originally raised by the Boston-based Action for Children's Television (BROADCASTING, Oct. 28, 1974). But FCC lawyers saw more in the opinion than an affirmation in the case brought by ACT.

A long discussion in the ACT decision holding that the law does not preclude the commission in all informal proceedings from discussing the issues off the record with interested parties is squarely and explicitly at odds with a section of the decision of another panel of the court in the pay-cable case (BROADCASTING, March 28, et seq.). The commission has petitioned the Supreme Court to review that and most other elements of the pay-cable case.

The discussion also will probably be cited by the commission in its effort to overturn a U.S. district court decision that the commission, through Chairman Richard E. Wiley, violated the First Amendment in allegedly pressuring network and National Association of Broadcasters officials into adopting the family-viewing plan.

Nor does that exhaust the help that some commission lawyers say can be mined from the ACT opinion. Language discussing the appeal court's legitimate scope of review, they believe, can be used in attempting to reverse the decision of another appeals court panel in the newspaper-broadcast crossownership case.

Meanwhile, however, the ACT case cannot yet be counted as concluded. Peggy Charren, ACT president, said she was "disappointed" by the court's decision. But she also said ACT would petition the full nine-judge bench of the District of Columbia circuit to rehear the case.

What's more, she said that ACT would attempt to persuade the commission that

the self-regulation on which its policy statement rests is not producing promised results. She said ACT has been collecting evidence on that point and would start putting it together for presentation to the commission.

The children's television case has its origins in a visit that a group of women from the Boston area who represented the then-little-known ACT paid on then-FCC Chairman Dean Burch in 1970. They left with him a written proposal that sponsorship of children's programming be prohibited and that broadcasters be required to provide a prescribed minimum amount of age-specific programming for children.

The proposal was accepted as a petition for rulemaking, and it triggered two rounds of comments that produced an enormous response—more than 100,000 comments were filed, most from members of the public supporting ACT's proposal. In addition, the commission held three days of panel discussions and three days of oral argument on the issues.

As the court noted, the industry, "perhaps in apprehensive anticipation of possible agency adoption" of the proposed rules, undertook self-regulation. For instance, the NAB code was reinterpreted to prohibit the use of some possibly deceptive advertising techniques. But the reforms reached their "climax," the court said, when first the NAB and then the Association of Independent Television Stations, following private meetings officials of those organizations held with Chairman Wiley, in 1974, agreed to cut back on the amount of commercial time their respective members would include in children's programming.

With that background, the commission decided to issue a policy statement rather than adopt rules. Citing the "sensitive



With love. FCC Chairman Richard E. Wiley (r) was honored at a June 30 luncheon of the National Radio Broadcasters Association board of directors. NRBA President Jim Gabbert of KIOI (AM) KIOI (FM) San Francisco presented Mr. Wiley with a plaque that reads, in part: "To one of the most uncommon of men ... a beloved regulator ... admired, loved and respected." Mr. Wiley's term on the commission has expired officially, but he remains with the agency while the White House ponders a successor.

First Amendment" problems involved, the commission said it did not believe it necessary to adopt rules requiring broadcasters to air a specific number of hours of children's programming. But it emphasized the need of stations "to make a meaningful effort in this area"—not only to present programming designed for children but to make sure a "reasonable" amount of it is "educational" in nature. The commission said its inquiry produced evidence that "a few stations present no programs for children."

And as for advertising practices, the commission rejected as "self defeating" the proposal that commercials be banned from children's programming; it said revenues from commercials make children's programming possible. The commission also relied on what it considered the encouraging decisions of the NAB and INTV to restrict advertising time voluntarily. But it said that if self-regulation proved inadequate, "then per se rules may be required."

Another issue raised in the proceeding involved broadcasters' use of such techniques as host selling and tie-ins. The commission acknowledged they were undesirable and called on broadcasters to maintain a distinct separation between program content and commercial message to avoid deceiving children. But again, the commission adopted no rules.

In all of this, the court found nothing unreasonable. The opinion, written by Judge Edward A. Tamm, said that the commission may have authority to regulate children's programming, even to the extent proposed by ACT. But, Judge Tamm added, "We see no compelling reason why the commission should not be allowed to give the industry's self-regulatory efforts a reasonable period of time to demonstrate that they will be successful in rectifying the inadequacies of children's television identified in the [commission's] report."

Judge Tamm said that the commission's decision did not represent "an abrupt departure from past policies." Instead, he said, the report "simply clarified the efforts" the commission expected of broadcasters in serving children.

The court's discussion of off-the-record or ex parte contracts was in response to ACT's charge that the commission's failure to solicit public comment on the industry proposals for self-regulation that were adopted behind the closed doors of Chairman Wiley's office "epitomizes abuse of the administrative process."

Judge Tamm, however, said ACT's characterization of the commission's action as "an abuse of the administrative process misconceives the agency's role in, and the flexibility of, the informal rulemaking proceeding through which the commission explored the actions raised by ACT's petition." He said that the commission's notice in the proceeding "was sufficiently specific, in light of the result," to meet the statutory requirements. He added that while the commission must consider the material submitted in a rulemaking proceeding, "the agency may draw upon its own expertise in interpreting the



THE YEAR HE WAS MAKING NEWS, WE WERE REPORTING IT.

1927 was a good year to spread your wings.

That was the year Charles A. Lindbergh electrified the world by becoming the first man to fly across the Atlantic solo. In a small monoplane. In 33 hours and 39 minutes.

It was also the year George Storer bought his first station. A small 50-watt radio station in Toledo, Ohio.

In the 50 years since, the aviation industry has experienced incredible growth. As has the broadcasting industry—Storer Stations along with it. That first radio station is still very much a part of Storer Broadcasting Company.

Storer has learned a great deal since those early days. For example, that the most vital element in a station's success is continually building a responsive audience. And instilling in that audience an abiding faith in the integrity of the broadcaster.

We've also learned that the best way to do this is to get deeply involved in the affairs of the communities we serve. In their problems. In their undertakings. In their hopes for the future.

Long experience has taught Storer Stations that the more effective we are in our communities, the more effective we are for our adver-

tisers, and the more effective we are for ourselves.

The appropriateness of this philosophy for Storer Stations has been amply proven over the past 50 years.

And we have the feeling that it isn't going to change much over the next 50 years.

**Fifty years of
broadcasting that serves.**

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

FREE—FREE



From

THE WORLD'S NO. 1 RADIO SPORTS NETWORK

**mutual
radio
sports**

NFL

**Monday Night
FOOTBALL**

- Saturday Afternoon Games in December
- 1st Round Playoff Games
- AFC Championship
- NFL Pro Bowl

This exceptional money making offer is available on a "first come—first served" basis with Mutual affiliates always having the right of first refusal.

The only cost to non-affiliated stations is their telephone connection charge to the nearest point of Mutual Network Service.

CALL THIS NUMBER TODAY
TO SECURE THE **FREE** BROADCAST
RIGHTS FOR YOUR MARKET
(703) 685-2050



mutual broadcasting system

facts or upon broader policy considerations not present in the record. We believe that the commission operated within this framework in this case."

Judge Tamm noted that that conclusion runs counter to the decision of another panel of the same court that issued the pay-cable decision. That decision included a section declaring that the commission must prohibit all ex parte contracts, in informal rulemaking proceedings as well as in adjudicatory cases—a ruling the commission says would seriously complicate its procedures.

Judge George E. MacKinnon, who served on both panels, had filed a concurring opinion in the pay-cable case contending that the ex parte section had gone too far—that it should be limited to the matter at issue, which "undeniably involved competitive interests of great monetary value."

Judge Tamm said the panel for which he wrote, which included Judge Malcolm Wilkey as well as Judge MacKinnon, agreed with Judge MacKinnon that the ban on ex parte contracts should not apply to every case of informal rulemaking. "Where Congress wanted to prohibit ex parte contacts," Judge Tamm said, "it clearly did so." Yet, he added, Congress chose not to take advantage of offering contacts in informal rulemaking proceedings when it had the opportunity during the drafting of and debate on the Government in the Sunshine Act.

Judge Tamm's handling of the ex parte issue was not without its drop of acid. He noted that the pay-cable panel—which included Judges J. Skelly Wright and MacKinnon and District Judge Stanley A. Weigel, of the Northern District of California, would prohibit or require the publication and opportunity for comment on all ex parte contacts, no matter how minor, during the notice and comment stage, regardless of the nature of the proceeding. "The novelty of this requirement should have been apparent to all," he said. Then he added: "Why not go further to require the decision maker to summarize and make available for public comment every status inquiry from a congressman or any germane material—say a newspaper editorial—that he or she reads or their evening hour ruminations? In the end, why not administer a lie detector test to ascertain whether the required summary is an accurate and complete one?"

The Tamm panel is bound to be cited by the government if the Supreme Court grants the FCC's petition for review of the Home Box Office case containing the original prohibition against ex parte contacts.

The language in the opinion that might be useful in the family-viewing case involves ACT's contention that NAB's self-regulatory proposals were adopted "under threat of FCC regulation." As to that, Judge Tamm concluded, "We are satisfied that the commission did not coerce the industry into accepting agency-decreed policies or standards negotiated at closed-door meetings."

One commission attorney noted that the family-viewing and ACT cases involve a similar factual situation as far as allega-

tions of coercion are concerned. In both, the chairman met privately with industry officials on problems involving programing, and in both instances the commission decided to rely on industry self-regulation. In the family-viewing case, where Chairman Wiley is said to have held the commission lacked regulatory power, the presiding judge said threats of agency action caused the industry to adopt a certain policy—to reserve the first two hours of prime time for viewing suitable for the entire family. In the ACT case, where the commission issued a policy statement asserting that it might act if it found that self-regulation was not working, a panel of the U.S. Court of Appeals found that coercion had not been applied.

However, as Judge Tamm also said, "The problem, of course, is necessarily a matter of degree, and an agency may well be found to have abused its authority were it to employ overbearing 'jawboning' or 'arm-twisting' tactics."

The potential for help commission lawyers see the ACT decision offering them in the media-crossownership case is in the section where Judge Tamm discusses the merits of the case. The commission as well as a number of broadcasters, in petitioning the Supreme Court to review the crossownership decision, contend that the appeals court exceeded its authority not only by substituting its judgment for the commission's but also by, in effect, "dictating" the result the commission must reach on remand. In that case, the appeals court overruled the commission's decision to "grandfather" most existing crossownership situations and directed it to initiate a new rulemaking aimed at breaking up virtually all of them. The decision was adopted unanimously by a panel consisting of Chief Judge David Bazelon, who wrote the opinion, and Judges Wright and Spottswood W. Robinson III.

The Tamm panel takes the restricted view of its authority that the commission contends is correct. "We cannot substitute our judgment for the agency's, and our review is confined to a determination of whether the challenged action was based on 'consideration of the relevant factors' and is supported by a reasoned opinion. In other words, we can only fault the agency's decision if it manifests a clear error of judgment."

Another line that commission lawyers find heartening—one used to support the decision to affirm—is, "The commission's decision was not an abrupt departure from past policies." The appeals court decision in the crossownership case, they say, is such an "abrupt departure."

NLRB rejects appeal of ex-NAB employe

The general counsel's office of the National Labor Relations Board last week dismissed an appeal by a former employe of the National Association of Broadcasters of an unfair labor practice charge against NAB. The office said there is not enough

evidence to support taking Virginia Carnahan's charge before an administrative law judge, a decision Ms. Carnahan's attorney, Carol Oppenheimer called "very disappointing." Ms. Carnahan had filed a charge saying her dismissal last February as NAB special projects writer had been the result of her involvement in the effort to unionize NAB (BROADCASTING, Feb. 14).

Although Ms. Carnahan, who has since left Washington for Nashville, still has a complaint before the Equal Employment Opportunity Commission, the action by NLRB represented the final, faint shot in the battle to unionize the association. Both Michael Barry, the NAB lobbyist who spearheaded the effort, and John Summers, NAB executive vice president and general manager, reported last week that the union movement is "quiescent." Mr. Summers said NAB is currently reviewing staff health care and retirement benefits that were at the root of the grievances aired last winter to see if they might be made "more applicable" to employees' needs.

High stakes in N.Y. court case

\$4.5-million lawsuit against group owner, San Juan Racing Association, by former consultant charges firm got into broadcasting to clean up its image; welshed on his share

San Juan Racing Association, group station owner, got into radio station ownership on an adviser's suggestion that the FCC approval that is required in ownership changes would "launder" SJRA's image as an offshore gambling operation and improve its standing on Wall Street, according to a \$4,536,750 suit brought against SJRA and its broadcasting subsidiary, SJR Communications, and against Hyman Glickstein, chief executive of SJRA and president of the subsidiary, and others.

In answers to the complaint, SJRA, SJR Communications, Mr. Glickstein and the other defendants have entered general denials of all charges, admitting only non-accusatory assertions, such as that SJRA is a public corporation and owns SJR Communications, that station acquisitions are subject to approval by the FCC and that the commission investigates prospective licensees. The answers contend that the complaint fails to state any valid claims and that, moreover, its claims are barred by the statute of limitations. The case is now pre-trial interrogatory stage.

The suit was brought by Arthur H. Rogoff, a corporate development consultant, who said he made the suggestion—and came up with the first three stations SJRA bought—after he had joined Robert S. Taplinger Associates. Taplinger Associates was the public relations agency for SJRA, owner of the only race track operating in Puerto Rico and, since 1975, also owner of the Washington Diplomats soccer club.

Taplinger Associates, Mr. Rogoff con-

tends in his suit, made him senior vice president in charge of a new division that would provide corporate development services on a fee basis, and told him to focus his efforts on SJRA's problems.

Among these problems, the suit charges, was that Wall Street viewed SJRA "as an unattractive, high risk, offshore gambling operation," which inhibited SJRA's plans to acquire other companies through an exchange of stock. The suit also claims that SJRA's profits from the Puerto Rico racetrack and betting operations were so high that they "posed a threat to SJRA's continued operations on the island since they were regarded as a mechanism to siphon monies from the island."

Mr. Rogoff's complaint claims that he

submitted a written proposal in July 1968 recommending that SJRA set up a company to develop or acquire stations and later expand into other fields; that the subsidiary acquire WUST(AM) Washington, WJMD(FM) Bethesda, Md., and WKLS(FM) Atlanta and hire Edward L. Cossman and Sylvan Taplinger as its principal operating officers and that the ownership of the new company be held 80% by SJRA and 5% each by Taplinger Associates, Mr. Cossman, Mr. Taplinger (brother of the late Robert S. Taplinger of Taplinger Associates) and Mr. Rogoff.

The proposal, Mr. Rogoff's complaint claims, was "accepted in its entirety," and SJR Communications "rapidly proved itself to be the remedy for [SJRA's] ills."

"Since acquisition of domestic radio sta-

The Harris TC-80... New From The Ground Up

Looking for a camera with the most advanced, precise and rugged state-of-the-art features available... new dimensions in versatility and flexibility... add-on Triax... performance unsurpassed by any other camera on the market? The Harris TC-80 automatic live color camera has it all. And we started from the ground up to build it!

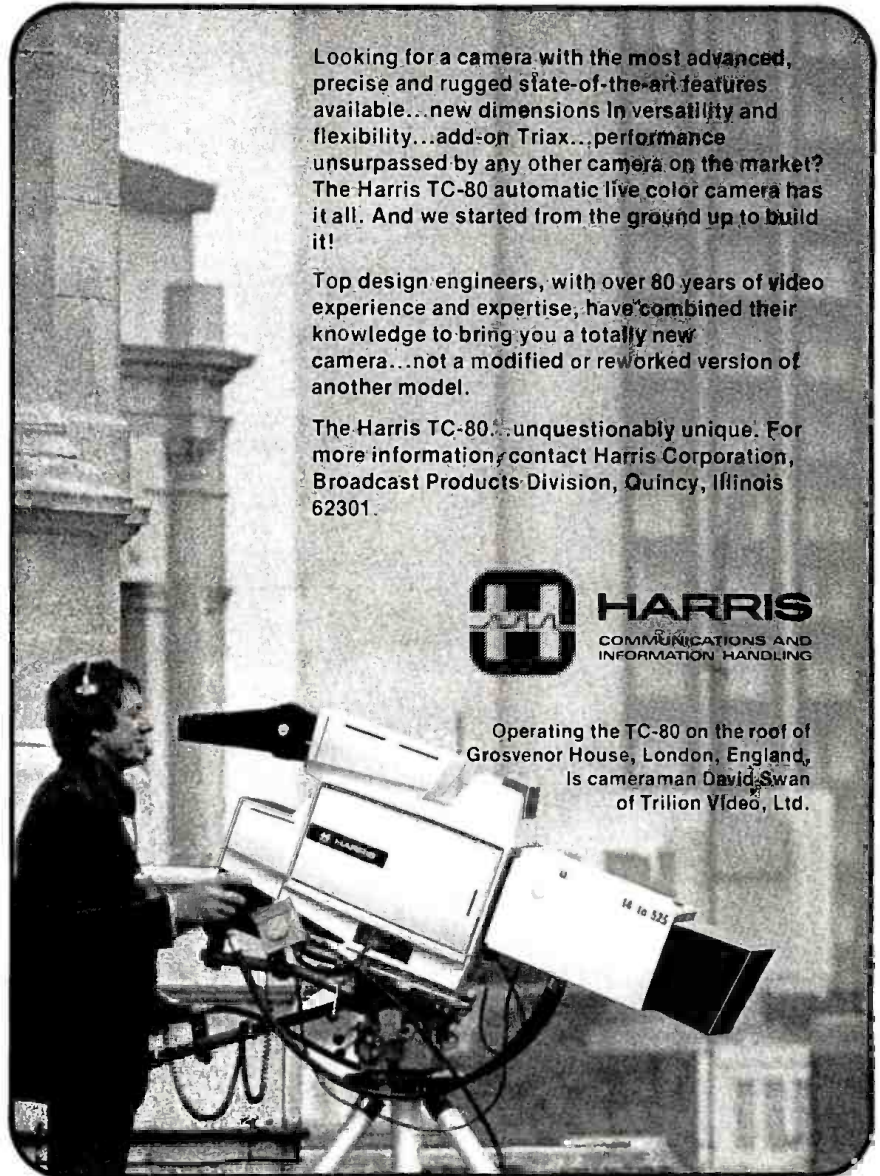
Top design engineers, with over 80 years of video experience and expertise, have combined their knowledge to bring you a totally new camera... not a modified or reworked version of another model.

The Harris TC-80... unquestionably unique. For more information, contact Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Operating the TC-80 on the roof of Grosvenor House, London, England, is cameraman David Swan of Trilion Video, Ltd.



tions required FCC approval granted only after intensive investigation of the applicant's background and qualifications, defendant SJRA was enabled to 'launder' its image and largely erase, or at least obscure the negative connotation of its gambling operation," the complaint asserts.

In addition, it continues, "the unfavorable price-earnings ratio of defendant SJRA's stock was corrected almost immediately," and "a significant portion of the ever-increasing racing profits of defendant SJRA were soaked up by the start-up and promotional expenses of the radio stations acquired by SJR Communications, to surface only years later as operational profits of the said defendant."

SJR Communications, according to the complaint, has grown to the point that it is valued at \$30 million and accounted for \$1 million, or 44.4%, of SJRA's after-tax profits in the first six months of fiscal 1976-77.

Mr. Rogoff's suit charges that Taplinger Associates and Messrs. Cossman, Sylvan Taplinger and Robert McLaren, who was president of Taplinger Associates, told him from time to time that they should soon demand their 5% interests in SJR Communications but that this was a "subterfuge and charade" maintained while their own "lucrative arrangements for salaries, fees, compensation and profit-sharing" continued. When he finally made his own demand for his 5%, the complaint charges, they "for the first time" asserted that "they had no intention of supporting

[Mr. Rogoff's] demand or of joining with him to present their own."

In the suit, brought in New York State Supreme Court, Mr. Rogoff is seeking \$1.5 million for the 5% share of SJR Communications that he says was promised; \$36,750 in finder's fees that he says are still owed him on radio stations acquired by SJRA; \$1.5 million in damages and \$1.5 million in punitive damages.

Named as defendants in addition to SJRA, SJR Communications and Mr. Glickstein are Taplinger Associates, Mr. Cossman, Sylvan Taplinger and Mr. McLaren.

Taplinger Associates is no longer active.

In addition to the Washington, Bethesda and Atlanta stations, SJR Communications owns WTMJ(FM) Miami, WQAL(FM) Cleveland, WYSP(FM) Philadelphia and WJIT(AM)-WKTU(FM) New York. In April it acquired KRLY(FM) Houston from Zantanon Communications Corp. for \$2.25 million, subject to FCC approval (BROADCASTING, April 18).

Changing Hands

Announced

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

■ **WDIO-TV** Duluth and **WIRT(TV)** Hibbing, both Minnesota: Sold by Chan-

nel 10 Inc. to Harcourt Brace Jovanovich Inc. for approximately \$5 million. Seller is owned by A.W. Hedenberg (23%), John H. Poole (16%), Frank P. Befera (14%) and others. Mr. Poole is also principal in KNJO(FM) Thousand Oaks, Calif. Mr. Befera owns WMFG-AM-FM Hibbing and WHLB(AM)-WIRN(FM) Virginia, Minn. Mr. Hedenberg has no other broadcast interests. Buyer is publicly traded, New York-based publisher of general books, textbooks, educational materials and periodicals. HBJ is also partner in Resort Network, which owns WWRJ(FM) Southampton, N.Y.; WWRN(FM) West Palm Beach, Fla.; has minority interest in WCRN-FM St. Thomas, Virgin Islands, and has bought WCOD-FM Hyannis, Mass. (see below). **WDIO-TV** is ABC affiliate on channel 10 with 316 kw visual, 31.6 kw aural and antenna 1,010 feet above average terrain. Its satellite, **WIRT**, is on channel 13 with 125 kw visual, 21.6 kw aural and antenna 670 feet above average terrain.

■ **KSLM(AM)-KOR(FM)** Salem, Ore.: Sold by Oregon Radio Inc. to Terry McRight for \$684,000, plus \$16,500 covenant not to compete. Seller is owned by Mrs. Lou Paulus and her daughter and son-in-law, Glenda and Bruce Kerr. They have no other broadcast interests. Mr. McRight is former general manager of **WLVA(AM)** Lynchburg, Va. **KSLM** is on 1390 khz with 5 kw day and 1 kw night. **KOR** is on 105.1 mhz with 100 kw and antenna 850 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **WTBO(AM)-WKGO(FM)** Cumberland, Md.: Sold by Welborne Broadcasting Inc. to Wooster Republican Printing Co. for \$700,000. Seller is owned by David P. Welborne, who also owns 50% of **WNCA(AM)** Siler City, N.C. Buyer is owned by R.E. Dix and family, Wooster, Ohio. Dix family owns **WVST-AM-FM** Wooster and **WRAD-AM-FM** Radford, Va., and publishes *Wooster Daily Record, Alliance Review, Ashland Times-Gazette, Cambridge Jeffersonian, Defiance Crescent-News, Martins Ferry-Bellaire Times-Leader* and *Ravena-Kent Record Courier*, all Ohio, and *Frankfort (Ky.) State-Journal*. **WTBO** is on 1450 khz with 1 kw day and 250 w night. **WKGO** is on 106.1 mhz with 4 kw and antenna 1,400 feet. Broker: Blackburn & Co.

■ **WGTM(AM)** Wilson, N.C.: Sold by Campbell Broadcasting Inc. to Holder Enterprises Inc. for \$400,000, plus \$100,000 lease agreement and \$120,000 covenant not to compete. Seller is owned by A. Hartwell Campbell, who also owns **WGAI(AM)** Elizabeth City, N.C. Buyer is owned by Hugh E. Holder, owner of **WQPD(AM)** Lakeland, Fla. **WGTM** is on 590 khz with 5 kw full time.

■ **WBMJ(AM)** San Juan, P.R.: Majority control sold by Mid-Ocean Broadcasting to Gerald Masucci for \$560,225. Sellers are Bob Hope, entertainer (64%), Los Angeles law firm of Gang, Tyre & Brown (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining 9% is held by Robert L. Bennett and

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**NORTHEAST FULLTIME
\$550,000**

Non-directional AM station, absentee-owned and under-developed. Only station in suburban market of over 50,000. Sizeable revenues and profitable. Can be purchased on terms or for cash at a discount.

BLACKBURN & COMPANY, INC.

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

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

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
(404) 892-4655

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

7/11

James A. Capstaff, who are not selling. Mr. Hope is also principal in applicant for new AM at Pasadena, Calif. Mr. Saphier's estate also has interests in KVEC(AM) San Luis Obispo and KMBY(FM) Monterey, both California. Principals in law firm are Martin Gang and Norman Tyre. Buyer, Mr. Masucci, is New York attorney and principal in record companies there. WBMJ is on 1190 khz with 10 kw day and 5 kw night.

■ WRNW(FM) Briarcliff Manor, N.Y.: Sold by Lake Champlain Broadcasting Corp. to WRNW Inc. for \$350,000, plus \$100,000 consulting agreement. Seller is owned by Joseph Newman (49.95%), Arnold Laubich (11.16%), Donald Lewis (22.22%) and Gilbert Siegal (16.67%). Mr. Lewis is also principal in WHBI(FM) Newark, N.J., in which Mr. Siegal has minor interest. Neither of other sellers has other broadcast interests. Buyer is owned equally by Fred L. Schreier, New York financial consultant, and Stephen L. Schwartz, attorney there. WRNW is on 107.1 mhz with 2.45 kw and antenna 330 feet above average terrain.

■ WwJB(AM) Brooksville, Fla.: Sold by Hunter-Knight Broadcasting to David C. Keister (90%) and Jeff Hancock (10%) for \$275,000. Seller is principally owned by William A. Hunter (55%) and Philip M. Knight (28%). Mr. Hunter is owner of WDOT(AM) Burlington, Vt., and, with Mr. Knight, WTMC(AM) Ocala, Fla. They have bought, subject to FCC approval, WDAT(AM) Ormond Beach, Fla., for \$511,000 (BROADCASTING, June 13). Mr. Keister is owner of WCBK-AM-FM Martinsville, Ind., and Mr. Hancock is sales manager there. WwJB is on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ KCAN(AM) Canyon, Tex.: Sold by Palo Duro Broadcasting Co. to Canyon Broadcasting Co. for \$180,000. Seller is owned by Ernest Coker Jr., Conroe, Tex., attorney with no other broadcast interests. Buyer is owned by Jack and Mary Beth Auldridge, married. Mr. Auldridge is former general manager of KITE(AM)-KELX(FM) San Antonio, Tex. KCAN is 1 kw daytime operation on 1550 khz. Broker: George Moore & Associates.

■ Other station sales announced last week by the FCC include: WACD(AM) Alexander City, Ala.; KBJT(AM) Fordyce, Ark.; KXGO(FM) Arcata, Calif.; WWCT(FM) Peoria, Ill.; KWNT(AM) Davenport, Iowa; KLMT(FM) Marlin, Tex., and KITI(AM) Centralia-Chehalis, Wash. (see page 44).

Approved

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

■ WvUE(TV) New Orleans: Sold by Screen Gems Stations Inc. to Gaylord Broadcasting Co. for \$12.5 million. Seller is owned by Columbia Pictures International, owner of WYDE(AM) Birmingham, Ala.; WNJU-TV Linden, N.J.; KCPX-AM-FM Salt Lake City, and WwVA-AM-FM Wheeling, W. Va. Buyer is wholly owned by Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman* and *Times*. It

is major group owner of WTVT(TV) Tampa, Fla.; KRKE-AM-FM Albuquerque, N.M.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash., and WVTV(TV) Milwaukee. It has bought, subject to FCC approval, WUAB(TV) Lorain, Ohio (Cleveland), for \$10.5 million (BROADCASTING, Sept. 20, 1976). Edward L. Gaylord is chairman, and Eugene B. Dodson is president of OPC. WvUE is ABC affiliate on channel 8 with 316 kw visual, 31.6 kw aural and antenna 990 feet above average terrain.

■ WJW(AM) Cleveland: Sold by Storer Broadcasting Co. to Lake Erie Radio Co. for \$2.5 million. Storer is publicly traded group owner of WAGA-TV Atlanta; WJW-TV Cleveland; WSBK-TV Boston; WJBK-TV Detroit; KTNQ(AM)-KGBS(FM) Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHN(AM) New York; KCST-TV San Diego, and WSPD-AM-TV Toledo, Ohio. William Michaels is chairman and chief executive officer. Buyer is owned by Arthur B. Modell and Richard P. Bremkamp. Mr. Modell is owner of Cleveland Browns football team and has no other broadcast interests. Mr. Bremkamp is WJW general manager. WJW is on 850 khz with 10 kw day and 5 kw night.

■ WDAN(AM)-WMBJ(FM) Danville, Ill.: Sold by First Danville Radio Inc. to Sangamon Broadcasting Co. for \$555,000. Seller is owned by J. Max Shaffer and group of local businessmen, none of whom has other broadcast interests, owns WTAX(AM)-WDBR(FM) Springfield, Ill.

WDAN operates on 1490 khz with 1 kw day and 250 w night. WMBJ operates on 102.1 mhz with 11 kw horizontal, 9.4 kw vertical and antenna 380 feet above average terrain.

■ WCOD-FM Hyannis, Mass.: Sold by Kotcom Broadcasting Inc. to Resort Network for approximately \$500,000. Principal in seller is Dana M. Kott, who will continue to operate station and will become vice president of buyer. Mr. Kott has no other broadcast interests. Buyer, joint enterprise of John Keljikan, president, and publicly traded publishing firm of Harcourt, Brace, Jovanovich Inc., also owns WWRJ(FM) Southampton, N.Y.; WWRN(FM) West Palm Beach, Fla., and has minority interest in WCRN-FM St. Thomas, V.I. WCOD-FM is on 106.1 mhz with 25 kw (with application pending at FCC for increase to 50 kw) and antenna 125 feet above average terrain.

■ Other station sales approved last week include: KGEK(AM)-KYOT(FM) Sterling, Colo.; WRAM(AM) Monmouth, Ill.; WWS(FM) Saginaw, Mich.; KSIM(AM) Sikeston, Mo.; WKQW(AM) Spring Valley, N.Y.; and KOMS(FM) Lebanon, Ore. (see page 45).

WGN-TV stakes a claim

WGN-TV Chicago claimed last week to be number one among U.S. independent TV stations in a ranking in which eight independents scored a 15% or higher share of

Doubleday Media Offers:

HOT COMBO

This is a real hot one. An AM/FM combo is for sale in the sprawling Southwest. This wealthy, medium-size city enjoys all the benefits of an area that is expanding as the popularity of the sunbelt grows and the economy builds on the boom of the energy industry.

The facilities are in excellent shape and the programming is right on target. The FM carries a popular C & W format and the 5kw AM daytimer is the dominant (#1) station in the market with a "hot" contemporary sound.

Good sales volume with lots of room for growth makes the price of \$400,000 a very attractive opportunity.

Call Bob Magruder to show-off a real hot deal.

214/233-4334



Doubleday Media

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

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
Ampex.....	Year 4/30	287,429,000	+11.4	14,224,000	+ 77.0	1.31	257,935,000	8,032,000	.74
Burnup & Sims.....	Year 4/30	79,491,200	+13.9	1,462,519	+269.1	.18	69,740,560	395,389	.05
General Tire & Rubber.....	6 mo. 5/31	1,050,522,000	+11.7	60,613,000	+ 34.9	2.72	940,302,000	44,912,000	2.00
Grey Advertising.....	3 mo. 3/31	14,544,000	+17.7	961,000	+145.1	1.17	12,354,000	392,000	.33
Gulf & Western.....	9 mo. 4/30	2,712,128,000	+ 7.2	127,182,000	- 11.2	1.82	2,529,459,000	143,137,000	2.19
Kansas State Network.....	9 mo. 5/31	11,852,000	+17.7	1,410,000	+ 71.9	.77	10,063,000	820,000	.45
A. C. Nielsen.....	9 mo. 5/31	197,148,000	+15.3	14,332,000	+ 16.3	1.32	170,979,000	12,322,000	1.16
Rust Craft.....	3 mo. 5/31	20,614,000	+ 6.0	644,000	+ 84.5	.27	19,439,000	349,000	.15
Sony.....	6 mo. 4/30	942,927,000	+12.8	75,817,000	+ 40.6	.35	835,798,000	53,901,000	.25

audience in competition with network affiliates.

WGN-TV claimed an average 20% share of the Chicago designated marked area (DMA) audience from sign-on to sign-off in the Nielsen Station Index's May sweep, with WTTG(TV) Washington ranked second with an 18% average share computed on the same basis.

By comparison, the highest share for a network-affiliated station in the Chicago DMA was a 26, scored by ABC-owned WLS-TV. Actually, a check of the ratings results showed, WGN-TV was tied with NBC-owned WMAQ-TV for third place, behind WLS-TV and CBS-owned WBBM-TV, which averaged 22%. On an NSI station-total basis, WGN-TV ranked second, behind WLS-TV.

After WGN-TV and WTTG, the WGN ranking showed three stations tied for

third place with 17 shares: KPTV(TV) Portland, Ore., KPHO-TV Phoenix and WTCN-TV Minneapolis, followed by KPLR-TV St. Louis and KTVT(TV) Fort Worth with 16% each, and KVVU(TV) Henderson-Las Vegas with 15%.

Others in WGN-TV's compilation of top 10 independents were: WNEW-TV New York, 14%, and the following tied for 10th place with 13% each: WTTV(TV) Bloomington-Indianapolis; KTVU(TV) Oakland-San Francisco; KTTV(TV) Los Angeles; WTOG(TV) Tampa-St. Petersburg, Fla., and KSTW(TV) Seattle-Tacoma.

Computations were for DMA markets, 7 a.m. to 1 a.m., Sunday through Saturday, in the Nielsen May sweep.

ery three years. We should defend ourselves. But [the National Association of Broadcasters] said they couldn't find anyone to speak for us. So I decided we ought to tell our own story."

Mr. Chaseman said that representatives of community organizations normally consulted in the ascertainment process would be part of an invited audience at each station, and that there would also be remote pick-ups and telephone lines to permit call-ins from viewers. All levels of station management will be on hand to answer questions and discuss problems.

Each station is arranging its own meeting and broadcast plans, Mr. Chaseman said, but certain basic features will be present in all four: Each will explain the ascertainment process and what the station does to get people involved; it will outline the 10 or 12 most urgent local needs as determined in the past and how the station has programed to meet those needs, and it will undertake to open up spontaneous discussions that will help in dealing with the coming year.

The programs—to last at least three hours—also will all carry the same title: *Nobody Ever Asked Me*.

Mr. Chaseman said the stations would advertise the program heavily on the air and in other media in advance: "We want people to be thinking about it before it hits the air." Some of the stations, he said, plan to run newspaper ads with coupons asking readers to suggest discussion topics.

FCC Chairman Richard E. Wiley and Representative Louis Frey (R-Fla.), ranking minority member of the House Communications Subcommittee, have agreed to make filmed appearances that will be shown on all four broadcasts.

WPLG(TV) Miami has scheduled its broadcast for Aug. 7 at 7-10 p.m.; WJXT(TV) Jacksonville, Fla., Aug. 28 at 8-11 p.m.; WFSB-TV Hartford, Conn., Aug. 29 at 7:30-11 p.m. and WTOP-TV Washington Sept. 7 at 8-11 p.m.

Error waves.

You're in a business where you make waves when you make an error. Frequently the waves don't stop until you're facing a libel suit or a copyright violation or something just as bad. You can take some of the sting out of the court appearance with a Broadcasters Liability policy from ERC. Drop us a line and get full details from our nearest office.

Employers Reinsurance Corp.
21 West 10th
Kansas City, Missouri 64105

Other offices: Atlanta, Boston,
Chicago, Houston, New York,
San Francisco, Toronto.

Post-Newsweek plans to use its TV to let the world know of its ascertainment

Community leaders will participate in lengthy evening specials in four cities; Chaseman hopes some sunshine on television's effort will answer gratuitous criticism

Post-Newsweek's four TV stations will undertake a first-of-its-kind experiment in community ascertainment this summer, pre-empting virtually an entire evening of network programming in each case to broadcast discussions of community needs with local leaders and the public.

A number of advertisers have expressed interest in sponsoring portions of the broadcasts, according to Joel Chaseman, president of the group.

Mr. Chaseman said he views the broadcasts as an opportunity to expand the stations' normal ascertainment process and at the same time give the public a better understanding of what the stations have done to ascertain and meet community needs in the past.

"A part of it," he said, "has to do with the one-sided, unjustified lambasting that television accepts from *TV Guide*, columnists, politicians and others at a time when television is probably the most responsible institution in America.

"We [television] try to find out what people think, we try to meet needs, we try to do everything we can, we're licensed ev-

Grossman closes on Loomis's salary

He and other PBS staffers get yearly boost in paychecks

From top to bottom, employees at the Public Broadcasting Service received annual raises July 1. For most staffers it meant close to an 8% increase. But for

D-F-S, will be *Lou Grant* on CBS-TV on Tuesday, 10-11 p.m., which was rated "excellent to good."

D-F-S cautioned that its evaluations took into consideration not only the production values of a program but its time period. It pointed out that some programs with satisfactory production qualities would suffer in audience appeal because of competition with series with proved track records.

Of the 22 other new series (some new only to the extent they will be playing on a different network), 10 were judged as "good;" two, "good to fair;" and 10, "poor or fair to poor."

D-F-S's evaluation on ABC-TV covered

six new series, including *Soap*. The agency called *The Beach Bums* (Monday, 8-9 p.m.) as "poor" and telegraphed, "look for an early cancellation." It described *Carter Country* as "good," labeling it a *Barney Miller* spin-off of the deep South. D-F-S pegged *Redd Fox* (Thursday, 10-11 p.m.) as "fair to poor," saying the program poses "special problems" pointing to creative disagreements.

The agency tabbed *Operation Petticoat* on ABC-TV (Saturday, 8:30-9 p.m.) as "good to fair," saying it could finish in the number-two spot. The network's *The Love Boat* (Saturday, 10-11 p.m.) was tagged as "good," and likely to register a high 20's share of households.

With respect to CBS-TV, D-F-S gave a "good" label to *On Our Own* (Sunday, 8:30-9 p.m.), *Wonder Woman* (Friday, 8-9 p.m.), *Betty White Show* (Monday, 9-9:30 p.m.) and *Logan's Run* (Friday, 9-10 p.m.). The agency gauged *Dan'l* (Monday, 8-9 p.m.) as "fair to poor" because of scheduling; *The Fitzpatricks* (Tuesday, 8-9 p.m.) as "fair" (also poorly slotted) and *We've Got Each Other* (Saturday, 8:30-9 p.m.) as "fair to poor" and destined to finish third in its time period. D-F-S estimated that *Tony Randall* (Saturday, 9:30-10 p.m.) could wind up in second place in the time period and rated the show "good to fair."

NBC's new offerings seemed to be the most negatively judged by D-F-S. Two new series were rated "good"—*Bionic Woman* (Saturday, 8-9 p.m.) and *Man From Atlantis* (Tuesday, 8-9 p.m.). *James at Fifteen* (Sunday, 8-9 p.m.) was tabbed "good to fair." Given "poor" or "fair to poor" classifications were *Big Hawaii* (Tuesday, 9-10 p.m.), *The Oregon Trail* (Wednesday, 9-10 p.m.), *Rosetti and Ryan* (Wednesday, 10-11 p.m.), *CHiPs* (Thursday, 8-9 p.m.), *Richard Pryor Show* (Thursday, 9-10 p.m.) and *What Really Happened to the Class of '65* (Thursday, 10-11 p.m.).

ABC to telecast Norton-Young bout under King aegis

Network's Spence points out that there is no evidence yet of wrongdoing by promoter; report expected shortly on earlier discontinued tournament

ABC Sports is in the ring again with Don King Productions. The network has bought television rights to a Nov. 5 fight between top-ranked heavyweight contender, Ken Norton, and second-ranked Jimmy Young, who are guaranteed approximately \$1.75 million and \$1.5 million, respectively.

Jim Spence, vice president of sports planning for ABC, said there had been some concern among executives at the network about continued involvement with Mr. King's organization, which promoted the controversial U.S. Boxing Championships. ABC suspended its telecasts of the tournament last April and appointed an independent investigator to look into "irregularities and possible corruption" in it. A federal grand jury in Baltimore also has been examining allegations of bribery and fight-fixing involving some of Mr. King's associates (BROADCASTING, April 25, et seq.).

Mr. Spence said that ABC's contract for the Norton-Young fight specifies that the network can withdraw if either investigation turns up any proof of wrongdoing by "people involved with" DKP. "But nobody to this moment has proved Don King personally culpable of any wrongdoing," Mr. Spence said.

ABC's other consideration, according to

			
Don Moseley	Judy Effenbein	Bob Ivy	Truitt Evans
	<h1>Channel 13 is good looking!</h1>		
Wendell Harris		Bill Donaldson	
			
Ken Snow		Rosemary Lucas	
			
Tom Roberts	Barbara Brock		
			
Gary Sanders	Dick Breit	Carl Daniels	Barry Copeland
<h1>WAPI-TV 13</h1> <p>Birmingham, Alabama Harrington, Righter and Parsons</p>			

Mr. Spence, was "the integrity of the product." There can be no question of the legitimacy of Mr. Norton's and Mr. Young's rankings, he said, unlike the rankings provided by *Ring Magazine* for the U.S. Championship tournament. Mr. Spence added that the questionable rating of fighter Alfredo Evangelista was a factor in ABC's \$1 million loss on a May 16 broadcast of a match between Mr. Evangelista and Muhammad Ali (BROADCASTING, May 23). ABC didn't promote the fight while the rating was investigated, and news reports questioning the match bothered advertisers, Mr. Spence said.

The ABC sales department went to work last week selling the Norton/Young package, which will include two other fights for a total planned air time of two and a half hours. The network is asking for from \$160,000 to \$220,000 a minute, depending on which fight and which round the minute is in. The main event will be a 12-rounder, with the preliminary bouts a maximum of six and 10 rounds.

Michael Armstrong, the attorney who is conducting the investigation for ABC into the U.S. Championship tournament, said he has been working nearly full-time on it with two other senior attorneys and several junior attorneys and legal aides. A report to ABC is expected shortly, and Mr. Spence said that, barring any confirmed illegalities, the network could go back on the air with the tournament as early as the first quarter of next year.

Meanwhile, two more boxers who had made it to the semifinal round of the U.S. Championships intend to sue ABC for causing it to be canceled. Five boxers have already filed suit for \$5 million each in damages (BROADCASTING, June 27); now heavyweight Johnny Bordreaux and junior middleweight Ray Hammond have retained the New York law firm handling the case.

'Lapses' blamed for promotion of CBS tennis matches

Wussler says steps have been taken to prevent future occurrences; In-house report goes to the FCC

CBS has blamed "administrative lapses" for the inaccurate promotion of several *Heavyweight Championship of Tennis* matches, and the network is establishing new procedures within its sports, programming and promotion departments to insure that similar incidents will not occur in the future.

That was the word last week from Robert Wussler, president of CBS-TV, after the CBS legal department delivered to the FCC a report on a CBS investigation into the problem. The commission had requested the investigation after news reports revealed that the network had promoted—and, on at least one occasion, described on-air—the matches as "winner take all." In fact, both winners and losers

received substantial amounts of money based on contracts signed long before the events took place (BROADCASTING, May 16, et seq.).

"It's safe to say we found no intentional deception," Mr. Wussler said. "We did find that there were some administrative lapses, and as a result of those lapses, some specific, definite steps are being taken to close ranks. We are in the process now of establishing new procedures."

Mr. Wussler attributed the lapses to attempts to expand the network's sports coverage that were under way in 1975, the year in which two of the matches took place. "We were a growing department," he said, "and we had some growing pains." Mr. Wussler was at the time head

of CBS Sports.

He would not specify what steps are being taken to rectify the lapses, but he implied that communication between the network's departments and with outside promoters would be improved. Bill Riordan, who promoted the championship matches, has said that he did not believe Mr. Wussler knew that contracts with the participants had been signed in advance. Barry Frank, Mr. Wussler's successor as head of sports, has acknowledged that he was aware of the financial arrangements (because he had helped produce a similar contest in his former position as senior vice president of Trans World International), but said that he didn't know how they were being promoted.

ITC's ESL-IV

AUTOMATIC, ONE-STEP TAPE ERASER AND SPLICE LOCATER



\$495

Now you can erase cartridge tape and locate the splice in the same operation automatically — without chance for human error. Simply insert your cartridge and press the start button. There's nothing else to actuate or hold down. When the splice is located, the machine automatically releases the cartridge — fully erased!

The ITC ESL-IV Series machine is super-fast (25-29 IPS), but gentle with tapes in NAB size A cartridges. It is super-quiet, super-rugged and ITC engineered to outlast and out perform any other eraser or splice locator made. Pays for itself in time saved and consistent results. All this and our famous 2-year warranty plus a 30 day money-back guarantee of satisfaction.

Reserve your unit now! Just call us collect at (309) 828-1381 for more information.

ITC INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN STREET • BLOOMINGTON, ILLINOIS 61701

Marketed exclusively in Canada by McCurdy
Radio Industries Ltd., Toronto

© 1976 ITC

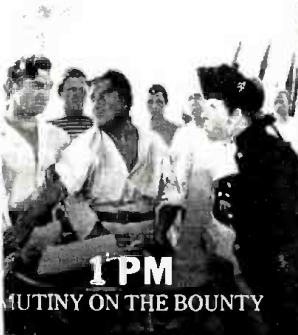
Form No. 112-0008

GREAT MOVIES ARE GREAT ANYTIME



There are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again. Call UA-TV today. We've got the movies. We've got the stars.





1 PM

MUTINY ON THE BOUNTY



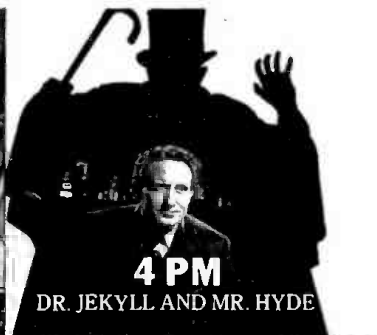
2 PM

COMMAND DECISION



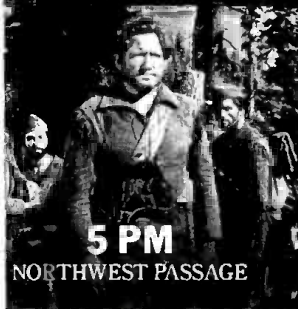
3 PM

MEET ME IN ST. LOUIS



4 PM

DR. JEKYLL AND MR. HYDE



5 PM

NORTHWEST PASSAGE



6 PM

GASLIGHT



7 PM

PHILADELPHIA STORY



8 PM

MRS. MINIVER



9 PM

TREASURE ISLAND



10 PM

THE GOOD EARTH



11 PM

LITTLE WOMEN



12 PM

BOOM TOWN



1 AM

TORTILLA FLAT



2 AM

RANDOM HARVEST



3 AM

DAVID COPPERFIELD



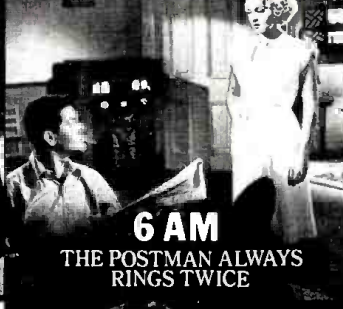
4 AM

THEY WERE EXPENDABLE



5 AM

EASTER PARADE



6 AM

THE POSTMAN ALWAYS RINGS TWICE



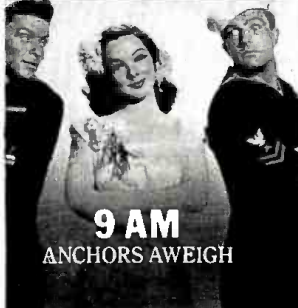
7 AM

MADAME CURIE



8 AM

A NIGHT AT THE OPERA



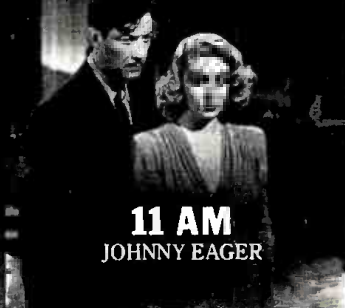
9 AM

ANCHORS AWEIGH



10 AM

BOY'S TOWN



11 AM

JOHNNY EAGER



12 AM

SAN FRANCISCO

TV blasted by UCC for sex, violence; Parker gets strong mandate to push for corrections

Synod passes resolution berating networks and stations for letting 'desire for profit' warp sense of duty

The general assembly of the United Church of Christ passed a resolution last week condemning television for its "preoccupation with gratuitous violence and exploitative use of sex," and called on its Office of Communication, "consistent with freedom of speech and of the press," to "eliminate" the root causes of sex and violence on TV.

Meeting in Washington at the 11th general synod of the 1.8-million member church, some 700 delegates, reportedly unanimous, adopted a resolution saying that the networks and TV stations are abusing their stewardship of the airwaves because of their "desire for excessive profits."

TV has the potential to improve the intellectual and emotional capacities of the people, the resolution says. But "this potential is overbalanced by degrading treatment of whole classes of people, especially in the sexual stereotyping of women and men; by manipulation of audiences for profit, and by the teaching of false systems of value, especially to children."

The resolution says that "the predominant concepts expounded by television are poles apart from the Christian understanding of the human potential and God's purpose for what has been created. Television has a preoccupation with gratuitous violence and exploitative use of sex."

(The same assembly also voted to receive a study on human sexuality accompanied by recommendations to "work for the decriminalization of private sexual acts between consenting adults" and urging states to "legislatively recognize that traditional marriage is not the only stable living unit which is entitled to legal protection." After a debate that lasted three hours, the

study and recommendations were accepted by a vote of 409-210.)

The Rev. Everett C. Parker, director of the United Church of Christ Office of Communication, hailed the resolution on broadcast sex and violence as the strongest pronouncement on the issue to date from a religious body. He said his office will take the vote as a mandate to try to persuade broadcasters to make changes.

Local stations should refuse to accept network programs that they have not had opportunity to preview, Dr. Parker said. "To keep [programs] secret from the consumers the way that they're doing... until they hit them with it with kids sitting in the living room—that's what Johnson did with Vietnam and the country changed it."

Dr. Parker's office was specifically directed in the resolution to "eliminate the underlying reasons" for TV sex and violence, but to be mindful of the First Amendment. The resolution says it is urgent that the measures taken "do not become weapons that can be used by those who would restrict freedom of the press, freedom of expression and freedom of religion—not just because these rights are guaranteed by the Constitution, but because if our society allows itself to [be] so fettered, it will no longer be open to the new promptings which come, Christians believe, from the living spirit of God."

The resolution also calls upon: (1) the Office of Communication to produce study guides and other aids to help local churches understand how broadcasting "distorts a wholistic view of persons," how to deal with local station managers and be more selective in viewing TV; (2) the Office of Communication to protect the victims of what the church sees as broadcasting's exploitation and continue to press for access to the air for all elements of society; (3) all elements of the United Church of Christ "to interest themselves intensely in the governmental and private policies that determine what is broadcast on television and radio; (4) Congress and the FCC to see that broadcasters serve their publics; (5) the station licensees to refuse to air network and syndicated programing "until they have determined that such programs are in accord with the tastes and needs of their communities of license."

Librarians take stand against TV censorship

ALA convention speaker notes medium is major source of information for most people and says restrictions would undermine fundamental rights

An official of the American Library Association has put that organization on record as being against the government or any other group trying to put clamps on TV sex and violence.

Judy Krug, director of the American Library Association's Office for Intellectual Freedom, said at the association's annual convention in Detroit that as the major source of information for Americans, TV should be absolutely free of any restrictions.

"Democracy," she said, "depends on an enlightened electorate. If you cut off the most popular mode of communication, you cannot very well expect the constitutional republic to operate."

In an amplification for BROADCASTING, she said that because of the medium's popularity, "any consideration of censorship of TV becomes doubly dangerous." Those who want censorship of violence on TV are saying in a sense, she said, that TV viewers should be protected more than people who get their information from books and the print news media. Such censorship would create a "reading elite," in her opinion, a possibility she finds "disastrous."

Mrs. Krug said the association, in its stance, makes no distinction between sex and violence in entertainment shows and real-life acts reported on the news, although most of the complaints she has heard about violence on TV relate to the reporting of terrorist activities on the news. There are those, she said, who want TV to report less violent activity, under the assumption that that would give less encouragement to would-be terrorists seeking publicity. But "we can't let government—or even the news media—distinguish between good and bad news."

She said if one group is allowed to dictate against violence, then other groups will want to dictate against other kinds of programing. "Women will be deciding what is sexist on TV and minority groups will be deciding what is racist... Once you open the door, the foot goes in."

NBC to offer polish for its series stars

NBC-TV is working on 30-second and 60-second "star profiles" of the lead actors of its new fall series for a series of on-air promos for next September's prime-time schedule.

"We want to show that these people are not just good actors but also warm, attractive human beings," said Mike Weinblatt, an executive vice president of NBC-TV, in

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

Name Position

Company

Business Address

Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER Service

3 years \$75

2 years \$55

1 year \$30

Canada Add \$8 Per Year

Foreign Add \$8 Per Year

1977 Cable

Sourcebook \$10.00

(If payment with

order: \$8.50)

1977 Yearbook \$30.00

(If payment with

order: \$25.00

Payment enclosed

Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

announcing the new promotional campaign, which he calls the first of its kind for entertainment programs in network television.

The spots will begin their on-air life in the next week or so, he continued, with the film on Tony Roberts, star of *Rosetti and Ryan* (Wednesday, 10-11 p.m., NYT), kicking off the cycle. Mr. Roberts is shown in the clips playing chess (one of his favorite pastimes) at a Greenwich Village chess club, sailing his boat and going on an outing with his daughter, among other activities.

NBC is also gearing up, Mr. Weinblatt added, for mini-profiles of Cliff Potts (of *The New Hawaiians*, Tuesday, 9-10 p.m.) and Rod Taylor (of *The Oregon Trail*, Wednesday, 9-10 p.m.). Mr. Weinblatt said, however, that these profiles will in no way supplant the standard preseason promos featuring action clips from the new series.

The idea for this new promotional wrinkle originated in brainstorming sessions that included Mr. Weinblatt; George Shaver, NBC's new vice president for advertising and creative services; and two other vice presidents in the department, Gerald Rowe and Marvin Korman.

SAG-AFTRA pact with producers sets 30% hike

Affected are TV movies and other prime-time television fare

Television and motion-picture producers reached agreement last week with the Screen Actors Guild and the American Federation of Television and Radio Artists on three-year contracts that call for actors to receive a 30% boost in minimum fees and substantial increases in contributions to SAG's pension and welfare plans.

Other changes include the elimination of the cut rate for "out-of-season" network reruns in the last year of the pact; a change in the computation of work time whereby travel time will be counted as work; a clause limiting the control over the hiring of performers that may be delegated to a licensee, and improvements in conditions, including rest periods and per-diem allowances.

The agreements for the guild cover television and theatrical motion pictures and, for AFTRA and SAG jointly, prime time dramatic TV programming. The negotiations were held in Los Angeles with two producer groups—The Alliance, and the Association of Motion Picture & Television Producers.

The new contracts are for three years, beginning July 1. Heading the negotiations for SAG was Chester L. Migden, national executive secretary, and for AFTRA, Sanford I. (Bud) Wolff, executive secretary of the federation. Chief negotiator for The Alliance was Billy Hunt and for the AMPTP, Joseph Adelman, executive vice president.

Filmways sees advance in finances this year

Bloch predicts profits will jump as much as 20%

A 15%-20% increase in earnings per share of Filmways Inc. stock was forecast for fiscal 1977 by Richard L. Bloch, chairman and president, in an appearance before the New York Society of Security Analysts.

He said sales for the year ending Feb. 28, 1978, should reach \$140 million, up from \$125.3 million in the past fiscal year. The 15%-20% increase he projected for per-share earnings would put them in the

\$1.30 to \$1.36 range as compared with \$1.13 in the past year.

Mr. Bloch said he expected a surge in earnings in the third fiscal quarter, which ends Nov. 30, the seasonal peak for Filmways' Grosset & Dunlap publishing subsidiary. In addition, he said, "the level of Filmways' television production has never been higher," currently including *King*, a five-hour movie for NBC-TV on the life of Martin Luther King, and the *Big Hawaii* series scheduled for NBC-TV this fall.

For the first fiscal quarter, ended May 31, Mr. Bloch said Filmways sales rose to \$31,464,000 from \$27,122,000 a year ago, with net income reaching \$448,000 (18 cents a share) from \$425,000 (17 cents) in the year-ago period.

WCMS MARINE PATROL Could Save Your Life!



The Marine Patrol covers approximately 400 square miles of the Atlantic Ocean, Chesapeake Bay and its tributaries. In addition to broadcasting nautically oriented news reports, the Marine Patrol offers the world's first floating emergency medical service. This water borne ambulance is equipped as a mobile Intensive Care Unit, complete with EKG equipment. It is staffed by state certified, nationally registered paramedics. All medical service is free of charge and offered by WCMS radio as a public service.



TOPS IN TIDEWATER



George A. Crump
Chairman of
the Board



Irvine B. Hill
President and
General
Manager

An affirmative action equal opportunity employer

“Judge Leadership Qualities...”



Measure any broadcast company and performance is a good indicator of success.

But another element that is equally important is **LEADERSHIP!** That is the ingredient that shows long term commitment.

At Forward Communications, we demand that our stations **AND** people are leaders. Check the ratings, check the rosters ... you'll find **LEADERSHIP!**

**Richard D. Dudley
President**

FORWARD COMMUNICATIONS, INC.



WTRF-TV Wheeling
WSAU-TV Wausau
KOSA-TV Odessa-
Midland

KCAU-TV Sloux City
WRAU-TV Peoria
WMTV Madison

Program Briefs

H-B stars hit circuit. Sarnoff International Enterprises, Hollywood, has signed exclusive contract with Hanna-Barbera Enterprises, subsidiary of Hanna-Barbera Productions, for use of all H-B characters in live arena and proscenium shows. H-B has created more than 100 TV series, such as *The Flintstones*, *Scooby-Doo*, *Huckleberry Hound* and *Yogi Bear*.

Speaks for public. U.S. Catholic Conference filed friend-of-court brief in family-viewing case (BROADCASTING, July 4). USCC, which has been sharp critic of FV plan, chose not to take sides in filing but urged that “side” of public not be forgotten. It said that trusteeship concept may be broad enough to include public participation, suggested regional or local broadcasting councils or election of licensees as possible ways to foster citizen involvement.

AFTRA-network accord. American Federation of Television and Radio Artists reported membership throughout country has ratified new three-year pact with television and radio networks, retroactive to last Nov. 16, covering services on network TV (exclusive of prime-time dramatic shows), radio programming and news on NBC and CBS. Local staff contracts are still to be negotiated. Television and radio program rates will be increased by 15%.

Shari and Schulman. Entertainer Shari Lewis and Lee Schulman, NBC vice president, program development for owned-stations division, announce formation of SLS Enterprises, firm that will operate in TV programming and station ownership. Mr. Schulman has resigned his post at NBC to serve as president of new company. Ms. Lewis will be vice president. Firm will be located at 8920 Wilshire Boulevard, Beverly Hills, Calif.

New buys. Public Broadcasting Service members have purchased three shows in June “minimarket.” Enough stations pooled resources to pay for nightly *Dick Cavett Show* (\$1 million); *Meeting of Minds* (\$320,686) and PBS special events fund (\$500,000). Underwriting also is being sought for *Cavett*, Corporation for Public Broadcasting plans to supply special events with \$300,000 to set up production unit at WETA-TV Washington.

More for Mutual. Fourteen new affiliates have joined Mutual Radio Network, bringing total to 755 outlets. Newcomers: WQSA(AM)-WQSR(FM) Sarasota, Fla.; WABY(AM) Albany, N.Y.; KJOE(AM) Shreveport, La.; WJMW(AM) Athens, Ala.; KTOF(FM) Cedar Rapids, Iowa; WGUF(FM) Gulfport, Miss.; KTGR(AM) Columbia, Mo.; WACR(AM) Columbus, Miss.; KSUN(AM) Bisbee, Ariz.; WYTI(AM) Rocky Mount, Va.; KDAK(AM) Carrington, N.D.; KBWA(AM) Williams, Ariz., and WHSM(AM) Hayward, Wis.

Solid ‘Testimony’. Early sweep-rating books for May show Operation Prime Time’s six-hour made-for-TV movie,

Testimony of Two Men, harvested consistently solid ratings. In 15 of Nielsen’s top-20 markets in sweep period, original telecast of *Testimony* (it was repeated during same week in most markets) averaged 11.2 rating and 20 share, with particularly big numbers in Pittsburgh (WHIC-TV, 25 rating and 39 share), Atlanta (WAGA-TV, 19 rating, 32 share) and Los Angeles (KCOPTV), 17 rating, 24 share). In first 20 Arbitron markets to come in, covering cities of all sizes, *Testimony* chalked up average rating for all 12 hours (original plus repeat) of 13.2.

Better deal. Columbia Pictures International reports revision in its bank-loan agreement with consortium of 10 banks, under which CPI’s credit ceiling has been raised to \$122 million from \$110 million; maturity date of revolving portion has been extended from Dec. 15, 1980, to Dec. 31, 1983, and interest rate has been reduced to 3/4 over prime from 1% over prime. CPI indicated new agreement results from financial progress and improved operating results of company.

NBC lands ‘Airport’ producer. NBC-TV has signed Ross Hunter, producer of mass-market movies such as “Pillow Talk” and “Airport,” to develop special projects for network. Also signed was Mr. Hunter’s co-producer, Jacques Mapes, who will work out of Ross Hunter Productions. “Airport” is second highest-rated film ever shown on television (“Gone With the Wind” is first).

Religious awards. Religion in Media, producer, distributor of religious radio and television programs, announced establishment of RIM awards program. Awards will honor “religiously oriented material that is exceptionally well written and skillfully produced” in TV, radio, press, films, drama or other medium. Entries must have been aired or appeared between July 1, 1976, and July 1, 1977. Deadline for entries is Aug. 5. Send to RIM, Box 2164, Los Angeles 90051.

East to West. Robeck Corp., New York, has acquired U.S. TV distribution rights to *Future Legacy*, series produced by Japan Broadcasting Co. (NHK) that examines 15,000 years of human cultures and civilizations. Peter M. Robeck, who helped bring BBC programming to U.S. while running his own company and later while with Time-Life Films Inc. as president and chairman, said 17 hours carried on Japan Broadcasting during 1974-75 will be edited to 13 one-hour segments and Robeck will seek underwriting to bring the series to public television. Public Broadcasting Service is interested, but is waiting to see if funding is available. Project cost NHK more than \$5 million.

Decision stands. FCC has affirmed Broadcast Bureau ruling that commission has no jurisdiction to investigate National Collegiate Athletic Association TV rules. Study had been urged by Dr. John Irvan Moritzky Choate of Sand Spring, Okla., who contended that NCAA policy involved censorship and precluded TV coverage of certain games.

Future of IVC is question mark

Manufacturer files for bankruptcy after pressure for loan repayment; company spokesman admits talks with Robert Bosch on acquisition

International Video Corp., Sunnyvale, Calif., has ceased operations and filed for bankruptcy after its two principal creditors, Bank of America and Citibank, called for payment of \$6 million in loans.

IVC halted its operations June 30 and sent about 250 employees home after it became clear to the company's management that it would be unable to meet its June payroll. Last week a skeleton force of 15 "volunteer" employees manned the company headquarters, an IVC spokesman said. That same official said that it would not be until after a court hearing, scheduled for late last Friday (July 8), that "we would know one way or another" whether IVC will continue operations.

IVC has also requested the Securities and Exchange Commission to stop trading its over-the-counter common stock. There are 2.6 million shares outstanding. The stock was selling at 25 cents last week.

The IVC spokesman said reports that Robert Bosch GmbH of West Germany had offered to loan IVC funds in return for a controlling interest were "absolutely false." He did confirm, however, that IVC had "been having acquisition discussions with Robert Bosch" ("Closed Circuit," March 7) but that "nothing has been finalized."

In fiscal 1976, IVC reported a net loss of \$66,000 on sales of \$25 million. For the third quarter, ending April 30, it lost \$1.5 million on sales of \$4.2 million.

Amateurs: We're being spanked for CB's wrong-doings

Their feelings are part of the mixed reaction in comments on proposed ban on amplifiers that disrupt TV

There was little, if any, argument that linear amplifiers boost the power of CB transmissions and cause interference to television signals. However, an FCC proposal to correct the situation by banning the manufacture and marketing of such devices met with mixed reaction in comments to the FCC.

The Association of Maximum Service Telecasters urged the commission to "take all appropriate steps to eliminate unlawful, high-powered CB transmissions." The National Association of Broadcasters worried, however, that even with a ban, the amplifiers would be available "from illicit suppliers."

The FCC proposal angered many

amateur radio operators who legally use the 24-35 mhz amplifiers within their radio service. One amateur operator, John J. Edell of Rockville Centre, N.Y., said: "So you attack the law-abiding hams in order to control the illicit operations on CB?" The American Radio Relay League took a similar stance.

AMST, however, found a greater good from the proposed ban. "Any inconvenience to the amateur service that may result from prohibiting the general sale of these amplifiers is insignificant compared to the benefits to the far larger number of persons whose use of television and other electronic equipment is disrupted by interference from CB harmonic radiation."

NAB wasn't as optimistic and said that the problem would best be solved by "stricter enforcement of the commission's rules together with substantial and effective penalties for those who break or circumvent those rules."

Equipment manufacturers also were



RCA's game plan. RCA is launching Studio II, its programable video game system, with national distribution after demonstrating it for the first time at the Consumer Electronics show in Chicago.

The microprocessor-based unit, which RCA calls a "TV programer," is based on a five-game console (featuring doodle, patterns, bowling, freeway and additional games) that will play five add-on cartridges: Space War, Fun with Numbers, TV Schoolhouse, Tennis/Squash and Baseball.

The programable game represents an early stage of what many game manufacturers think may evolve into a home computer center, using the TV set as its display screen, (BROADCASTING, Jan. 24). Several other companies also displayed programable games at the Chicago convention.

RCA plans to market by late summer two new cartridge series, "TV Casino" and "TV Schoolhouse II," which will feature 17 math quizzes. The list price for the Studio II console is \$150, with cartridges selling for \$15 or \$20.

WHY... SETTLE FOR LESS THAN THE BEST?

Compare the latest ratings of these programming services:

CENTURY 21

**The Z Format 13.2%
DRAKE-CHENAULT**

**Contempo 300 7.4%
PETERS Great Ones . . . 6.2%**

BONNEVILLE

Beautiful Music 5.4%

Century 21's Z FORMAT beats these others overwhelmingly in this April's Mediatrend for Columbia, S.C. Above shares are for total audience 6 AM-12M.

Of all stations (automated or live) our Z FORMAT programmed operation pulls the top shares in all time periods 10AM-12M!

Z FORMAT station WNOK-FM is also number one in shares of adults 18-34 from 6AM-7PM. In addition, THE Z FORMAT is number one, shares and cums, 7 PM-12M for total audience 12+, adults 18-34 and teens 12-17!

These great ratings reflect the great Z FORMAT features! Century 21 provides more music updates, more flexibility, more localization, more voices, and more help to make it happen!

You get more out of it because Century 21 puts more into it.

Why settle for less than the best? If you've considered Drake, Peters or Bonneville, call Century 21. Our ratings — and our customers — say our service is the best. Call (800) 527-3262. It's toll-free. Ask for a Z FORMAT demo.

century21

PRODUCTIONS & PROGRAMMING, INC.

2825 Valley View Lane / Suite 221 / Dallas, Texas 75234

TOLL FREE (800) 527-3262

divided on the issue. The citizens radio section of the Electronic Industries Association endorsed the ban, claiming that "the removal of these power amplifiers is one of several steps necessary to improve the quality of the citizens radio service." Collins Division of Rockwell International, however, said it would cause a "serious economic impact." Heath Co. agreed, claiming that such a ban would result in the loss of \$25 million in sales and 400 jobs to the Heath Co. alone. R.K. Drake, like others, argued that the proper solution was to require that the amplifiers be sold only to those who can prove that they are licensed radio amateurs.

Wire services renew plea for earth-station hook-up

U.S. newspapers were urged by AP and UPI executives last month to join radio stations in investing \$5,000 each in small receive-only earth stations to permit the distribution of news services by satellite instead of AT&T facilities. The joint presentation to the American Newspaper Publishers Association Research Institute meeting by James Darr, UPI vice president for systems development, and David Bowen, AP vice president and communications director, was virtually identical to the one Mr. Bowen made to AP

Broadcasters a week earlier in St. Louis (BROADCASTING, June 13), but it also disclosed that ANPA might some day use the extra capacity of such a satellite system "for fast distribution of national advertising." Harris Corp., was described as "intensely interested" in supplying the estimated 8,000 earth stations that such a system would require.

Technical Briefs

\$1.2 million buy. RCA Broadcast Systems, Camden, N.J., reports Gilmore Broadcasting Corp., Kalamazoo, Mich., has ordered RCA TV broadcast equipment worth about \$1.2 million. WREX-TV Rockford, Ill., will install complete transmitting system and superturnstile broadcast antenna, while new TV cameras will be placed in service at WREX-TV; KODE-TV Joplin, Mo., and WEHT(TV) Evansville, Ind.

MCA with Pioneer. MCA Inc. and Pioneer Electronic Corp. of Japan have reached agreement in principle to set up in Japan equally owned corporation to develop and manufacture optical video disk players. Joint announcement said initial products will be intended for industrial market, and it is anticipated that production will begin in 1978. Companies said home-use players also may be added at later date.

RTNDA putting final touches on S.F. agenda

Association also announces radio and television honors, results of balloting for membership on board

The Radio Television News Directors Association gets back on track this year in San Francisco with its traditional September convention (last year's was in Miami in December) and a preliminary agenda and speakers' list is beginning to take shape. In addition, RTNDA last week announced the winners of its 1977 national awards, which will be presented at the upcoming meeting, Sept. 15-17 at the Hyatt Regency/Embarcadero, and the election of six new and two incumbent regional directors.

Among those slated to speak at the convention are CBS commentator Eric Sevareid, this year's winner of the association's Paul White Memorial Award; NBC newsman Ed Newman, who will keynote the meeting, and House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.).

Workshops planned will include sessions for radio and television that will present the station manager's view of the news department; a session on coverage of hostage situations that will feature newsmen involved in incidents earlier this year, in Indianapolis and Washington; a meeting devoted to radio news-gathering equipment, and one examining the problems of newsmen's access to the scene of a story.

Among other workshops are one on the First Amendment and communications law, which has among its scheduled panelists Senator William Proxmire (D-Wis.), author of legislation to eliminate the fairness doctrine and Section 315, and another that will deal with opportunities for TV news departments in prime access time.

The award winners that will be honored at a Sept. 17 luncheon include WCBS(AM) New York, which was cited twice—with the Edward R. Murrow Award and as winner in the best station editorials category. The Murrow award for television went to WBBM-TV Chicago while WMAQ-TV there was selected for best TV editorials.

Other winners in TV were KSL-TV Salt Lake City for its spot news coverage of the Teton Dam disaster and KOA-TV Denver for an investigative report on the illegal sale of medical records.

Other radio winners were KMPC(AM) Los Angeles for coverage of an airplane collision and KOY(AM) Phoenix for its investigative report on the receivership of a savings-and-loan association.

Winners in another way were the newly elected regional directors of the associa-

4 Jul 25

Half the fun of writing about broadcasting is writing about radio. Which is what we'll be doing an awful lot of between now and July 25.

That's the date for this year's edition of "The Many Worlds of Radio," BROADCASTING's annual rediscovery of a medium that, no matter how often examined, always discloses something new. We're taking it from the top again, with long hard looks at:

- The business outlook.
- Radio's top 500 (the top 10 stations in the top 50 markets).
- The latest shape of formats, from MOR to mellow rock.
- Tomorrow's radio. Specifically: the prospects for AM stereo and for FM quad. Generally: what's around the bend in programing and equipment.
- And more.

All adding up to a cram course on that side of the medium where it all began, and where innovation's still at home.

You belong in Broadcasting Jul 25

tion, who were selected in a mail ballot.

Newly elected directors: Norm Hartman, KOVR(TV) Stockton, Calif., region two, serving California, Arizona Hawaii and Nebraska; Bob Rogers, KENS-TV San Antonio, Tex., region four, serving Texas and Oklahoma; Lou Prato, WMAQ(AM) Chicago, region seven, serving Illinois-Indiana; John Spain, WBRZ(TV) Baton Rouge, region nine, serving Alabama, Arkansas, Louisiana and Mississippi; Jim Topping, WFSB-TV Hartford, Conn., region 11, serving New England, and Sidney Margles, Standard Broadcast News, serving Canada.

The regional directors who were re-elected are Dean Mell, KHQ-TV Spokane, Wash., region one, serving the Pacific Northwest, and Phil Mueller, KSL-AM-FM Salt Lake City, region three, serving Colorado, New Mexico, Utah and Wyoming.

One contest, in region five, covering Minnesota, Wisconsin and the Dakotas, ended in a tie between Dewey Heggen, KFYZ-AM-FM-TV Bismarck, N.D., and Wayne Godsey, WTMJ-TV Milwaukee. A new mail ballot for that region is to be completed by Aug. 10.

Messrs. Hartman and Spain will take office immediately to fill vacancies in those posts, and the other regional directors will assume their duties at the board meeting after the convention.

Also joining the board at that time as ex-officio members will be Elmer Harris, VOAM(AM) St. Johns, Newfoundland, newly elected president of RTNDA of Canada, and Dillon Smith, WMAQ-TV Chicago, new president of the National Broadcast Editorial Association.

Mr. Mueller of KSL is also running for RTNDA treasurer against Bob Gilmartin of WKRC-TV Cincinnati. The position of vice president/president-elect is being sought by Paul Davis, WCIA(TV) Champaign, Ill., and Ted Landphair, WMAL(AM) Washington. Balloting for these positions will be held at the convention.

Ex-KNBC newsman charges reverse job discrimination in suit against station

Beane complains decision to retain woman was 'solely on basis of sex' and under pressure to recruit more females

Clyde Beane, a broadcast journalist by trade, has been out of work since Oct. 31, 1974. He blames NBC's KNBC(TV) Los Angeles and has turned to U.S. District Court there for relief from what he considers "reverse discrimination." His complaint, which is slowly working its way through the court and has yet to reach the pretrial stage, has been denied by the station. The licensee, NBC, has deferred comment.

As Mr. Beane, who entered broadcasting

in 1941, tells it, his problems began on or about April 1, 1974, when KNBC offered a job he was seeking to a woman in her twenties. His complaint, filed last January, said her hiring as a vacation-replacement newswriter was "solely on the basis" of her sex. Mr. Beane maintains that she hadn't appropriate experience and furthermore that the station was under substantial pressure to recruit more females into its news department.

(The woman hired, Charlotte Perry, who could not be reached last week for comment, has since risen to weekend news producer with KNBC.)

A month after she was hired, a similar position became available and Mr. Beane took it. However, that too was temporary, and when both vacation-replacement jobs expired, only one permanent newswriting position was open. According to Mr. Beane and his attorney, Carl Pearlston of Redondo Beach, Calif., the first hired was offered it—part of an allegedly discriminatory pattern because of how they view her hiring in the first place.

Subsequently, Mr. Beane turned to a National Association of Broadcast Employees and Technicians grievance committee which he claims didn't delve into his pre-employment complaint, rather the complaints he had while on the job. And once the U.S. Equal Employment Opportunity Commission relinquished jurisdiction over his case, Mr. Beane says, he turned to the district court.

Currently, Mr. Beane charges that he has been unable to obtain other employment within his field since KNBC is "holding my good reference hostage." Both he and his attorney characterize that aspect of the case as "retaliation."

With the suit, Mr. Beane is asking the court to force KNBC to give him a job as a newswriter and make up for wages he believes he has lost. The "back" wages he is seeking amount to \$45,000.

Richard Fisher, of O'Melveny & Myers, Los Angeles, one of two outside attorneys that NBC has working on the case, is hesitant to comment on court action considering it "so preliminary at this point." He did say, however, that KNBC has answered Mr. Beane with a "vigorous" denial and asked that the case be dismissed. He holds to KNBC's position that Charlotte Perry was "the best qualified," and said that "so far there's no evidence of great pressure" on KNBC to hire more newswomen. Similarly, he says the court depositions taken thus do not bear out Mr. Beane's side of the reference story.

As for the woman who got the job he sought, Mr. Beane says it was "natural" she would accept the opportunity and regrets that she was thrust into the middle of the suit. (He adds that she originally had applied for an editorial assistant's job.)

Mr. Beane expects his suit to go to trial. Further depositions have been scheduled for the end of August. Mr. Beane's attorney, however, anticipates requesting an extension of time until later this year, so the proceeding is expected to be lengthy.



Karen McClellan, 14
1976 Winner

AVAILABLE HAL JACKSON'S TALENTED TEEN INTERNATIONAL

A Talent/Pageant
90 Minute Special

Taping July 30th
Hollywood, California

HOST: HAL JACKSON

starring

JERMAINE JACKSON
(Motown Recording Star)

THE DRAMATICS
(ABC Recording Stars)

JUDGES

Ralph Carter —
"Good Times"

Haywood Nelson —
"What's Happening"

Lawrence Hilton Jacobs —
"Welcome Back Kotter"

Already Aboard:

KCOP-TV 13
Hollywood, California

WOR-TV 9 New York City
Barter Syndication

For information contact:
Teddy Abramavitch
(212) 753-3568

Free-press group gets a \$100,000 boost

An international committee formed to protect worldwide press freedom has gotten its fundraising drive off to a strong start with a \$100,000 grant from the Gannett Newspaper Foundation.

The World Press Freedom Committee, formed this spring, has dedicated itself to "media free of government interference, full and free flow of international news, responsible and objective media, and providing technical assistance to those media needing it."

The committee claims as affiliates 23 national and international journalistic organizations on four continents. Broadcasters who are members of the organization's development committee include Leonard Goldenson, chairman of ABC; Herbert Schlosser, president of NBC; Richard Salant, president of CBS News; Arch Madsen, president of Bonneville International Corp., and Jack Howard, chairman of Scripps-Howard Broadcasting. Mr. Howard is chairman of the development committee, which has set as a goal \$1 million in private contributions, most of which it hopes will come from news-gathering organizations.

Broadcasters grab fair share of Gavels

ABA awards and certificates go to 18 radio-TV stations

Television and radio organizations receive 18 of the 57 American Bar Association Gavel awards and certificates of merit being announced today (July 11).

The ABA annually honors various media for "outstanding contributions to public understanding of the American system of law and justice." Gavel winners will be honored at an Aug. 9 luncheon in Chicago at the ABA's annual meeting.

Television

ABC News □ Network produced programs, documentary/educational.

NBC-owned WKYC-TV Cleveland □ Network-owned

station/group-produced program.

WFAA-TV Dallas □ Program produced by other station in top-10 markets.

KPRC-TV Houston □ Program produced by station in markets 11-50.

Maryland Center for Public Broadcasting □ Educational/public broadcasting, nationally produced.

Hampton Roads (Va.) Educational Telecommunications Association □ Educational/public broadcasting, locally produced.

Radio

WCBS(AM) New York □ Network-owned station/group-produced program.

KFWB(AM) Los Angeles □ Program produced by other station in top-10 areas.

WWVA(AM) Wheeling, W. Va. □ Program produced by station in metro areas 51 and over.

Certificate of merit winners and their classifications:

Television

CBS News and NBC News □ Network-produced program, documentary/educational.

ABC-owned KGO-TV San Francisco, and NBC-owned WNBC-TV New York and WRC-TV Washington □ Network-owned station/group-produced program.

WNEW-TV New York □ Program produced by other station in top-10 markets.

WFSB-TV Hartford, Conn. and WTMJ-TV Milwaukee □ Program produced by station in markets 11-50.

WBNG-TV Binghamton, N.Y.; WTHV(TV) Little Rock; KAIT-TV Jonesboro, Ark., and WKRG-TV Mobile, Ala. □ Programs produced by stations in markets 51 and over.

University of Tennessee, Knoxville □ Educational/public broadcasting, locally produced.

Radio

NBC-owned WNBC(AM) New York, and CBS-owned KMOX(AM) St. Louis and KCBS(AM) San Francisco □ Program produced by network-owned station/group-produced program.

WTHI(AM) Terre Haute, Ind.; KWKH(AM) Shreveport, La.; WWVA(AM) Wheeling, W. Va., and noncommercial WBFO-FM Buffalo, N.Y. □ Program produced by station in metro areas 51 and over.

WNUS makes no appeal

WNUS(AM) West Springfield, Mass., has given up on its law suit against NBC for termination of News and Information Service. A federal judge on May 24 dismissed the \$4-million suit, which charged that the network had breached its contract with NIS subscribers by shutting down the service (BROADCASTING, May 30). WNUS said it would consider an appeal, but the 30-day limit for a filing passed without action.

Journalism Briefs

Out of job, into market. Emilio Milian, Cuban refugee who was victim of apparent terrorist bombing following his editorializing on WQBA(AM) Miami last year, plans to continue his airwork, although he has parted company with Susquehanna Broadcasting Co. station—despite resolution by National Broadcast Editorial Association urging he be kept on (BROADCASTING, June 27). Future job could be at his own station, he said, as he and others are looking into possible station purchase. Among places they're looking is WFAB(AM) Miami-South Miami, formerly owned by United Broadcasting Co. before FCC took away group's licenses (BROADCASTING, Oct. 5, 1975 et seq). Susquehanna said simply that Mr. Milian "separated" from WQBA, where he had been promoted to vice president earlier this year. Mr. Milian, however, maintains he was fired because of station fears that he would continue same line of editorial, perhaps provoke another bombing.

Fact and fiction. National News Council has decided to consider complaints registered against non-news radio and TV programs "which are predominantly informational or purported to be factual." Two pending complaints against TV programs aired on NBC, *In Search of the Bermuda Triangle* and *The Wonderful Kangaroos*, prompted decision, according to Ned Schnurman, council's associate director. Mr. Schnurman said that docudramas would be included under newly expanded purview.

Do's and don'ts. Another clause has been added to CBS News standards manual: If any consultant or informant is paid by CBS for services rendered, then appears in program as interviewee, show is to identify him or her as as paid consultant. National News Council last Jan. 18 ruled against CBS on complaint that *60 Minutes* failed to identify interviewee as paid consultant (BROADCASTING, Jan. 24).

Pitching in. Allied Chemical has contributed \$500,000 worth of underwriting for 1977/1978 season of noncommercial WNET(TV) New York/WETA-TV Washington's *The MacNeil/Lehrer Report*. Evening news program will operate with \$3.6 million budget, already has commitments of \$500,000 from Exxon, \$500,000 from Corporation for Public Broadcasting and \$2.1 million from Public Broadcasting Service member stations.

Need interviews? Radio & TV Roundup Productions, Maplewood, N.J., has produced *In the Public Interest*, 39 three-and-a-half minute interviews dealing with energy, food, medicine, housing and automobiles. Programs are available from production firm at 111 Maplewood Avenue, Maplewood, N.J. 07040.

TAPECASTER



PHONE
TOLL FREE
800 638-0977

NET PRICE \$450.00
FOB ROCKVILLE, MARYLAND

The Broadcasting Playlist Jul 11

Contemporary


Last This week	This week	Title □ Artist	Label
1	1	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
6	2	<i>I'm In You</i> □ Peter Frampton	A&M
3	3	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
5	4	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
2	5	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
8	6	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
7	7	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
4	8	<i>Lonely Boy</i> □ Andrew Gold	Asylum
9	9	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
13	10	<i>Margaritaville</i> □ Jimmy Buffett	ABC
10	11	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
15	12	<i>I Just Wanna Be Your Everything</i> □ A. Gibb	RSO/Polydor
11	13	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
16	14	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
18	15	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
32	16	<i>Best of My Love</i> □ Emotions	Columbia
23	17	<i>Higher and Higher</i> □ Rita Coolidge	A&M
14	18	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
21	19	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
24	20	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
12	21	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
20	22	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
22	23	<i>Life in the Fast Lane</i> □ Eagles	Elektra
28	24	<i>Barracuda</i> □ Heart	Portrait/CBS
26	25	<i>You and Me</i> □ Alice Cooper	Warner Bros.
25	26	<i>Easy</i> □ Commodores	Motown
31	27	<i>Sad to Belong</i> □ England Dan & John Coley	Big Tree
29	28	<i>High School Dance</i> □ Sylvers	Capitol
19	29	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
27	30	<i>Peace of Mind</i> □ Boston	Epic
37	31	<i>Christine Sixteen</i> □ Kiss	Casablanca
17	32	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
30	33	<i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
39	34	<i>Handyman</i> □ James Taylor	Columbia
40	35	<i>You're My World</i> □ Helen Reddy	Capitol
46	36	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
44	37	<i>Ariel</i> □ Dean Friedman	Lifesong
35	38	<i>Telephone Man</i> □ Merl Wilson	GRT
42	39	<i>Black Betty</i> □ Ram Jam	Epic
33	40	<i>Killing of Georgie</i> □ Rod Stewart	Warner Bros.
34	41	<i>Lucille</i> □ Kenny Rogers	United Artists
43	42	<i>Southern Nights</i> □ Glen Campbell	Capitol
45	43	<i>Give a Little Bit</i> □ Supertramp	A&M
-	44	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
36	45	<i>Lido Shuffle</i> □ Boz Scaggs	Columbia
38	46	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
-	47	<i>Float On</i> □ Floaters	ABC
-	48	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
-	49	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
-	50	<i>Right Time of the Night</i> □ Jennifer Warnes	Arista

Playback

Setting sail. *Float On* (ABC) by the Floaters is new to "Playlist" this week at 47, and predictions have it as hit bound. It's the first time out for the Floaters, a rhythm and blues group from Detroit. *Float On* is on at CKLW(AM) Windsor, Ont., WOXI(AM) Atlanta and WXLO(FM) New York, where music director Roxy Myzal says "we felt it was gonna be a hit ... I have a feeling for this record." Mickey Wallach of ABC Records says "It exploded all over the country. It's very strange; it can go on any format except country." He expects sales up to two million on the album (*The Floaters*) and almost that many on the single from it. **Bishop's back.** *On and On* (ABC) is Stephen Bishop's latest (from his LP *Careless*). "It's easy going. Nothing hard or abrasive about it. The guy has a good voice ... we're getting a lot of female response to it," says Jeff Ryan of WTRY(AM) Troy, N.Y. *On and On* is on at KTAC(AM) Tacoma, Wash., too, and program director Ric Hansen says "we really like the record. It's been growing continually here ... a medium tempo ballad." The last Bishop hit single was *Save It for a Rainy Day*. **Watch this space.** *Sound of Summer* (Chrysalis) by Starbreaker is Richard Clear's choice this week (he's the music director at KENO(AM) Las Vegas). "It's a personal pick of mine. The song sounds like beach noise. A nice, bouncy tune that really sounds like summer. Real nice French horns in it." **On the horizon.** Sanford Townsend Band's *Smoke from a Distant Fire* (Warner Bros.) is the debut single for this Alabama group (Ed Sanford and John Townsend, who were writing songs for Loggins and Messina and Nigel Olsson before forming their own group). Chris Collins of KQWB(AM) Fargo, N.D., says, "it's doing quite well here, it's just a good song, very fast."

Country

Last This week	This week	Title □ Artist	Label
4	1	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
3	2	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
16	3	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
14	4	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
2	5	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
1	6	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
23	7	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
15	8	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
13	9	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
9	10	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
7	11	<i>Head to Toe</i> □ Bill Anderson	MCA
22	12	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
24	13	<i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
-	14	<i>Margaritaville</i> □ Jimmy Buffett	ABC
6	15	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
5	16	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
12	17	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
-	18	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
20	19	<i>Fool</i> □ John Wesley Ryles	ABC/Dot
8	20	<i>Cheap Perfume</i> □ Bobby Borchers	Playboy
19	21	<i>Burning Memories</i> □ Mel Tillis	MCA
17	22	<i>Ten Years of This</i> □ Gary Stewart	RCA
11	23	<i>Born Believer</i> □ Jim Ed Brown & Helen Cornelius	RCA
10	24	<i>I Was There</i> □ Statler Bros.	Mercury
-	25	<i>Silver Bird</i> □ Tina Turney	Epic

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

Media



McBride

Robert McBride, station manager, WJBK-TV Detroit, promoted to VP/general manager, succeeding **Jay Watson**, who has joined KOLD-TV Tucson, Ariz. (BROADCASTING, June 27).

Joseph D. Jones, senior account executive, CBS Radio Spot Sales, New York,

named VP of broadcast division of Combined Communications Corp., San Diego, Calif., assigned to corporate planning activities.

Jay E. Gerber, assistant general counsel, NBC, New York, appointed VP/associate general counsel.

Bob Britt, general manager, WGOR(AM) Toledo, Ohio, joins Triplett Broadcasting, Upper Sandusky, Ohio, as general manager of its WTOO(AM)-WOGM(FM) Bellefontaine, Ohio, and WYAN(FM) Upper Sandusky. He succeeds **James C. Pride**, named general sales manager, WBRB-AM-FM Mount Clemons, Mich.

Jim Carter, local sales manager, WENZ(AM) Highland Springs (Richmond), Va., appointed executive VP/general manager.

George Logan, manager, KGNC-AM-FM Amarillo, Tex., named general manager, co-owned WIBW-TV Topeka, Kan.

Dan DeFoe, operations manager/co-anchor, KBAK-TV Bakersfield, Calif., named station manager, KIOY(FM) Hanford, Calif.

Ron Winblad, general sales manager, WEAT-AM-FM West Palm Beach, Fla., joins WRYZ-AM-FM Jupiter, Fla., as VP/general manager.

Richard L. Schilpp, assistant general manager/commercial manager, WEEU(AM) Reading, Pa., named VP/general manager, succeeding **K. Richard Creitz**, retired.

Herbert M. Gold, program manager, WJKS-TV Jacksonville, Fla., promoted to assistant general manager.

Euan Fannell, business manager, KMOX-TV St. Louis, named director of business affairs.

Cindy Miller, advertising/public relations manager, Liberty Tree Mall, Danvers, Mass., joins WRKO(AM) Boston as promotion director.

David Kennedy, director of accounting, CBS Television Stations division, New York, named director of business affairs, CBS-owned WBBM-TV Chicago.

Don Schmitt, news director, WMTV-TV Madison, Wis., appointed director of community affairs.

Shawn Mulhern, on operations staff, KYDN(FM) Pasadena, Tex., and **Tom Storey**, staff announcer, KJOI(FM) Los Angeles, named director of operations and assistant director of opera-

tions, respectively, for KJOI.

Janis DePrato, from N.W. Ayer/Jorgensen/MacDonald advertising, Los Angeles, named director of publicity and special projects, KROQ-AM-FM Burbank-Pasadena, Calif.

Newly elected officers, Iowa Broadcasters Association: **Edwin J. Lasko**, KCRG-AM-TV Cedar Rapids, president; **Phil Kelly**, KDBQ(AM) Dubuque, vice president, and **Alvina Britz**, KBIZ(AM)-KTVO(TV) Ottumwa, treasurer. **George Dorrington**, broadcast coordinator, Creswell, Munsell, Schubert and Zirbel advertising, Cedar Rapids, and former official at National Association of Broadcasters, named Broadcaster of Year and appointed to association's Hall of Fame.

Jim Burkett, executive producer, at Pennsylvania State University station, WPJX-TV, named operations manager, noncommercial WIPB(TV) Muncie, Ind.

A.C. Allen, supervisor of broadcast operations, noncommercial KETC(TV) St. Louis, named director of network operations, Southern Educational Communications Association, Columbia, S.C.

Neil Rockoff, VP/general manager, WHN(AM) New York, elected chairman, New York Market Radio Broadcasters (NYMRAD). Other officers elected: **Rick Devlin**, WOR(AM), vice chairman, and **Alfred G. Grosby**, WFAS(AM)-WYYD(FM) White Plains, N.Y., secretary, treasurer. New board members include: **Alfred Racco**, WABC(AM); **Dorothy Brunson**, WBLS(AM)-WLIB(FM); **Stanley Cohen**, WYNY(FM); **William Dalton**, WNEW(AM); **Ralph Guild**, McGavren-Guild, and **John Lack**, WCBS(AM).

Newly elected officers, Central Educational Network, Chicago: **Jack McBride**, Nebraska Educational Television Network, Lincoln, president; **Anthony S. Tiano**, KETC(TV) St. Louis, and **Tony Moe**, Educational Communications Board, Madison, Wis., VPs; **Otto F. Schlaak**, WMVS(TV) Milwaukee, secretary, and **George E. Lott Jr.**, WNMU-TV Marquette, Mich., treasurer. Directors-at-large: **Robert D. Page**, WKAR-TV East Lansing, Mich., and **Zoel J. Parenteau**, KPTS(TV) Wichita, Kan.

Wallace A. Smith, general manager, KUSC(FM) Los Angeles, re-elected president, Association of California Public Radio Stations. Other officers elected: **Leon del Grande**, KALW(FM) San Francisco, VP; **Robert Bishop**, KCSN(FM) Northridge, treasurer, and **Frank Lanzone**, KCSM(FM) San Mateo, secretary.

Sol Taishoff, editor, BROADCASTING, received Distinguished Service Award of Maryland-District of Columbia-Delaware Broadcasters Association.

Broadcast Advertising

Robert Fiore, senior VP/creative director; **Stephen O. Frankfurt**, director of creative planning and development; **Herbert D. Maneloveg**, senior VP/director of media, programming and media research, and **William F. Suchman**, senior VP/creative director, Kenyon & Eckhardt, New York elected directors. **Jack**

Hayes, account executive, J. Walter Thompson, Boston, joins K&E, New York, in same capacity. **John Testore**, from Tatham-Laird & Kudner, Chicago, joins K&E there as copywriter.

Richard C. Anderson, senior VP/director of media relations, Needham, Harper & Steers, Chicago, elected to board of directors.

Robert Mounty, former VP and general manager of NBC Radio's now discontinued News and Information Service, appointed VP, sales and marketing, NBC Radio division.

Lawrence E. Lamattina, VP/manager, media/programming department, Grey Advertising, New York, elected senior VP. **Alan Barcus**, copy supervisor, and **William Gangi**, art supervisor, named VP's.

John M. Edgerton, executive television producer, SSC&B Inc., New York, named VP.

Terry G. Vavra, director, news audience research, NBC, appointed VP, manager of research, Dancer-Fitzgerald-Sample, New York.

Irwin Gottlieb, associate director of broadcast programming department, Benton & Bowles, New York, named VP.

Murray Skurnik, senior VP/creative director, Ketchum, MacLeod & Grove, Pittsburgh, named to same post, Venet Advertising, New York.

Judith Damlin, copywriter, Conahay & Lyon, New York, named to same post, D'Arcy-MacManus & Masius there. **John Francis Lankalls II**, account executive, Young & Rubicam there, joins DM&M in same capacity.

Sandra F. Hamburg, assistant librarian, American Association of Advertising Agencies, New York, joins DM&M there as marketing analysis supervisor, marketing and research services department. **Barry Cohen**, senior research supervisor, E.J. Wolf & Associates, joins DM&M as associate director of research. **Gregory A. Zeiger**, associate media director, Marschalk Co., New York, joins DM&M, St. Louis, in same post. **Robert J. Bruce**, senior writer, DM&M, St. Louis, promoted to associate creative director. **Marilyn S. Howard**, media planner/buyer, Foote, Cone & Belding, Chicago, joins DM&M, St. Louis, as media buyer. **Job Schary**, producer, Foote, Cone & Belding, Chicago, joins DM&M St. Louis, as radio/television producer. **Douglas H. Lang**, copywriter, Gardner Advertising, St. Louis, joins DM&M there in same post.

Mark E. Robbins, manager of Blair Television's Minneapolis office; **James T. Lewis**, manager of sales, Atlanta office, and **Sidney C. Brown**, account executive, Dallas office, named VP's. **John Tina**, account executive, Peters Griffin Woodward, New York, joins Blair Television, New York, market division CBS sales team. **Abe Goren**, national sales specialist, WNBC(AM) New York, named account executive, Blair's station division ABC sales team. **Judy Stromor**, national sales manager, WIOD(AM)-WALA(FM) Miami, joins Blair on market division ABC sales team. **William J. McHale**, account executive Katz Television,

New York, named to same post, Blair Radio there.

Newly elected VP's, Ogilvy & Mather, New York: **Janet Boden**, copy supervisor; **Stephanie Cosgrove**, account supervisor; **Bert de los Reyes**, assistant media director; **John Kelly**, account supervisor; **Christopher Moore**, copy supervisor, and **Paul Rabstein**, account supervisor.

Joseph E. DeDeo, chairman of Young & Rubicam Holdings Ltd., United Kingdom, named area manager, Europe. **Joachim Holter**, regional director for Scandinavia, assumes additional responsibility as deputy area manager, affiliate operations. **Jean-Claude Boulet**, president, Y&R France, adds new title of regional director of France, Belgium and Netherlands.

Gerry Duffy, senior account supervisor, William Esty, New York, joins Case & McGrath there as network broadcast supervisor. **Sylvia Rodriguez**, broadcast supervisor, Chapman Communications, joins C&M as media planner.

Joel Steiner, national media manager, Pepsi-Cola Co., Purchase, N.Y., named associate media director, Humphrey Browning MacDougall advertising, Boston.

Adriaan Tiggelman, from JWT, Amsterdam, transfers to Chicago office as account representative.

Stephen M. Citrin, broadcast service supervisor, Leo Burnett, Chicago, named assistant manager, commercial production and talent, Campbell-Ewald, Detroit.

Otis Conner Jr., writer/producer of original music, Kevin Gavin Productions, New York, commercial production firm, named executive VP, responsible for marketing and sales as well as music origination.

William B. McConaghy, media planning supervisor, Wells, Rich, Green, New York, named associate media director, Tinker Campbell-Ewald there. **Richard DiCulrci**, with AIS/Marketronics, division of American Can



PTSA praise. To the applause of Minneapolis-St. Paul Parent, Teachers, Students Association members, Stanley S. Hubbard, president and general manager of KSTP-TV there, picks up an award for himself and another for his station from PTSA President Elsie Gulbranson. The 1977 PTSA Media Awards recognized the contributions of Mr. Hubbard and his station in televising in prime time a PTSA panel on TV violence and for providing other assistance—especially since, as one PTSA official said, "the content of our seminars... was definitely not in the interests of the TV station people."

Co., joins TC-E as media research director. **Eileen McKenna**, media planner, Warwick, Welsh & Miller, joins TC-E as senior media planner, and **Dorothy Chace**, with TC-E, named media planner.

Martin Bradley Weinstein, creative director, Sharp Advertising, Cleveland, joins Wattenmaker Advertising there in creative planning, copywriting and broadcast production.

Rolf E. Meise, director, traffic and production, Wilson, Haight & Welch, Hartford, Conn., named VP/production/traffic, Van Leeuwen Advertising, New York.

Bertram J. Zeldin, account executive, NBC-TV New York, named VP, sports sales.

Michael Collins, media estimator, A. Eicoff & Co., Chicago, promoted to media buyer.

Norris Brannstrom, account executive, WFDF(AM); **Mike Kelly**, account executive, WKMF(AM), and **Tom O'Brien**, production manager, WTRX(AM), all Flint, Mich., have formed Audio Images Production Group there.

John P. Kelley, VP/advertising, Goodyear Tire & Rubber, elected chairman, Advertising Council. Other officers elected: **Patricia Carbine**, Ms. magazine; **Leonard S. Matthews**, Young & Rubicam National, and **F. Kent Mitchell**, General Foods, vice-chairmen; **John H. Crichton**, American Association of Advertising Agencies; secretary, and **Peter W. Allport**, Association of National Advertisers, treasurer. **Robert P. Kelm** was re-elected president, full-time chief operating officer of Ad Council. Directors elected include: **Eugene F. Novak**, Rumrill Hoyt, and **John E. O'Toole**, Foote, Cone & Belding, representing American Association of Advertising Agencies, and **Carlo Vittorini**, Redbook magazine; **Earl G. Graves**, Black Enterprise magazine, and **W. Bradford Briggs**, Ziff-Davis Publishing, representing Magazine Publishers Association.

Jim Luck, owner/manager, Regional Reps, Dallas, joins Media Networks, Chicago, as account executive.

Vincent Young, Eastern sales manager, Adam Young representative firm, New York, named VP in charge of New York sales. **John Swords**, account executive, Peters Griffin Woodward there, joins Adam Young in same post.

Rhonda Hack, research director, CBS/FM Sales, Chicago, named account executive.

Ken Arbuckle, from WGSO(AM) New Orleans, joins Arkansas Radio Network, Little Rock, as regional sales manager.

J. Richard Bradley, account executive, WZTV(TV) Nashville, named local sales manager. **Ed Dyer**, local sales manager, WNGE(TV) there, joins WZTV as regional sales manager.

David B. Totty, salesman, WTVR-TV Richmond, Va., appointed local/regional sales manager.

Buddy Ragan, program manager, WNGE(TV) Nashville, named marketing manager.

Claudia Wickham, account executive, WRIF(FM) Detroit, promoted to local sales manager.

Chris Corr, account executive, KTAR-TV Mesa (Phoenix), Ariz., appointed local sales manager.

Harry L. Conlin, national/local sales manager, KXXI(FM) Denver, named general sales manager, co-owned KHOW(AM) there.

Frank B. Gregg, general sales manager, KNXT(TV) Los Angeles, named to same post, RKO General's WNAC-TV Boston. **Tom Camarda**, sales manager, RTVR, RKO General Television's sales representative firm, New York, joins WNAC-TV as national sales manager.

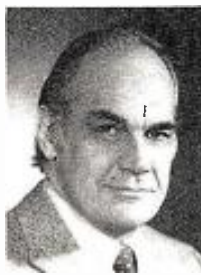
Rick Leverrier, account executive, WGMS-AM-FM Washington, joins WRC(AM) there as local sales manager.

Tony Baglio, copy chief/continuity director, WAYZ(AM) New Haven, Conn., joins WRKO(AM) Boston as creative director, retail sales department.

Robert J. Foley, advertising/marketing consultant, Milwaukee, joins WISN-FM-FM there as account executive.

Matt Mills, from WRCP-AM-FM Philadelphia, joins WHY(FM) Fort Lauderdale, Fla., as account executive.

Programing



Israel

Ken Israel, executive VP of Cinema Shares International Television Ltd., New York, supplier of independently produced feature films to networks and syndication, named president. **Beverly Partridge**, executive assistant to Mr. Israel, takes on added duties as director of program services.

Arthur Fellows, senior VP, production, Paramount Television Service, Hollywood, named senior VP in charge of production.

Jeffrey M. Kulliver, manager, program operations, NBC Radio Network, New York, named director, program operation.

Charles Schnebel, program development executive, CBS, Hollywood, appointed executive producer.

Kurt Neumann, associate producer, MGM-TVs *Logan's Run*, movie for television, New York, named production manager MGM-TV.

Joseph D. Indelli, sales manager, Southeast sales division, Metromedia Producers Corp., New York, appointed national sales manager there. **Herbert O. Weiss**, VP, national sales, NBC Radio, New York, joins Metromedia Producers Corp. as Southeast division sales manager, Atlanta.

Charles Weiss, former executive producer of CBS-TV soap operas, named producer of NBC daytime series. *The Doctors*.

Jim Simon, music director, KSRE(FM) Santa Monica, Calif., named assistant music director, Radio Arts Inc., Burbank, Calif.

James Shumaker, director of advertising operations, CBS/Broadcast Group, New York, named program director, WCBD-TV Charleston, S.C.

Tommy Hedges, promotion manager, WBCN(FM) Boston, named program director.

Ken Burke, air personality, KIOY(FM) Hanford, Calif., promoted to program director.

Jan Speigel, intern, WNAC-TV Boston, named full-time production assistant.

William Kobin, senior producer, National Public Affairs Center for Television, Washington, joins noncommercial KTCB-TV St. Paul as director of public affairs programs.

Kym King, production manager, WTOP-TV Washington, appointed operations manager, noncommercial WETA-TV there.

Rob Edwards, program/operations director, KOST(FM) Los Angeles, resigns. Future plans have not been announced.

Julius LaRosa, who gained fame when fired by Arthur Godfrey while they were performing on live television on CBS-TV more than 20 years ago, has resigned from WNEW(AM) New York, where he has been on-air personality for eight years, to pursue other areas in entertainment field.

Broadcast Journalism

Robert K. Wells, VP/general manager, radio division of Harris Enterprises, Garden City, Kan., and former member of FCC, appointed to board of directors, Associated Press Broadcasters, filling vacancy left by death of Thad Sandstrom (BROADCASTING, May 9).

Tony Sargent, reporter, CBS News, Atlanta, joins ABC News, Washington, as correspondent.

Jess Smith, managing editor, WRR(AM) Dallas, joins WFAA(AM) there as news director.

Paul S. Heil, news director, WGAL-AM-FM Lancaster, Pa., named to same position, co-owned WGAL-TV there.

Diana Lewis, reporter/anchor, KABC-TV Los Angeles, named co-anchor, co-owned WXYZ-TV Detroit.

John English, air personality, WAWK(AM) Kendallville, Ind., named news director.

Michael EauClaire, news director, WGSN(AM) Huntington, N.Y., joins NBC's WRC(AM) Washington as anchorman. **Barbara Hooter**, anchor, NBC's discontinued News and Information Service, joins WRC as co-anchor.

Tom Milbourn, anchorman, WMTV(TV) Madison, Wis., named news director.

Rick Brancadors, operations director, WHTG-AM-FM Eatontown, N.J., named evening news editor, WWH(AM) Princeton, N.J.

Roger O'Neil, from WAVE-TV Louisville, Ky., joins KPRC-TV Houston as news correspondent.

Tom Allen, news director/anchorman, KLBK-TV Lubbock, Tex., named news director/co-anchor, WCBD-TV Charleston, S.C.

Stephen N. Huddleston, news writer, KLZI(AM) Denver, appointed executive news coordinator, KMOX-TV St. Louis.

Denny J. Brand, from WDRB-TV Louisville, Ky., joins KGNS-TV Laredo, Tex., as anchor/reporter.

Carol Krause, weekend anchor/chief capitol reporter, WNGE(TV) Nashville, named anchor/reporter, WISH-TV Indianapolis.

I. J. Judson, reporter/anchor, WTMJ-TV Milwaukee, joins WTVN-TV Columbus, Ohio, in same capacity.

Tom Newberry, news producer, WXEX-TV Petersburg, Va., joins WWL-TV New Orleans in same capacity.

Mike Jernigan, news anchor/producer, KAUZ-TV Wichita Falls, Tex., joins KWTB(TV) Oklahoma City as reporter.

David Mark, public affairs director, WKSW(FM) Cleveland, assumes additional duties as news/public affairs director.

Steve Garagiola, sports director, noncommercial WSND-FM Notre Dame, Ind., named to same post, WILX-TV Onondaga, Mich.

Alan Boggs, news director, WFDT(FM) Columbia City, Ind., named reporter, WXKE(FM) Fort Wayne, Ind.

Jeff Ofgang, news director, WRAN(AM) Dover, N.J., named reporter, WPOC(FM) Baltimore.

Dick Levitan, investigative reporter, WEEI(AM) Boston, elected to executive board, Investigative Reporters and Editors, at second annual convention in Columbus, Ohio.

William L. Rukeyser, news writer/producer, KPX(TV) San Francisco, joins Capital News Bureau, statewide public television news bureau, Sacramento, Calif., as news writer/producer.

Cable

Munro Corbin, trustee of Dolly Madison Industries, Albany, Ind., named to board of directors, Communications Properties Inc., Austin, Tex. **Dan Pike**, project engineer, United Cable Television Corporation, Tulsa, Okla., joins CPI as staff engineer.

Edward Horowitz, affiliate development manager, Home Box Office, New York, named mid-Atlantic regional manager, succeeding **Dennis Garcher**, who will concentrate on new business development in Southeast, based in West Palm Beach, Fla.

Lois S. Bare, office manager, General Electric Cablevision, Walnut Creek, Calif., named manager of GE system in Tracy, Calif.

Equipment & Engineering

Ray Gates, VP, Panasonic, Secaucus, N.J., elected executive VP, and **Nat Gilbert**, VP/treasurer, elected executive VP/treasurer. **Ira Perlman**, VP/general manager, personnel division, elected to executive committee. **Seth Waller**, general counsel/general manager of legal division, named VP/secretary. **George Camp**, general manager, parts and service division, and **Tak Matsumara**, general manager, television division, elected VP's. **Mark Orakawa**, general manager, industrial division, named VP/head of electronics components division. **Scott Minakami**, group manager, industrial sales department, named general manager, expanded industrial sales division. **Mel Nakao**, manager of corporate planning, promoted to general manager.

David Fairley, VP, engineering, Farinon Video, division of Farinon Electric, San Carlos, Calif., named VP/general manager of Farinon Satellite Systems, new earth terminals and equipment division there.

James M. Keane, director of engineering, Systems Resources Corp., Plainview, N.Y., promoted to VP, engineering.

William F. Donahoe, field sales manager, Belden Corp., electronic division, Houston, appointed national sales manager, based in Richmond, Ind. **Leonard G. Cebol**, CATV sales manager, named manager of sales training and

development, succeeded by **Charles B. Parker**, field sales representative, St. Louis.

Keith Y. Reynolds, from International Video Corp., Sunnyvale, Calif., joins Unimedia Corp., Auburn, Calif., as marketing manager.

Thomas C. Runge, corporate tax manager, Oak Industries, Crystal Lake, Ill., assumes additional responsibilities as assistant secretary and assistant treasurer.

Steven N. Friedman, senior engineer, Robins Broadcast & Sound Equipment Corp., Commack, N.Y., promoted to VP, professional products division.

Tom Welch, product line manager, National Semiconductor, Santa Clara, Calif., named transistor product marketing director.

Leon A. Wortman, international marketing/sales manager for Scully professional recorders and Dictaphone audio logging machines, joins Otari Corp., manufacturer of professional recorders and high speed tape duplicators, San Carlos, Calif., as marketing manager.

Ralph L. Hucaby, VP/director of engineering, WTVF(TV) Nashville, joins Radford Associates, broadcast equipment manufacturer's representative and distributor, Atlanta, as associate.

Charles E. Lutz, production/operations manager, KMOL-TV San Antonio, Tex., joins WLWT(TV) Cincinnati as assistant chief engineer.

Allied Fields

Daniel M. Head, member of U.S. Nuclear Regulatory Commission Atomic Safety and Licensing Board panel, Washington, and formerly with Federal Trade Commission, Department of Justice and Federal Energy Administration, appointed administrative law judge, FCC.



Coy

Wayne Coy Jr., son of late Wayne Coy, FCC chairman from 1947 until 1952, has joined Cohn & Marks law firm from noncommercial WETA(TV) Washington, where he had been vice president, legal affairs for four years.

Lee Morganlander, VP, director of research, Radio Advertising

Bureau, New York, joins research firm of Starch INRA/Hooper there as VP, research and market planning.

David Copp, account executive, Katz Television national spot sales, Troy, Mich., joins Arbitron, Chicago, as account executive, Midwest television sales.

Marjorie (Max) Johnson, regional media buyer, Media Investment Service, Atlanta, joins Association of Independent Television Stations (INTV), New York, as research manager.

Joseph Postar, group VP, Creamer Dickson Basford public relations, Providence, R.I., appointed senior VP.

Joan M. Paylo, freelance writer/editor, joins Ries & Geltzer public relations, New York, as account executive.

Ruth Cage, head of her own New York-based publicity organization, appointed executive assistant to Warren Cowan, president of Rogers

& Cowan public relations there.

George Comstock, social scientist and author of numerous works on effects of television on society, joins S.I. Newhouse School of Communications at Syracuse (N.Y.) University as professor of television and radio.

Richard E. Schattman, general counsel and Washington representative, Powerine Oil Co., named counsel to Washington law firm of Midlen & Reddy.

Cliff Evans, VP, RKO General, Washington news bureau, elected to two-year term on board of governors of Washington Press Club.

Lou Hausman, variously with CBS and NBC and one-time director of Television Information Office, retires as director, media resources center, National Council on the Aging, Washington.

Tom (Woody) Mosgers, radio-TV producer, Chicago Board of Education, named radio-TV coordinator, Illinois Information Service, Springfield, Ill.

George Crouch Jr., senior VP, KPFL(AM)-KTDY(FM) Lafayette, La., named "Broadcaster of the Year" by Louisiana Association of Broadcasters.

Deaths



Johnson in 1953

E.M. (Pete) Johnson, 61, president, Capitol Broadcasting Corp., owner/operator of WCAW(AM)-WVAF(FM) Charleston, W.Va.; WKDY(AM) Spartanburg, S.C., and WXLK(AM)-WKSJ(FM) Prichard (Mobile), Ala., died of cancer July 5 in Charleston. He was engineer at WLW(AM) Cincinnati while in college. After graduation in 1940, he joined FCC. After World War II, he joined Mutual Broadcasting as engineer and progressed in next 10 years to become administrative VP in charge of operations for both Mutual Radio Network and RKO General. In 1955 he entered station ownership. He is survived by his wife, Virginia, two daughters and one son.

Robert L. Fine, 53, group senior VP at Doyle Dane Bernbach, New York, until he resigned last April because of illness, died of cancer last Monday (July 4) in Doctors hospital in New

York. Through most of his years at DDB, which he joined in 1960, Mr. Fine worked on Volkswagen account. He is survived by wife, June, and son, Steven.

Marion (Hank) Tribley, 61, executive VP/general manager, WNCT-TV Greenville, N.C., died of heart attack there June 29. He joined station as chief engineer in 1963 after 22 years with WNCT(AM). Survivors include his wife, Teeny, and daughter, Nancy.

David T. Schultz, 83, electronics pioneer, died at his home in New York June 25. He spent 29 years at Raytheon Manufacturing Co. and left position as senior VP to join Allen B. Du Mont Laboratories in 1956 as president. He became chairman of Baird-Atomie in 1961 and retired from that post in 1968. He is survived by his wife, Sarah, one daughter and one son.

Bevne Ho, 68, retired chief of Voice of America, Amoy Language Service, died June 20 in San Francisco following surgery for aneurysm. He joined Office of War Information in San Francisco in 1942 when it was in charge of U.S. broadcasts beamed abroad and after war, became staff member of Chinese branch of VOA in New York moving to Washington in 1954 as assistant chief of China branch. He is survived by his wife, Elaine, and two sons.

For the Record

As compiled by BROADCASTING for the period June 27 through July 1 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV applications

■ Jacksonville, Fla.—Malrite of Jacksonville Inc. seeks ch. 30 (566-572 mhz); ERP 4176 kw vis., 1244 kw aur.; HAAT 976 ft.; ant. height above ground 1029 ft. P.O. address: Euclid Avenue and E. 12th St., Cleveland 44115. Estimated construction cost \$1,433,000; first-year operating cost \$805,000; revenue \$600,000. Legal counsel Miller & Fields, Washington; consulting engineer Ralph Evans. Principal: Milton Maltz (100%), owner of WBRB-AM-FM Mount Clemens, Mich.; WNYR(AM)-WEZO(FM) Rochester, N.Y.; WZUU-AM-FM Milwaukee; KEEY-AM-FM St. Paul; WCTI-TV New Bern, N.C., and WHK(AM)-WMMS(FM) Cleveland. Ann. June 30.

■ Miami—Miami STV Inc. seeks ch. 33 (584-590 mhz); ERP 1216 kw vis., 102 kw aur.; HAAT 1018 ft.; ant. height above ground 1042 ft. P.O. address: 13816 Bora Bora Way, Marina Del Ray, Calif. 90291. Estimated construction cost \$140,000; first-year operating cost \$600,000; revenue \$800,000. Legal counsel Seymour M. Chase, Washington; consulting engineer Raymond E. Rohrer. Principal: Robert S. Block (100%), principal owner of American Subscription Television Inc. Requesting STV authority. Ann. June 30.

■ Baltimore—New Vision Inc. seeks ch. 54 (710-716 mhz); ERP 1205 kw vis., 120.5 kw aur., HAAT 812 ft.; ant. height above ground 709 ft. P.O. address: 2 Oswego Ave., Rockaway, N.J. 07866. Estimated construction cost \$362,482; first-year operating cost \$386,000; revenue not given. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros, Schulkind, Washington; consulting engineer John Moffett. Principals: Samuel S. Kravetz (33.3%), Bernard Salditch, Isaac S. Blonder, Frances C. Gaguine and Ben H. Tongue (16.6% each). Mr. Kravetz has interests in New Jersey cable systems. Mr. Salditch is Baltimore food distributor. Mr. Gaguine has interest in KBJR-TV Superior, Wis. Messrs. Blonder and Tongue own Blonder-Tongue Laboratories and WBTB-TV Newark, N.J. New Vision is requesting STV authority. Ann. June 30.

AM applications

■ Dora, Ala.—Mid-Way Radio seeks 1010 khz, 500 w-D. P.O. address: Box 587, Fulton, Miss. 38843. Estimated construction cost \$30,000.05; first-year operating cost \$45,550; revenue \$55,750.48. Format: country. Principals: Ollvie E. Sisk (35%), his wife Ivous (35%),

Tychicus E. Hunnicutt (15%) and Joel E. Camp (15%). Mr. and Mrs. Sisk own 50% of WVSA(AM) Vernon, Ala., 100% of WFTO(AM)-WFTA(FM) Fulton, Miss., WKNG(AM) Tallapoosa, Ga., and 45% of WEPA(AM) Eupora, Miss. Messrs. Hunnicutt and Camp are chief engineer and manager, respectively, of WVSA. Ann. June 30.

■ Conyers, Ga.—Communications Investment Inc. seeks 1050 khz, 250 w-D. P.O. address: 1800 Peachtree Street N.W., Atlanta 30309. Estimated construction cost \$37,393; first-year operating cost \$69,097; revenue \$84,000. Format: MOR. Principals: Paul C. Stone (20%) and Georgia State Network (80%). GSN, of which Mr. Stone is executive vice president, is statewide radio network. Ann. June 30.

■ Chubbuck, Idaho—Good Times Inc. seeks 1490 khz, 1 kw-D, 250 w-N. P.O. address: 654 1/2 S. Arthur, Pocatello, Idaho 83201. Estimated construction cost \$1,000; first-year operating cost \$73,116; revenue \$120,000. Format: contemporary. Principals: Harold M. Johnson, Louis G. Erck and James T. Goddard (one-third each). Mr. Johnson owns Helena, Mont., store and tavern. Messrs. Erck and Goddard own

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766

KGMY(AM) Missoula, Mont., and Mr. Erck owns KHAP(AM) Aztec, N.M. Ann. June 30.

■ Hilton Head Island, S.C.—Calibogue Broadcasting Co. seeks 1130 khz, 1 kw-D. P.O. address: Box 6133, Hilton Head Island 29928. Estimated construction cost \$48,858; first-year operating cost \$54,300; revenue \$72,000. Format: adult rock. Principals: Thomas H. Harvey and James N. Richardson (50% each). Both have real estate interests in Hilton Head Island. Ann. June 30.

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: KCAL Redlands, Calif. (BMP-14,421), Nov. 29; WSUZ Palatka, Fla. (BMP-14,418), Sept. 1; WKNG Tallapoosa, Ga. (BMP-14,424), Oct. 1; WQCK Warner Robins, Ga. (BMP-14,420), Dec. 24.

■ Orocovis, P.R., Radio Sol Broadcasting Corp.—Broadcast Bureau granted 1470 khz, 1 kw, DA-N. P.O. address: Calle Pedro Arroyo No. 10, Orocovis 00720. Estimated construction cost \$43,000; first-year operating cost \$37,600; revenue \$72,000. Format: standard pop. country. Principals: Carlos J. Colon Bentura (36%), Luis Rodriguez Bou (32%) and Ofelia Torres Melendez (32%). Mr. Ventura owns WVZS-FM Vieques, P.R. Mr. Bou is attorney. Mr. Melendez is mayor of Orocovis and owns retail furniture store (BP-20,179). Action June 22.

FM applications

■ Anderson, Calif.—Shasta Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT 113 ft. P.O. address: 41091 Valero Street, Fremont, Calif. 94538. Estimated construction cost \$8,000; first-year operating cost \$64,450; revenue not given. Format: progressive rock, C&W. Principals: Jeffrey J. Prather (79%) and Robert D. Breck Jr. (21%). Mr. Prather is San Leandro, Calif., construction worker. Mr. Breck is engineer with KRKC(AM) King City, Calif. Ann. June 30.

■ Gatlinburg, Tenn.—Vacation Media Inc. seeks 105.5 mhz, .225 kw, HAAT 911 ft. P.O. address: 129 Long Branch, Gatlinburg 37738. Estimated construction cost not given; first-year operating cost \$36,000; revenue not given. Format: C&W. Principals: Leo Ely, Roy J. Maples and, his brother, Ralph S. Maples (one-third each). Mr. Ely owns Gatlinburg real estate firm, and Maples own motel there. Ann. June 30.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: KORM Orem, Utah (BMPH-15,162), Dec. 16; KJNP-FM North Pole, Alaska (BMPH-15,166), Sept. 1; WIOF Waterbury, Conn. (BMPH-15,149), Jan. 5, 1978; KKAI Kailua, Hawaii (BMPH-15,159), Dec. 21; *WCCB Holyoke, Mass. (BMPED-1503), Oct. 31; KMMX Poplar Bluff, Mo. (BMPH-15,138), Dec. 31; *WNAA Greensboro, N.C. (BMPED-1497), Dec. 8; WOTB Middletown, R.I. (BMPH-15,157), Dec. 30; WZDC Soddy-Daisy, Tenn. (BMPH-15,160), Oct. 3.

■ Nogales, Ariz., Graham Broadcasting Co.—Broadcast Bureau granted 98.3 mhz, 215 w, HAAT 230 ft. P.O. address: 10 Wayne St., Hudson, N.H. 03051. Estimated construction cost \$17,050; first-year operating cost \$22,500; revenue \$38,500. Format: beautiful music. Principal: Norman and Eva Graham (100%). Mr. Graham is chief engineer at WBZ-AM-FM Boston. Grahams have application for new FM in South Tucson, Ariz. (BPH-9995). Action June 27.

■ *Muncie, Ind., Delaware Community School Corp.—Broadcast Bureau granted 90.5 mhz, 10 w. P.O. address: R.R. 3, Box 48, Muncie 47302. Estimated construction cost \$26,862; first-year operating cost \$3,000. Format: variety. Principal: Applicant is public school corporation (BPED-2357). Action June 14.

■ *Charlton, Mass., Bay Path Vocational High School—Broadcast Bureau granted 90.1 mhz, 19.5 w. HAAT 359.79 ft. P.O. address: c/o Kenneth Duguet, Muggett Hill Rd., Charlton 01507. Estimated construction cost \$4,800; first-year operating cost \$1,000. Principal: Public Educational Institute of Massachusetts; Southern Worcester County Regional Vocational School District (BPED-2155). Action June 23.

■ *Elsie, Mich., Ovid-Elsie Area Schools—Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 140 ft. P.O. address: 8989 Colony Rd., Elsie 48831. Estimated construction cost \$17,795; first-year operating cost \$18,000. Format: variety. Principal: Applicant is school district (BPED-2263). Action June 22.

■ *Lincoln, Neb., Sunrise Communications—Commission granted 89.5 mhz, 10 kw. P.O. address: 1820 Oakdale Avenue, Lincoln 68520. Estimated construc-

Call letters

Applications

Call	Sought by
WFFT-TV	New TV's Ontario Corp., Fort Wayne, Ind.
WMVV	Taft Broadcasting Corp., Hanover, N.H.
	New AM
KBCC	Crawford Broadcasting Co., Cuba, Mo.
	New FM's
*WJSR	Jefferson State Junior College, Birmingham, Ala.
*KAZU	Great Silence Broadcasting Foundation Inc., Pacific Grove, Calif.
KDRB	Tri-City Broadcasting Co., Derby, Kan.
*KMHD	Mount Hood Community College, Gresham, Ore.
*WTLR	Central Pennsylvania Christian Institute, State College, Pa.
KOOV	KOVE Broadcasting Co., Copperas Grove, Tex.
KDWT-FM	ABKO Broadcasting Co., Stamford, Tex.
	Existing TV
WANX-TV	WHAE-TV Allanta
	Existing AM's
WRBA	WAKC Normal, Ill.
KNUU	KVEG Las Vegas
WGOS	WHPE High Point, N.C.
WJXY	WJAL Conway, S.C.
KWET	KQAM San Antonio, Tex.
KPRO	KMOR Murray, Utah
	Existing FM
KLWD	KWYO-FM Sheridan, Wyo.

Grants

Call	Assigned to
	New TV's
KTVZ	Sierra Cascade Communications Inc., Bend, Ore.
KSGW-TV	Duhamel Broadcasting Enterprises, Sheridan, Wyo.
	New AM's
KKBJ	KNCX Radio Inc., Bemidji, Minn.
WJTH	Cherokee Broadcasting Co., Calhoun, Ga.
	New FM's
KAPR-FM	KAPR Inc., Douglas, Ariz.
KLVA	Jack A. Carpenter, Lake Village, Ark.
KSAR	Salem Broadcasting Co., Salem, Ark.
*KPSH-FM	Palm Springs United School District, Palm Springs, Calif.
WLGA	EV-CO Broadcasters Inc., Valdosta, Ga.
KFSH	Christian Broadcasting Association, Hilo, Hawaii
KSKI-FM	Sun Valley Radio Inc., Sun Valley, Idaho
*WIPU	Purdue University, Fort Wayne, Ind.
*WPUM	St. Joseph's College, Rensselaer, Ind.
*WHHB	Holliston High School, Holliston, Mass.
WBMI	Ogemaw Broadcasting Co., West Branch, Mich.
*WSOE	Elon College, Elon College, N.C.
WMCC	Ketron Broadcasting Inc., Etowah, Tenn.
*WPHP	Ohio County Board of Education, Wheeling, W.Va.
	Existing AM
KBBX	KLRK Centerville, Utah
	Existing FM's
KMEL	KQUP San Francisco
WMZO	WMOD Washington
WHMD	WFRP-FM Hammond, La.
WLMO	WLVC-FM Orleans, Mass.
KJEZ	KMMX Poplar Bluff, Mo.
WTBG	WTBG-FM Brownsville, Tenn.
WEEF	WGTC Germantown, Tenn.

tion cost \$1,985; first-year operating cost \$1,516. Principal: William D. Lock, president. Action June 23.

■ Taos, N.M., Taos Communications Corp.—Broadcast Bureau granted 101.7 mhz, 3 kw, HAAT —655 ft.

P.O. address: Box 2676, Taos 87571. Estimated construction cost \$5,500; first-year operating cost \$63,700; revenue \$85,000. Format: quality music. Principals: John D. McDermott (33.3%), Daniel R. Lee (41.3%) and six others. Mr. McDermott is involved in freelance TV production. Mr. Lee is president and general manager (no stock) of WSBC(AM)-WXRT(FM) Chicago (BPH-10,352). Action June 27.

■ *Albany, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location of FM station to Mohawk Residence Tower on SUNY Albany uptown campus, Albany; change ant.; make changes in ant. system (increase height); remote control permitted (BMPED-1499). Action June 28.

■ *Brooklyn, N.Y., Kingsborough Community College—Broadcast Bureau granted 90.9 mhz, 10 w. P.O. address: 2001 Oriental Blvd., Brooklyn 11235. Estimated construction cost \$4,325; first-year operating cost \$7,500. Format: Variety. Principal: Applicant is public educational institution and member of City University of New York (BPED-2349). Action June 23.

■ Plymouth, N.C., Ralph D. Epperson—Broadcast Bureau granted 95.9 mhz, 2.6 kw, HAAT 326 ft. P.O. address: Box 907, Mt. Airy, N.C. 27030. Estimated construction cost \$3,300; first-year operating cost \$11,300; revenue \$8,000. Format: music variety. Principal: Applicant is licensee of WPNC(AM) Plymouth and WPAQ(AM) Mt. Airy, N.C. and WPHM(AM) Portsmouth, Va. Epperson family owns various stations (BPH-9955). Action June 27.

Ownership changes

Applications

■ WACD(AM) Alexander City, Ala. (1590 khz, 1 kw-D)—Seeks transfer of control of Alexander City Broadcasting Inc. from Dudley J. Davis and others (100% before; none after) to Larry W. Morris and J.P. White (none before; 100% after). Consideration: \$100,000. Principals: Mr. Davis (40%), Gerald Y. Allen (35%) and William Causey (25%). They have no other broadcast interests. Mr. Morris is Alexander City attorney, and Mr. White owns furniture store there. Ann. June 28.

■ KBJT(AM) Fordyce, Ark. (1570 khz, 250 w-D)—Seeks transfer of control of KBJT Inc. from Mack Smith and Jess T. Bagwell (51/49% before; none after) to Paul Coates, Gerald Keith and others (none before; 100% after). Consideration: \$176,700. Principals: Neither Mr. Smith nor Mr. Bagwell has other broadcast interests. Buyers are Mr. Coates, his brother Gary, Mr. Keith and Yancey Reynolds (25% each). Messrs. Reynolds and Keith have Hope, Ark., real estate interests and minor holdings in KXAR(AM) there. Mr. Paul Coates is KXAR general manager, and Mr. Gary Coates is KGHM(AM) Brookfield, Mo., sales manager. Ann. June 28.

■ KXGO(FM) Arcata, Calif. (93.5 mhz, 220 w)—Seeks assignment of license from D.A. Plank to Winters Broadcasting Co. for \$80,000. Seller: Mr. Plank "wishes to retire and take life a little easier." He has no other broadcast interests. Buyer is owned by Melvin Winters (87.5%) and John Webb (12.5%). Mr. Winters is salesman with KTTV(TV) Los Angeles. Mr. Webb is KXGO sales manager. Ann. June 28.

■ KWIK(AM) Pocatello, Idaho (1240 khz, 1 kw-D)—Seeks transfer of control of KWIK Broadcasting Co. from Robert E. Davis (100% before; none after) to James W. Fox (none before; 100% after). Consideration: \$550,000, plus \$50,000 covenant not to compete. Principals: Mr. Davis has no other broadcast interests. Mr. Fox has minor interests in Flagstaff, Ariz., construction firm and in KOAI-TV there. Ann. June 28.

■ WWCT(FM) Peoria, Ill. (105.7 mhz, 36 kw)—Seeks transfer of control of Peoria Community Broadcasters Inc. from Thomas A. Murphy and others (100% before; none after) to Walter W. Hart. (none before; 100% after). Consideration: \$35,000. Principals: Mr. Murphy (70%), Paul Carreige (15%) and W.N. Warren (15%). None has other broadcast interests. Buyer, Mr. Hart, has various property and equipment leasing firms in Detroit area. Ann. June 28.

■ KWNT(AM) Davenport, Iowa (1580 khz, 500 w-D)—Seeks assignment of license from Oneita G. Schmidt to Hallstrom Communications Inc. for \$116,000, plus \$60,000 covenant not to compete. Seller is Mrs. Oneita G. Schmidt, who has no other broadcast interests. Buyer is owned by John R. Hallstrom (45%), his daughters Julie and Janet (5% each), Robert A. Clark, Patricia A. Magner and Richard E. Pearson

(15% each). Mr. Halstrom is principal in WRAM (AM) Monmouth, Ill. and, with Mr. Clark, KIMI (AM) Keokuk, Iowa. Miss Magner holds stock as trustee for children of Washington attorney. Keith Putbrese, for whom she works. Mr. Pearson is part owner of Galesburg, Ill., funeral home. Ann. June 28.

■ WRNW (FM) Briarcliff Manor, N.Y. (107.1 mhz, 2.45 kw)—Seeks assignment of license from Lake Champlain Broadcasting Corp to WRNW Inc. for \$350,000, plus \$100,000 consulting agreement. Seller is owned by Joseph Newman (49.95%), Arnold Laubich (11.16%), Donald Lewis (22.22%) and Gilbert Siegal (16.67%). Mr. Lewis is also principal stockholder of WHBI (FM) Newark, N.J., in which Mr. Siegal also has minor interest. Buyer is owned equally by Fred L. Schreier and Stephen L. Schwartz. Mr. Schreier is New York financial consultant, and Mr. Schwartz is attorney there. Ann. June 28.

■ WGTM (AM) Wilson, N.C. (590 khz, 5 kw-U)—Seeks assignment of license from Campbell Broadcasting Inc. to Holder Enterprises Inc. for \$400,000, plus \$100,000 lease agreement and \$120,000 covenant not to compete. Seller is owned by A. Hartwell Campbell, who also owns WGAI (AM) Elizabeth City, N.C. Buyer is Hugh E. Holder, owner of WQPD (AM) Lakeland, Fla. Ann. June 28

■ WBMJ (AM) San Juan, P.R. (1190 khz, 10 kw-D.S kw-N)—Seeks transfer of control of Mid-Ocean Broadcasting Corp. from Bob Hope and others (93% before; none after) to Gerald Masucci (none before; 100% after). Consideration: \$560,225. Principals: Mr. Hope (64%), Gang, Tyre & Brown (partnership), (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining shares are held by Robert L. Bennett (7.7%) and James A. Capstaff. Mr. Masucci is New York attorney with interests in record companies there. Ann. June 28.

■ KLMT (FM) Marlin, Tex. (96.7 mhz, 1.25 kw)—Seeks transfer of control of Midwestern Broadcasting Corp. from Janelle Estham and others (100% before; none after) to Jerry Garrison (none before; 100% after). Consideration: \$41,000. Principals: Ms. Eastham and Vicki Briant, who have no other broadcast interests. Mr. Garrison is general manager of KLMT. Ann. June 28.

■ KITI (AM) Centralia-Chehalis, Wash. (1420 khz, 1 kw-D)—Seeks assignment of license from KITN-KITI Corp. to Premier Broadcasters Inc. for \$150,000. Seller: Donald F. Whitman, president, owner of KITN (AM) Olympia, Wash. Buyers are G. L. White (60%) and Walter H. Meyer (40%). Mr. White is general manager of KAYO (AM) Seattle and with Mr. Meyer, owner of antique store there. Ann. June 28.

Actions

■ KGEK (AM)-KYOT (FM) Sterling, Colo. (AM: 1200 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 940 w)—Broadcast Bureau granted assignment of license from Sterling Radio-& T.V. Inc. to KSTC Inc. for \$300,000. Sellers: William C. Whitlock, Donald L. Robson and Gaylord Illingworth. Messrs. Whitlock and Illingworth also own KUVR-AM-FM Holdrege, Neb. (37.33% and 10%, respectively). Mr. Whitlock also owns 10% of KTTT-AM-FM Columbus, Neb., and 25% KTAP (AM) Crete, Neb. Mr. Robson owns 70% of KTTT-AM-FM and 25% KTAP. Buyers are Ray H. and Charlene M. Lockhart (40% and 10%, respectively) and Mel and Huberta Adams (40% and 10%, respectively). Mr. Lockhart owns 52% of KOGA (AM) Ogallala, Neb., and owns, with two others, KNAB (AM) Burlington, Colo. Mrs. Lockhart has no other broadcast interests. Mr. Adams is Neb. banker and businessman. His wife has no other broadcast interests (BAL-8990, BALH-2486, BALRE-3217). Action June 23.

■ WDAN (AM)-WMBJ (FM) Danville, Ill. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 102.1 mhz, 11 kw)—Broadcast Bureau granted assignment of license from First Danville Radio Inc. to Sangamon Broadcasting-Danville Inc. for \$555,000 including \$70,000 covenant not to compete. Seller is principally owned by J. Max Shaffer, who has no other broadcast interests. Buyer is owned by Shelby T. Harbison (32.5%), Robert V. Prather (25%), Noah M. Dixon Jr. (17.5%) and Mr. and Mrs. Oliver J. Keller Jr. (17.5%). Mr. Harbison is president of WTAX (AM)-WDBR (FM) Springfield, Ill. Mr. Prather is president of Springfield printing firm, and Dr. Dixon is physician there. Mr. Keller is professor, University of Florida, Gainesville. Two other stockholders own less than 10% each (BAL-8986, BALH-2485). Action June 27.

■ WRAM (AM) Monmouth, Ill. (1330 khz, 1 kw-D)—Broadcast Bureau granted assignment of license

from Monmouth Broadcasting Co. to Coleman Broadcasting Co. for \$246,000. Sellers are John and Joan Hallstrom, who have no other broadcast interests. Buyer is Roger Coleman, former president and general manager of WGIL (AM)-WAAG (FM) Galesburg, Ill. (BAL-8985). Action June 24.

■ WCOD-FM Hyannis, Mass. (106.1 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Koiccom Broadcasting Inc. to Harbinger Broadcasting Co. for \$500,000. Seller is principally owned by Dana M. Koit (53.5%), Henry Lee (10.7%), John R. and Barbara J. O'Connell (10.6%) and five others, none of whom has other broadcast interests. Buyer is owned by Resort Network Inc., which is owned equally by John G. Keljikan and Harcourt Brace Jovanovich Inc., publisher. RNI owns 18.5% of WCRN (FM) St. Thomas, V.I. Mr. Keljikan owns 56.75% of WWRJ (FM) Southampton, N.Y., and 75% of WWRN (FM) West Palm Beach, Fla. HBJ owns 15% of WWRJ and of WWRN (BAPLH-207). Action June 23.

■ WWSW (FM) Saginaw, Mich. (107.1 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Saginaw Broadcasting Co. to Mayle Broadcasting Co. for \$210,000. Seller is partnership of 10 individuals and Frank Perry Lloyd & Associates (31.6%). FPLA owns WTLC (AM) Indianapolis and is itself partnership with Frank P. Lloyd, president and principal (64%). Three other partners have no other broadcast interests. Buyer is owned by Donald K. Mayle (85%) and John H. Midlen (15%). Mr. Mayle is 62.5% owner of WXOX (AM) Bay City, Mich. Mr. Midlen is Washington communications attorney with interests in cable systems in Sturgis and Coldwater, both Michigan (BALH-2482, BASCA-814). Action June 23.

■ KSIM (AM) Sikeston, Mo. (1400 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Sikeston Community Broadcasting to Prime Time Broadcasting Corp. for \$265,000. Sellers are Ralph L. Hirsch (42.8%), James H. Bucher (19.2%), Mr. Harry C. Young (14.4%) and three others (none with more than 10% interest). None of sellers has other broadcast interests. Buyer is owned equally by Robert A. McCord Jr., Charles L. Leemon III and William Steven McPheeters. Mr. McCord is retailer with real estate interests in Sikeston. Mr. Leemon is part owner of Miami motel and Sikeston cemetery. Mr. McPheeters is announcer with KJAS (AM) Jackson, Mo. None has other broadcast ownership interests (BAL-8975, BALRE-3206). Action June 27.

■ WKQW (AM) Spring Valley, N.Y. (1300 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from Jeffrey Sapir, trustee in bankruptcy, to Rockland Media Corp. for \$50,000. Seller: Station is silent and in bankruptcy. Principals in buyer are Elton L. Spitzer (43.2%), Eugene W. Gugig (22.7%) and six others. Mr. Spitzer is station manager with stock interests in WLIR (FM) Garden City, N.Y. Mr. Gugig holds position with WTFM (FM) Lake Success, N.Y. Some other stockholders have employment with WLIR (BAL-8698, BALRE-3031). Action June 23.

■ KOMS (FM) Lebanon, Ore. (103.7 mhz, 30 kw)—Broadcast Bureau granted assignment of license from C.T. Isley to Stereo Broadcasting Corp. for \$85,000 plus \$10,000 covenant not to compete. Seller: Mr. Isley has no other broadcast interests. Buyer is owned by Richard A. Ingraham (50.78%), Richard A. Wagner, his father Richard Wagner (11.11% each) and five others (none with more than 10%). Stereo owns KFYE (FM) Fresno, Calif. Mr. Ingraham also owns KRVE Los Gatos, Calif. (50%) and applicant for new AM at Clovis, Calif. (66.67%). Younger Mr. Wagner owns Concept Productions, programing consultant. His father is retired (BALH-2472). Action June 23.

Facilities changes

TV actions

■ *WMPB Baltimore—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 76.38 kw (BMLET-148). Action June 23.

■ *WVPB Hagerstown, Md.—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 51.65 kw (BMLET-146) Action June 23.

■ WLOS-TV Asheville, N.C.—Broadcast Bureau granted CP to install new alt. main trans.; ERP 120 kw; max. ERP 170 kw; ant. height 2830 ft. (BPCT-5029). Action June 24.

■ WZTV Nashville—Broadcast Bureau granted CP to change ERP to 871 kw; max. ERP 891 kw; ant. height

1,000 feet (BPCT-5016). Action June 22.

AM action

■ WKYK Burnsville, N.C.—Broadcast Bureau granted CP to change frequency of standard broadcast station to 940 khz; add nighttime power 250 w DA-N; change hours of operation to unlimited; trans. and studio location Highway 19E at Burnsville, city limits and intersection of NC 197, Burnsville; conditions (BP-20.214). Action June 24.

FM actions

■ WJOF Athens, Ala.—Broadcast Bureau granted CP to change trans. location to near top of Capshaw Mountain, Madison, Ala.; install new ant.; make changes in ant. system (decrease height); ERP 50 kw (H&V); ant. height 610 ft. (H&V); remote control permitted (BPH-10.591). Action June 27.

■ WHKW Fayette, Ala.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 100 kw (H&V); ant. height 350 ft. (H&V); (BPH-10.580). Action June 23.

■ KAVO Fallbrook, Calif.—Broadcast Bureau granted mod. of CP to change trans. location (same site); change studio location to 1106 S. Main, Fallbrook; operate trans. by remote control from proposed studio location; change trans.; ant.; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-15.150). Action June 23.

■ WAIA Miami—Broadcast Bureau granted CP to change trans. location (same site); make changes in ant. system (increase height); ERP 98 kw (H&V); ant. height 800 ft. (H&V); remote control permitted; condition (BPH-10.589). Action June 28.

■ KLRP Emporia, Kan.—Broadcast Bureau granted CP to redescribe trans. location/studio location to 75 Soden's Drive, Emporia; install new ant.; ERP 3 kw (H&V); ant. height 280 ft. (H&V); conditions (BPH-10.596). Action June 28.

■ KNZA Hiawatha, Kan.—Broadcast Bureau granted mod. of CP to change trans.; ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-15.151). Action June 23.

■ KHIO (FM) Crowley, La.—Broadcast Bureau granted mod. of CP to change trans. location to west side of La. Highway 13, 2 miles south of Southern Pacific railroad tracks, south of Crowley, La.; change trans.; ant.; make changes in ant. system (increase height); ERP 100 kw (H&V); ant. height 450 ft. (H&V); remote control permitted (BMPH-15.137). Action June 23.

■ KFNV-FM Ferriday, La.—Broadcast Bureau granted mod. of CP to change studio location to 917 S. Fourth Street, Ferriday; ERP 3 kw (H&V); ant. height 145 ft. (H&V); remote control permitted; conditions (BMPH-15.079). Action June 23.

■ WCKW La Place, La.—Broadcast Bureau granted CP to change trans. location/studio location to St. John the Baptist parish, Airline Highway, Garyville, La.; make changes in ant. system (increase height); ERP 51 kw (H&V); ant. height 440 ft. (H&V); remote control permitted; conditions (BPH-10.555). Action June 23.

■ WMYS New Bedford, Mass.—Broadcast Bureau granted CP to redescribe trans. location as 519 feet S-SE of intersection of McArthur Blvd. and Wright Street, New Bedford; install new trans.; ERP 47 kw (H&V); ant. height 510 ft. (H&V); remote control permitted; conditions (BPH-10.574). Action June 23.

■ WANG Coldwater, Mich.—Broadcast Bureau granted mod. of CP (as reinstated and modified) to change ant. and make changes in ant. system (increase height); ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BMPH-15.154). Action June 23.

■ WMUS-FM Muskegon, Mich.—Broadcast Bureau granted CP to install new trans.; ant.; ERP 50 kw (H&V); ant. height 270 ft. (H&V) (BPH-10.582). Action June 23.

■ WLDR Traverse City, Mich.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw (H&V); ant. height 590 ft. (H&V); remote control permitted (BPH-10.581). Action June 23.

■ KRCH Rochester, Minn.—Broadcast Bureau granted CP to install new ant.; ERP 1 kw (H&V); ant. height 560 ft. (H&V); remote control permitted (BPH-10.592). Action June 28.

■ *WFMU East Orange, N.J.—Broadcast Bureau granted CP to install new ant.; make changes in ant.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCEE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
(202) 223-4664
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Patamac, Maryland 20854
301 - 299-3900
Member AFCEE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860
Member AFCEE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
9034 A N UNIVERSITY PEORIA ILLINOIS 61614
(309) 692-4233
Member AFCEE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 98212
BEVERLY HILLS, CALIF.
(213) 272-3344

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22101
Tel (703) 358-9504
Member AFCEE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312 (214) 321-9140
DALLAS, TEXAS 75218

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
25 West Long Lake Road
Bloomfield Hills, MI 48013
Tel: (313) 642-6226 (202) 293-2020
Member AFCEE

Service Directory

PAUL H. LEE
RADIO ENGINEERING
P.O. Box 1575
Thousand Oaks, California 91360
(805) 492-8065
1836 K Street NW
Washington, D.C. 20008
(202) 223-1180

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

**BROADCAST TECHNICAL
SERVICE, INC.**
• AM-FM Station Construction
• Audio/Skeleton ... Partial Proofs
• Signal Sound Improvement
• FREE Counsel by Phone
Phone 817-772-3371
Box 7343 • Waco, Texas 76710

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
an fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

system (decrease height); ERP 1.45 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPED-2514). Action June 28.

■ KHFM Albuquerque, N.M.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system (increase height); ERP 2.15 kw(H&V); ant. height 4130 ft. (H&V); remote control permitted; conditions (BMPH-15.152). Action June 23.

■ WQTI Dunn, N.C.—Broadcast Bureau granted mod. of license covering change in studio location to on Old U.S. 301, 1.6 mile northeast of Godwin, N.C.; delete remote control (BMLH-583); granted mod. of CP to change studio location to on Old U.S. 301, 1.6 mile northeast of Godwin, N.C.; delete remote control (BMPH-15.161). Action June 28.

■ *WCPE Raleigh, N.C.—Broadcast Bureau granted mod. of CP to make changes in trans. and ant.; make changes in ant. system (increase height); ERP 12.5 kw; ant. height 255 ft.; remote control permitted; condition (BMPED-1234). Action June 21.

■ WLCF Southport, N.C.—Broadcast Bureau granted mod. of CP to change studio location/trans. location to Highway 133, .8 mile north of Highway 87 near Southport; change trans.; ant.; make changes in ant. system (decrease height); ERP 3 kw(H&V); ant. height 300 ft. (H&V) (BMPH-15.163). Action June 28.

■ KPNW-FM Eugene, Ore.—Broadcast Bureau granted CP to install new trans.; new ant.; ERP 100 kw(H&V); ant. height 1510 ft. (H&V); remote control permitted (BPH-10.588). Action June 28.

■ WMGK Philadelphia—Broadcast Bureau granted CP's to replace and install new aux. ant.; main ERP 50 kw(H&V); aux. ERP 7.5 kw(H&V); main ant. height 420 ft. (H&V); aux. ant. height 400 ft. (H&V); remote control permitted; conditions (BPH-10.583, BPH-10.584). Action June 23.

■ *WSWM Memphis—Broadcast Bureau granted CP to change transmission line; ERP 165 kw(H&V); ant. height 160 ft.(H&V); remote control permitted (BPED-2515). Action June 28.

■ KEZB El Paso—Broadcast Bureau granted CP to change trans. location to Commanche Peak, Franklin Mountain, El Paso; install new ant.; make changes in ant. system (decrease height); ERP 88 kw(H&V); ant. height 1390 ft.(H&V); remote control permitted; conditions (BPH-10.595). Action June 28.

■ KTRU Houston—Broadcast Bureau granted CP to change trans. location (same site); make changes in transmission line; ERP .34 kw; ant. height 155 ft.; remote control permitted (BPED-2512). Action June 23.

■ KPFT Houston—Broadcast Bureau granted mod. of CP (as reinstated and modified) to change trans. ERP 100 kw(H&V); ant. height 440 ft. (H&V); remote control permitted (BMPED-1500). Action June 28.

In contest

Case assignments

■ Hermiston, Ore., **FM proceeding**: Hermiston Broadcasting Co. and Interfaith Christian Center competing for 99.3 mhz (Docs. 21.212-3)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Daniel M. Head to serve as presiding judge and scheduled hearing for Sept. 21.

■ Pottsville, Pa., **cable TV proceeding**: Wire Tele View Corp. (Doc. 21.209)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Daniel M. Head to serve as presiding judge. Action June 21.

Procedural ruling

■ Berryville, Va., **FM proceeding**: Berryville Broadcasting Co. and Berryville Media Group competing for 105.5 mhz (Doc. 21.185-6)—Chief ALJ Chester F. Naumowicz Jr., in absence of presiding judge, canceled Aug. 9 hearing.

Joint Agreement

■ Warrenton, Va., **FM proceeding**: Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21.112-3)—ALJ David I. Kraushaar granted joint motion by applicants; granted application of Goldcup, retained application of Fletcher in hearing status pending favorable resolution of misrepresentation issue. Action June 23.

Complaints

■ Total of 17,147 broadcasting complaints from public was received by commission during May, increase of 11,915 over April. Other comments and inquiries to Broadcast Bureau for May totalled 1,664, decrease of 203 from previous month. Commission sent 1,627 letters in response to these comments, inquiries and complaints.

Fines

■ KSMO(AM) Salem, Mo.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$250 for failing to cease operation by remote control as required due to malfunction in remote control equipment for period Aug. 20, 1976 to Sept. 1, 1976. Action June 23.

■ KETU(FM) Salem, Mo.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$250 for failing to have operator in actual charge of transmitter on various dates. Action June 23.

■ KFFM(FM) Yakima, Wash.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$250 for determining operating power by indirect method. Action June 20.

Other action

■ WBNV(AM) Buena Vista, Va.—Commission directed licensee, WANV Inc., to return for cancellation its CP. Action June 30.

Allocations

Petitions

■ Denair, Calif.—Denair Broadcasting Co., Turlock, Calif., requests assignment of FM ch. 285A (RM-2914). Ann. June 28.

■ Burlington, Colo.—KNAB Inc., Ogalala, Neb., requests assignment of FM ch. 281 (RM-2913). Ann. June 28.

■ Leesville, La.—Pene Broadcasting Co., licensee of KLLA(AM) Leesville, requests assignment of FM ch. 221A (RM-2915). Ann. June 28.

■ Moses Lake, Wash.—KSEM Inc., licensee of KSEM(AM) Moses Lake, requests assignment of FM ch. 257A (RM-2917). Ann. June 28.

■ Walla Walla, Wash.—VBR Broadcasters, licensee of KUJ(AM) there, requests assignment of FM ch 239C (RM-2909). Ann. June 28.

Action

■ Visala, Calif.—Broadcast Bureau reserved TV ch. 43 for noncommercial, educational use. Action was result of 1975 petition by Tulare County Board of Education.

Summary of broadcasting

FCC tabulations as of May 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,471	6	23	4,500	43	4,543
Commercial FM	2,853	1	70	2,924	151	3,075
Educational FM	872	0	26	898	78	976
Total Radio	8,196	7	119	8,322	272	8,594
Commercial TV	722	1	3	726	44	770
VHF	514	1	0	515	8	523
UHF	208	0	3	211	36	247
Educational TV	243	3	13	259	6	265
VHF	93	1	7	101	2	103
UHF	150	2	6	158	4	162
Total TV	965	4	16	985	50	1,035

*Special temporary authorization

**Includes off-air licenses

Effective Aug. 8. Action June 22.

Translator

Action

■ Garden Valley Translator District, K0812 Crouch rural area, ranger station and Grimes Pass, Idaho; K03ET Terrace Lakes, Crouch and Garden Valley, Idaho—Broadcast Bureau granted CPs for new VHF translator stations to rebroadcast KIVI Nampa, Idaho (BPTTV-5763, BPTTV-5762). Action June 13.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced June 28 (stations listed are TV signals proposed for carriage):

■ UA-Columbia Cablevision, for North Haledon, N.J. (CAC-08203); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Texas Community Antennas Inc., for Springdale, Ark. (CAC-08208); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Tele-Media Co. of Addil, for Chester, Newell, both West Virginia (CAC-08421-2); WQEX Pittsburgh.

■ Teleprompter of Seattle, for King (Central) Wash. (CAC-08611); KTVU Oakland, Calif.

■ Telecommunications Inc., for Dover, Mine Hill, Wharton, Rockaway, Roxbury, all N.J. (CAC-08697-701); to delete: WHYV-TV Wilmington, Del.

■ Telco Cablevision of the Township of Ocean Inc., for Ocean, N.J. (CAC-09268); WBTB-TV Newark, N.J.; WCBS-TV, WNBC-TV, WNEW-TV New York.

■ Callais Cablevision Inc., for Lockport, La. (CAC-09218); WBRZ Baton Rouge; WWL-TV New Orleans; WTCG Atlanta; WDSU-TV New Orleans; WRBT Baton Rouge; WVUE New Orleans; KLFY-TV Lafayette, La.; WGNO-TV, WYES-TV New Orleans; WYAH-TV Portsmouth, Va.; KATC Lafayette; WAFB-TV Baton Rouge.

■ UA-Columbia Cablevision, for Nutley, N.J. (CAC-09219); 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 Patterson, N.J.; WNET Newark; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.

■ Delaware County Cable Television Co., for Aldan, Pa. (CAC-09220); KYW-TV, WPVI-TV, WCAU-TV Philadelphia; WHYV-TV Wilmington, Del.; WPHL-TV, WTAF-TV Philadelphia; WOR-TV, WPIX New York; WNJS Camden, N.J.; WLVT-TV Allentown, Pa.; WKBS-TV Burlington, N.J.

■ CATV of Pennsylvania Inc., for Vanport, Pa. (CAC-09221); WQEX Pittsburgh.

■ VideoLink Ltd., for German, Pa. (CAC-09222); WTCG Atlanta; WPCB-TV Pittsburgh.

■ Westmoreland Cable Co., for O'Hara, Pa. (CAC-09223); WOR-TV New York.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Would you like to be a station manager in wonderful West Virginia? Here's an AM-FM fulltime combination in a somewhat under-populated market. Send a complete resume and track record to prove you're our man in confidence to Box H-4.

Experienced General Manager for growing Northern Illinois AM/FM. Need pro to continue growth in new studios. Resume to President Grundy Communications Box 373 Northfield, IL 60093.

General Manager for successful AM-FM in small Eastern market where coal is king and life can be good. Sales background, program savvy and way with people essential. Compensation and benefits above average. Excellent future for ambitious, dedicated individual. Send letter and work history to Box H-95.

Sales Oriented Manager for medium market station in Southwest. Part of 4 station chain. Opportunity to advance to larger market also to earn equity position. Send resume Box H-80.

Farm Director. Clear Channel station located in fifth richest dairy county in U.S., probably world! Must have ag knowledge, strong voice and sales ability. Person will broadcast ag programming and then travel to agency centers of country to sell stations farm programming. Good base and world! Must have ag knowledge, strong voice and sales ability. Person will broadcast ag programming and then travel to agency centers of country to sell stations farm programming. Good base and commission. Call Jim Coursolle at 414-324-4441.

HELP WANTED SALES

Local sales manager in top 15 market. Three years experience. Fast promotion with young aggressive organization. Send resume to KDAN, Box 159, Newport, MN 55055..

South Texas Station needs salesperson for Country and Western AM and Top 40 FM. 2 people. Down where the sunshine spends the winter. Reply Box H-29.

Sales Manager. Tired of City living? Here's a chance to become Sales Manager of WJMS and WIMI-FM located in the beautiful snow country of Northern Michigan. Interested? Call Bob Knutson, Ironwood, MI 906-932-2411.

Announcer-Sales person for medium market. Opportunity to advance in sales. Good position with group operation. Send resume to Box H-79.

Creative Radio Salesperson for growing Northern Illinois AM/FM. Take over existing account list with good billings. E.O.E. Resume to Tom Kopin, WCSJ, Box 270, Morris, IL 60450.

Immediate opening. Fine opportunity for aggressive, experienced pro at No. 1 station in good NJ market. EOE. Send full details to Box H-84.

Now! Looking for opportunity in broadcast sales and like a university town of 25,000? Resume, clean appearance and two year commitment mandatory. You will begin with a list of established Radio Advertisers. Box H-87.

Beautiful, warm, Monterey-Carmel-Pebble Beach, California. 24-hour AM contemporary with outstanding ratings has opportunity for broadcast-career salesperson with successful local sales record. First year potential \$12,000-\$15,000; thereafter \$18,000-\$20,000. Call Vince Williams 408-373-1234, or write Box KMBY, Monterey, CA 93940. EOE/MF.

Radio Sales. WJDM Radio, Elizabeth, New Jersey seeking an aggressive sales person with at least 1 year experience. Unlimited opportunity. Active account list. Call Andy Santoro Now. (9 AM-10 AM). 201-965-1530.

Learn To Sell at a professional Midwest radio station. Box H-107.

Aggressive salesperson for dynamic AM/FM in lucrative Fairfield County, CT. Two great stations to sell. Must have proven track record. EOE. Send resume and salary requirements to Box H-54.

West Texas Metro Market station is looking for 2 sales people for newly acquired station. Need hard working individuals who would like to make good money. Rich oil area of about 150,000. Send resume to Johnny Knight, General Manager, 2641 W. Butler A-8, Phoenix, AZ 85021.

Executive Sales. Chapman Associates, station brokers, needs an additional associate in the booming Southwest, based in Dallas. Requires ethical professional. Straight commission with maximum potential. Contact Paul Chapman, Suite 206, Verre' Centre, Atlanta, GA 30341.

HELP WANTED ANNOUNCERS

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

Beautiful Alaska—Number 1 rated AM & FM needs professional voice for news and production. 5-day 40-hr. wk. Top benefits. Send tape and resume to Ken Flynn, KHAR/KKLV 3900 Old Seward Hwy, Anchorage, AK 99503. EOE.

Minimum two years experience in Country and R-ck. Upper Midwest. Box G-39.

Need immediately: DJ for MOR format, heavy on production. Must be experienced, excellent fringe benefits, great place to live. Send resume and tape to Arnie Strope, WFHR, Wisconsin Rapids, WI 54494.

First ticket to assume engineering responsibilities of AM directional and FM stereo equipment. Prefer announcing interest also. Call 517-224-7911 for Bob Dittmer II or send resume to WRBJ, P.O. Box 320, St. Johns, MI 48879.

Public Radio, KHKE/KUNI Needs Announcer/Producer to produce woman's interest programs, serve as co-host of weekday morning show, deliver news, announce classical, jazz and folk music, develop special radio programs, conduct interviews and operate control boards. Qualifications include: clear, smooth authoritative delivery, good knowledge of music, broad background, B.A. or equivalent, (3rd class endorsed license), some broadcast experience. Salary range: \$9,380-\$10,376 for initial 11 month appointment, plus fringe benefits. Send application, resume, and audition tape (7 1/2 reel) by July 18, 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 stations KUNI at 100,000 watts covers nearly one half of Iowa. KHKE, 8,000 watts, covers greater Waterloo/Cedar Falls. New studios, seven control rooms, three studios, 12,000 square feet plant. UNI is an EEO/AA Employer.

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

West Texas Station has opening for news man—sports announcer. Excellent advancement opportunities. Send background to Box H-132.

Adult Contemporary Morning Man, bright, humorous. Rush tapes and resume to Steve Mechling, PD, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101, 412-854-5501. E.O.E.

Quality owner-operated MOR AM/FM wants experienced daytime announcer/sports director. Send regular air check plus play-by-play, resume, salary requirements. Good community, regular raises, bonus, fully paid insurance. WAWK, Box 47, Kendallville, IN 46755.

Top 100 Market looking for relaxed, conversational, adult communicator. 517-372-3333.

Mid-Atlantic AM-FM Contemporary/MOR seeks talented professionals to grow with us. Top operation in four station market. Tapes and resumes to WVOT-WXYY, Box 170, Wilson, NC 27893. EOE.

Midwest Station seeks production pro to handle air shift and work in creative department. Five years experience required. Excellent benefits. Five-Day Week. \$12,000 start. E-O-E. Send resume, production samples, and air check to Bob Stewart, Broadcast Associates, Box 1462, Peoria, IL 61655.

HELP WANTED TECHNICAL

Chief Engineer at 100,000 WATT Mid-western stereo station. Position requires FCC 1st. Needs working knowledge of STL, Micpro-wave equipment, FM stereo broadcast equipment, RPU equipment, FM transmission and remote control equipment. Send resume to John Murray, Station Manager, KCMW-FM, Central Missouri State University, Warrensburg, MO 64093. Equal opportunity employer.

Engineer: Expanding high power FM Stereo station in progressive Midwestern medium market. KFMP, Box 618, Cape Girardeau, MO 63701. 314-335-0103.

Chief Engineer for 50KW AM and 30KW FM. Must be strong in Directional arrays. Stereo, Automation, and Regulations. Beautiful Western Colorado Vacationland. Contact A.L. Ladage, Dir. of Eng. XYZ Television Inc., P.O. Box 789, Grand Junction, CO 81501. 303-242-5000.

Experienced Chief Engineer: Class Four AM, semi-automated FM in single studio-transmitter location. Beautiful, safe college town. Decent wages, fringe benefits. Resume to GM, WMOA, Box 708, Marietta, OH 45750. Equal Opportunity Employer, Male-Female.

First ticket to assume engineering responsibilities of AM directional and FM stereo equipment. Prefer announcing interest also. Call 517-224-7911 for Bob Dittmer II or send resume to WRBJ, P.O. Box 320, St. Johns, MI 48879.

Full-time Chief Engineer; requirements include First Class Radiotelephone License and experience in the areas of directional antenna operation, solid state devices, remote control systems, VHF, microwave and radar equipment. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume to: Chester Grubbs, Director of Engineering, KTOK Radio, Box 1000, Oklahoma City, OK 73101.

Sunny Florida Calling—Immediate opening for a well-qualified engineering assistant. Must be familiar with all phases of AM and FM. 2 years minimum hands-on experience with a positive attitude required. Plenty of challenging work with a future. Send full resume and references to Box H-127.

Midwest AM/FM needs full charge Chief Engineer. FCC rules, and experience in transmitters, microwave, automation, remote control, FM stereo, audio processing. Good pay and benefits with a growing organization. EOE. Resume to Ed Huot WTRC/WYEZ Box 699, Elkhart IN 46514. 219-293-5611.

HELP WANTED NEWS

Consultant seeks news people for client stations. Radio and TV, on and off-air. Norm Woodruff, 453 Roosevelt Way, San Francisco, CA 94114.

Experienced Newsmen: Excellent opening for No. 2 position on our newsteam. Top rated stations in fast growing Sun Belt—Texas Gulf Coast city. Tapes & resumes to Kevin Brennan, News Director, KTRM/KIEL Radio, P.O. Box 5425, Beaumont, TX 77702.

Network Anchor/Reporter—for statewide radio network. Must be strong in writing and gathering with authoritative delivery. Equal opportunity employer. Send tape and resume to Texas State network, P.O. Box 1317, Fort Worth, TX 76101.

HELP WANTED NEWS CONTINUED

Newsperson needed for 3-member department that places heavy emphasis on local news. Position requires ability in all facets of news. Send tape and resume to Leigh Williams, WTRC, Elkhart, IN 46514. EOE.

KFYV is Looking for a News/Sports Director with good Play By Play. Experience, dedication, good voice, and community involvement required. We offer a good salary, professional atmosphere, and beautiful beaches. We're building a great radio station. Rush your aircheck, with news and P.B.P., and full resume to: Program Director, KFYV Radio, Box 220, Arroyo Grande, CA 93420. E.O.E. MF.

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.

News Producer for public radio stations. Join production team of award-winning news magazine and assist in preparation/airing of extensive schedule of in-depth news programs. Salary to \$12,800 depending on qualifications plus one month vacation and liberal benefits. BA level degree in Journalism, Broadcasting or related area and three years experience in broadcast or print journalism desired. Must be energetic interviewer and thoroughly competent writer. Deep interest in state, national and world affairs necessary. Application on deadline: August 8, 1977. Resume and air samples to: Associate Manager, WOIAM-FM, Iowa State University, Ames, IA 50011. Equal Opportunity Affirmative Action Employer.

Public Affairs Reporter... minimum four years experience in national affairs reporting. Strength in domestic policy and economics or defense and strategic issues in foreign affairs. We are seeking a solid journalist with demonstrated ability to develop contacts and produce enterprise stories. Some broadcasting experience preferred. Minority candidates are encouraged to apply. Resumes, cover letter, and samples of work (including tapes if available) must accompany first submission. Send all materials to DeNise Johnson, National Public Radio, 2025 M St. N.W., Washington, DC 20036.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director Wanted for Midwestern Daytimer Soul Disco station. Must pull air shift, know disco programming as well as handling people. Most of all must be mature and reliable. No floaters, please. Salary requirements and resume Box H-67.

Major Market station in Midwest going to modern country format. Looking for experienced full-charge program director with track record. Exceptional opportunity for right person. Box H-70.

Operations Manager, Medium solid New England market looking for a pro to motivate by example. Responsibility for AM, AOR and FM Beautiful Music, including personnel development and promotion. Box H-86.

Program Coordinator for Alaska Public FM station. Must have ability to work with large staff of volunteer announcers. Develop local-area public affairs programming, provide liaison with local community service organizations, maintain overall continuous program schedule. \$12,000. Resumes must be received by July 15, 1977, and must include a statement explaining your concept of community broadcasting. EOE employer. Send resume to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

WBAI a non-commercial, listener sponsored radio station seeks a Program Director. Responsible for planning and directing all programming with the manager and the directors of departments. Some experience in non-commercial radio or T.V. is desirable. Knowledge of culture and politics is essential. Send letter and resume to: Anna Kosof General Manager, WBAI, 359 E. 62 St., NYC 10021.

Experienced News and PA Producer—for public radio station. BA degree and 3rd Class FCC License with broadcast endorsement. Send resume and audition tape to WXXI-FM, P.O. Box 21, Rochester, NY 14601.

SITUATIONS WANTED MANAGEMENT

GM-Currently Midwest success. Desires move to Florida with opportunity to buy-in. Small-medium markets. Family man. Box H-102.

Attention Southwest. Program Director with major/medium market AOR and Country experience seeking situation with present or future management opportunity. Excellent references. Mikel Hunter, 213-981-0500.

I've trained for seven years to be a GM. Now I'm ready. Experienced in every facet: sales, programming, award winning news director, personnel. If you've got a small/medium market Texas station and are ready for a change, let's get together: Don Werlinger, 512-398-5232 or 512-398-3698.

Responsible 43 year old versatile broadcaster seeks small or medium market General Management position. Experienced as Radio/TV News Director, General Sales Manager and Station Manager. Billing up 300% in current G.S.M. position in 3 yrs. Excellent references. Call 1-618-549-5215 or write Box H-125.

Assistant to President/Communications or publishing—Top government experience. Former White House staff member. For last five years, assistant to nationally known labor mediator. Reply Box H-119.

SITUATIONS WANTED SALES

Broadcasting, Sales, research experience. Seeking sales position at radio station. Prefer Connecticut, Southern New York state or New Jersey. Box H-81.

10 years experienced bank teller supervisor, black, and a First Phone. You need me in accounting, payroll or servicing accounts in sales. Production, run light board transmitter watch etc. I have take-charge supervising ability and get totally involved. New England or anywhere! Family location not important financial location is! Box H-131.

SITUATIONS WANTED ANNOUNCERS

Take my voice—please! Newscaster, DJ some experience. Broadcast trained. Tape available. Phone Ken 212-221-3702 or Box G-68.

Capable and professional sounding PBP hockey and basketball announcer for any pro or college teams. Honest, knowledgeable, objective, can really reflect the game. Available for coming seasons. Have tapes, resume. Box G-128.

Good pipes, seeking medium market Top 40-Contemporary gig. 1st ticket. Very hard working, dedicated, and energetic. Martin 615-374-2029 mornings and evenings.

College Man—3rd phone—excellent news—production—sports. Call D. Robert Hull, 312-446-5603.

3rd phone, announcer, 22, seeking first employment. Tight board, news, commercials, interviews and tape editing. Tapes and resumes available. Tom Sisti, 201-943-5816.

Third phone country or gospel jock. 48 years old, wants board shift, possible some sales. Marty 615-329-0211.

Female-Bik.—Former band vocalist—Desires tightboard position. Exp. MOR, African Jazz, commercials, news—boost with community hops. Box H-108.

Announcer Experienced in news and music seeks position in small to medium market. B.A. Degree, four years experience. Box H-93.

Controversial telephone-talk host. Medium or Major markets only. Will consider major weekends. Earning \$315. Box H-75.

Seeking a medium or large market in MOR or Beautiful Music. 3-1/2 years experience with morning drive. Will sell too! Ref. and tape available on request from 703-777-1290 or contact Mike Berry, 9315 Hamilton Dr. Fairfax, VA 703-273-6713. I love my work and will work hard for you! Call collect anytime.

DJ tight board good news, commercials, 50's greaser style—go anywhere—E. Betesh, 409 Ave. T, Brooklyn, NY 11223.

For Sale: Experienced Announcer/DJ: Features include third phone, good pipes, tight board, good news & production, plus PD/MD experience. Will relocate for full-time air shift in small or medium market MOR, AOR, CW in West or S.W. Call or write Frank Cordell, 714-658-1094, 26353 Columbia Street, Hemet, CA 92343.

Mature announcer. Deep voice. Commercials. Beautiful music. News. Third. Barry Ritenour, Buffalo Evening News, Buffalo, NY 14240. 716-849-3475.

SITUATIONS WANTED TECHNICAL

1st phone. Some repair experience. Trainee with good electronics education. Relocate now. References and resume. Box G-67.

Hard Worker, 1st Phone, good electronic education, some experience. References and resume. Jim Neiswinger, 21 Jefferson St., Garden City, NY 11530. 516-775-5293.

SITUATIONS WANTED NEWS

Conversational news writer/journalist with two years experience seeks opportunity with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Sports, all facets, all it's events covered comprehensively, thoroughly, intelligently. All PBP, interview, production, and reporting ability. Eleven years professional, hard working experience ready to work for you. Let's both take another step forward. Box H-46.

Sports Personality—Recent Broadcast grad; looking for 1st break; telephone talk-show host, PBP, incredible knowledge of sports. Box H-17.

Professional Returning to broadcasting 21 years, news, sports, weather. Excellent voice, appearance. 609-883-8990.

PBP Man Looking! 5-years experience. 3rd. Consider combo for right station. \$250 weekly minimum. Box H-74.

My voice is my talent! Coll. grad. looking for start in news, production at station or recording studio. Fast learner giving 150%. I'm serious! 502-447-2219.

Morning Local News editor, writer, caster. Desires position in serious local news operation, preferably Northeast. Young, mature, highly experienced. BA, 3rd endorsed. Box H-117.

Female major market news director, young, strong news, announcing, p.r. experience, seeks new challenge. Box H-120.

Experienced female news announcer looking for medium market that takes pride in their sound. News, public affairs, talk. Want growth and challenge. Relocate anywhere, prefer California, Arizona. Box H-129.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Program Director seeking challenge in competitive market. Seven years experience, First, BS Broadcasting. Internal management experience. Excellent professional record and references. Let's talk! Call Fred Leemhuis 901-365-0767.

TELEVISION

HELP WANTED MANAGEMENT

Traffic Manager. A major Midwest market television station is seeking an experienced Traffic Manager. Computer knowledge very helpful (Bias preferred). A real opportunity for a good manager of people and computer systems. Equal Opportunity Employer M/F Box H-116.

Budget Manager—Budget planning, for TV productions, analysis & systems control. 5 years experience in finance administration & reporting, E.D.P., cost accounting, control systems. Send resumes to: Personnel, KQED, 500 8th St., San Francisco, CA 94103. An E.O.E.

HELP WANTED SALES

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000+ with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

Television Syndication salespeople. New York based national distributor of syndicated television properties, requires (4) experienced full time syndication salespeople or regional agents. West Coast, Central, South West, New York, Draw commission, expenses. Reply in confidence. This is a new company—must be available not later than July. Resumes only. Reply Box H-59.

Opportunity for aggressive salesperson who wants to move up after good sales performance. Single market VHF network affiliate Tennessee. Resume Box H-51.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An Equal Opportunity Employer. Box H-8.

Assistant Chief Engineer for TV station. Requires first phone, good maintenance background and supervisory experience. An Equal Opportunity Employer. Send resume including salary history to: General Manager, KOLO-TV, PO Box 2610, Reno, NV 89505.

Southern California non-commercial KVCR-TV/FM seeks a Telecommunications Maintenance Engineer with First Phone, three years experience involving repair, maintenance, installation and design of FM and color television equipment and know FCC rules and regulations. Salary approximately 12K first year plus family medical and dental plans and employee life insurance. Send resume by July 31 to Winston Carl, Personnel Director, San Bernardino Community College District, 631 South Mount Vernon Avenue, San Bernardino, CA 92403. Equal Opportunity Employer. M/F.

Chief Engineer. Channel 12 satellite in Sheridan, Wyoming. Construction starting in July. Require maintenance oriented person with at least 3 years transmitter experience. New Harris 35 KW transmitter to be operated remote from City of License. Resume to Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD 57709.

Chief engineer for AM-FM-TV operation, part of seven station group. Broad experience in studio, transmitter and microwave desirable. Potential for management position. Affirmative Action Employer. Send resume to Box H-83.

Engineering Studio Supervisor needed for TV station-Production House in Top 10 market. First phone required as well as in-depth experience in quality teleproduction engineering. Salary range 20 to 25K. EOE. Box H-64.

Northwest Station looking for qualified engineering personnel, heavy emphasis on maintenance, equal opportunity employer. Qualified women and minority applicants encouraged. Box H-122.

The Rex Humbard Ministry has immediate openings for experienced video operator/engineer, technical supervisor, unit manager, and maintenance engineer. Some national and international travel required. Send resume to D. Ginaven, 2690 State Road, Cuyahoga Falls, OH 44223.

HELP WANTED NEWS

Small Northwest market station needs TV weather person. Meteorological experience desired. Fulltime position available immediately. Please send video tape (prefer 2 inch) and resume to: Gary Leavitt, KMVT-TV, Elizabeth at Eastland Dr., Twin Falls, ID 83301. 208-733-1280. An EEO Employer.

Anchor person for a major group owned VHF station in three-station market. Must be interested in joining growing news staff. Send tape and resume to Chris Clackum, News Director, WRDW-TV Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Top 75 Southeast market seeks young energetic communicator who knows weather and has style. Box H-114.

Broadcasting/TV News. Sports Director/Top Ten Eastern Market... seeking 24 hour-a-day, seven day a week sports person, heavy TV sports experience a must, must know film, must know how to acquire outside sports material. Those who merely read scores need not apply. Equal Opportunity Employer. M/F. Send resume to Broadcasting Box H-118.

Anchor-reporter. A solid working journalist with strong on-the-air presence to co-anchor our early evening newscast and also work as street reporter. We are a group-owned station in an 80's market with a strong commitment to news. We are an Equal Opportunity Employer. If you've got the drive to help keep us number one, send your resume to Box H-128.

Executive Producer... strong writer, judgement, ability to co-ordinate reporters, make decisions and format. ENG equipment knowledge and experience as online producer. Send resume of your show to Jim Valentine, WAST-TV, 15 N. Pearl Street, Albany, NY 12204. An Equal Opportunity/Affirmative Action Employer.

Anchor person wanted at KTVV, Austin, Texas, to work with a modified Eyewitness News format, as co-anchor. Must have solid experience as a reporter, and on-camera, in-studio news delivery. Your personality must come through to the audience. Our co-anchors are responsible for producing the six and ten o'clock news. We are an Equal Employment Opportunity station. Send resume and tape to Aidy Swanson, News Director, KTVV, 908 W. MLK Jr. Blvd, Austin, TX 78705.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty position: Media Specialist. Responsible for multi-media production and instructional design. Minimum qualification, Master's degree. Experience desired. Starting salary \$12,413-\$15,098 depending upon degree and experience. Write Dean F. Ritzman, Edison Community College, College Parkway, Fort Myers, FL 33901. An Equal Opportunity Employer.

Program Manager—Florida PTV station seeks innovative programmer committed to quality production. Must have keen interest in local program origination and be an efficient administrator. Affirmative Action Employer. Send resume to WFSU-TV, 202 Dodd Hall, Florida State University, Tallahassee, FL 32306.

Are you a go-getter looking for a move up? Public Affairs and Commercial Producer/Director needed. News experience helpful, 2 years experience required. Top 35 ABC affiliate. Equal Opportunity Employer. Send resume to Broadcasting Box H-97.

Instructor. One year appointment. Teach: announcing, news, broadcast history. Division of Broadcasting, University of Cincinnati, 45221. Minimum, M.A. Resume to Dr. Morleen Gebz Rouse. Deadline: July 30. An equal opportunity/affirmative action employer.

TV Director/Producer for University licensed full-color public TV station. BA required—MA preferred. Must have remote and in-studio production and directing experience; 3/4" ENG-portapak shooting and editing experience is vital; 16mm film shooting and editing experience is desirable. Position emphasizes directing capability. Application must be received no later than July 22, 1977. Appointment to position August 15, 1977. Salary range \$8,000-9,500. Send application to: Dr. Dale N. Anderson, Manager, KTWU-TV, 301 N. Wanamaker Rd., Topeka KS 66604. Washburn University is an equal opportunity and affirmative action employer. M/F.

Public Information Manager for Southeastern public television and radio stations. Bachelor's degree and two years successful professional experience in public relations, advertising or related field. Salary 12,516 plus benefits effective 9/1/77. Resume showing nature and length of all applicable work experience must be received by July 27, 1977. Send to Herb Hendricks, Classified Personnel, Atlanta Public Schools, 232 Pryor Street, Atlanta, GA 30303. Equal Opportunity Employer.

West Palm Beach, FL, ABC Network V looking for right promotion director with an eye for quality. Applicant must have past record of producing Professional, creative, on-air programming and news promotion spots, as well as print and special projects. Resume and tape samples required. Send to WPEC, P.O. Box 8325, West Palm Beach, FL 33407. Equal Opportunity Employer.

Public Affairs Producer-Director-Writer at public tv, KUID-TV, to plan and execute investigative documentaries. Salary \$12,500 to \$13,500. For application procedure, contact Arthur R. Hook, Gen. Mgr., KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is July 31. An EEO/AA Employer.

Operations Manager—WHA-TV, University of Wisconsin-Extension, Madison, Wisconsin. Responsible for managing the Operations Department including Film, Graphic and Scenic Design, Studio and Remote Production, Traffic, facilities scheduling, quality control, and production billing. Bachelor's degree preferred. Minimum of 3 years of successful work experience as a production or operations manager in public or commercial television, plus a strong background in two of the following: directing, film, lighting, graphic and scenic design or traffic. Must have ability to lead creative people and like administrative detail work. Salary \$18,000 minimum. For application contact Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Deadline: July 25, 1977. An equal Opportunity Employer.

Graduate Assistantship: Opportunity for student seeking masters degree who will serve as laboratory assistant in television labs for undergraduate courses. Must have completed undergraduate degree in broadcasting. Experience helpful. Persons seriously interested in graduate degree are encouraged to apply. Send resume and references to: Dr. David Eshelman, Head, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093.

Cinematographer/Editor for one year contract at WHA-TV, University of Wisconsin-Extension, Madison, Wisconsin. Primarily responsible for film making for public TV production in the areas of cultural and public affairs and instructional programs. Position available September 1, 1977 and terminates August 31, 1978. Bachelor's degree preferred. One year successful work experience as cinematographer/editor required. Broadcast TV experience preferred. Deadline, July 27, 1977. For application form and further details; write Richard Hiner, Station Manager, WHA-TV 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Graphic Designer/Artist. Provide, actively create, and expand the already existing high standards of the University in the design and implementation of information in the form of brochures, catalogs, charts, posters, fliers, graphs, slides, photos in both public and instructional information. Provide art direction and guidance to other professionals such as media designer, photographer and student assistants. Masters degree preferred. Bachelors or BFA and two years of commercial experience are minimum acceptable qualifications. Ability to work with faculty, staff and administration is essential. Salary is \$12,000.00 for twelve months (first contract ten months for \$10,000.00). For information contact the Director of Audio/Visual Services at the University of Nevada, Las Vegas in Las Vegas, NV 89154. Applications are to include vita and transcripts. The deadline for receipt of application material is July 25, 1977. Equal Opportunity/Affirmative Action Employer.

The Rex Humbard Ministry has immediate openings for experienced video operator/engineer, technical supervisor, unit manager, and maintenance engineer. Some national and international travel required. Send resume to D. Ginaven, 2690 State Road, Cuyahoga Falls, OH 44223.

SITUATIONS WANTED MANAGEMENT

TV Sales Manager. 29% increase local, 1976; 40% increase national, 1976. 1977 40% over 1976 Jan-May. Profit-oriented, sales strong suit. For interview write Box H-18.

Sales Pro—TV, Radio, Cable. Impressive credentials. Over 12 years experience. Aggressive competition and motivator seeking challenges and responsibilities. I will boost your profits or build from scratch. Relocation is no problem. Ken Hissong, 929 Sixth St. N.W., Canton, OH 44703. 216—456-1057.

Business Manager—10 years experience with major Television/Radio groups. CPA looking for opportunity with growth or equity potential. Box H-110.

Group Administrator—Television/Radio/Pay TV/Cable/Etc. Outstanding credentials! Practicing 30+ years. Pioneered television. Thoroughly experienced all phases: acquisitions, ownership, management, long-range planning, sales direction, programing, film-buying, promotion, etc. Nationally recognized leader, innovator, motivator. An aggressive, quality competitor. Producer of pleasing profits and prestige. Accustomed to challenges and total responsibility. Mid-40's. Also can build empire from scratch. Box H-124.

SITUATIONS WANTED TECHNICAL

Available soon. Experienced and completely capable in all phases of production, on-air switching. Excellent video-tape editor, master control. First Phone, learning maintenance, college degree. Want challenge, chance for advancement. Idealistic and aggressive. Box H-14.

Serious minded 1st phone with 8 months broadcast experience, 1 year TV repair, tech school grad with plenty of potential. Looking for engineering position in TV with the opportunity to learn and grow. Mike Roman, 212—860-5449 or Box H-55.

Seven years experience. 1st phone radar Radio-TV, broadcast maintenance-repair. Young, single, opportunity is primary, salary secondary and very negotiable. Box H-85.

First Phone, Radar Endorsement, BS Radio-Television. Desires work in technical TV, eager to learn. Will relocate. R. Killian, 1544 Florence Drive, Sycamore, IL 60178. 815—895-5345.

SITUATIONS WANTED NEWS

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.

Sportscaster for all seasons. 7 years major market Radio/TV experience. Broadcast Journalism grad, PBP pro. Box H-38.

Looking for a young (25), aggressive, innovative sportscaster, sports reporter, and/or pbp broadcaster? Call Tom Van Hoy 1—316—231-8875. 2 years Kansas Sports Network. 2 years commercial experience. Recent college grad M.S.-Communications. Strong pbp football, basketball, baseball.

Experienced News Researcher for top New York City commercial TV station seeking on-air street reporting position. Recent grad. Excellent professional references. Will relocate. Available immediately. James Forbes 212—549-1124.

Female seeks 1st position in TV news. Preferably CA, NV, AZ. Research experience, published articles, USAF daily briefing experience. M.A., PhD candidate (Sociology). CSB Grad. 3rd endorsed. 11363 Bootes St., San Diego, 92126. 714—566-6138.

Your News Team needs a young, aggressive reporter/anchor with a winning look to make and keep it number one! George Colajezzi 215—947-4936.

Employed Experienced Newscaster in Top 50. Aiming for fresh move this fall. Box H-130.

Female network news writer seeking writer/producer job with management growth potential in local market news/public affairs. Box H-121.

News Director/News Anchor small or medium market position sought by 43 yr. old professional Broadcast Journalist with Radio/TV ND & NA experience. Excellent health, voice & on camera appearance. Strong credentials. Call 1—618—549-5215 or write Box H-126.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production. Young pro. Experienced all media. Tom Miller, 2900 N. Nordica, Chicago 60634. 312—622-6952.

Children's TV-Films script writer-producer-host, experienced. Professional, Masters, relocatable. Frank 203—655-0486.

Award-winning tape/film producer, director, flatbed and on/off-line editor, cinematography background, more than 65 productions, 10 years experience. Looking for fast-paced position in documentary and public affairs programing. Reply Box H-68.

Program Director, Production Director, Operations Manager for small market West Coast affiliate with news production background looking for larger market position. Box H-72.

Emmy Winner. Major market commercial program Producer Director—Creative Services Individual seeks employment with quality, growth oriented production organization (production company, station, agency). Experience included—sales, producing, directing, promotion, conceptualization writing (video tape, film, jingles, radio) in depth video and film technical ability. 703—528-1554.

Production Manager 7 years experience in supervising all creative departments involved in production and on air operations. Degree Smile. Box G-136.

Broadcast Experience: 4 years. Switcher, audio, camera, lighting. College grad, creative, bright. Bill Frankel, 216—464-2480, after 4:40 pm ET.

HELP WANTED MISCELLANEOUS

Professor of Communications and Director of the Proposed School of Communication; University of Houston. The University of Houston invites nominations or applications for the position of Director of its planned School of Communication. This school is to be formed from degree programs in radio, television, advertising, journalism, speech communication, and communication disorders. The programs currently have twenty-nine full-time faculty. The director will have the responsibility of developing a communications program of national prominence which maximizes the advantages of being located at a large urban state university in one of the important media centers of the country. Qualifications include a significant record of academic or equivalent professional achievement; demonstrated administrative ability; capability of working with both the academic and the professional world; the vision required to develop a first-rate, nationally recognized program. Salary is competitive. The position of Director of the School of Communication is a full-time, 12 month position. Duties could begin on or before June 1, 1978. Please send application or nomination with supporting documents by September 1, 1977 to: Dr. Karl Webb, Chairman, Search Committee for Director, School of Communication, College of Humanities and Fine Arts, University of Houston, Houston, TX 77004. Equal Opportunity Employer.

CABLE

HELP WANTED MANAGEMENT

Wanted: Cable TV System Manager. Located Northeast. Established system with possible expansion and additional franchises. Must be familiar with all phases of Cable TV including local origination. MSO with promotion possibilities. Please write and give full details in first letter. Box H-100.

HELP WANTED TECHNICAL

Chief Tech—Pole climber with head-end, service, amp repair & supervisory experience. Reply: Citizens Cable: 405 Broadway; New Haven, IN 46774.

WANTED TO BUY EQUIPMENT

Paul Schafer wants to buy used 1, 5, 10 kw AM xmtrs. 1 kw FM xmtr. Collins 900C monitor. Schafer 800 automation system. Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. Tel 714—454-1154.

Tektronix Equipment Needed ... 1440-13C VIR Corrector, 015024-00 Monitor, 1480R WFM Monitor, 149A Generator, 7613 Option 6 Storage Scope, 7L12 Spectrum Analyzer, 1405 TV Sideband Analyzer, 7A18 Dual Trace Amplifier, 7B53A Option 5 Dual Timebase. Call Fred Lass, WAST-TV 13, 518—436-4791.

Video Equipment in good condition for expanding video facility. Need videocassette and quad recorders, film to tape transfer machine, color monitors (Conrac, Sony, etc.), test gear (waveform monitor, signal generator, vectorscope, etc.), character generators, SMPTE time code generators, switchers, TBC's, routing switchers, DA's, audio, lighting and power equipment. Will pay cash. One Pass Video, 900 Third St., San Francisco, CA 94107. 415—777-5777.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms—4reels, 470 ft each—can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312—266-2600.

5" Air Helix copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312—266-2600.

Two Ampex VR-3000 Portable High Band Videotape Recorders, in carrying cases, with three video heads, battery packs and body braces. Top condition and sensibly priced. Box G-112.

RCA Model TK 42 Color Television Camera. Contact Carland, Inc. 816—842-6098.

Houston Fearless Colormaster CM16 ME-4 (30 FPM) with pH meter, densitometer, and all accessories. Contact Marc Menasco 318—861-1621.

FM transmitters. 25 KW, 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, and 250 Watt used FM transmitters. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

New Automation, one Carousel, two reel to reels, one cart machine and network join, \$9,000. Contact Broadcast Specialties, 206—577-1681.

Schafer 800T stereo control unit, mint condition \$2500, TTD-3, TTD-4, TM-8, other accessories available. Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. Tel 714—454-1154.

Harris AM Limiter, one year old, \$650. Harris Modulation Enhancer, one year old, \$275. Motorola tube type two way's. Contact Larry Beavers, WGNG, Cumberland, RI 401—725-9000.

Collins stereo 212S Console, like new, used only in production. Broadcast Specialties. 206—577-1681.

AM transmitters. 5 KW, 1 KW, and 250 Watt used AM transmitters available. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

Collins 21A, 5 KW/1 KW transmitter, excellent condition, now in service, \$4,000. 206—577-1681.

Audio console, 10 channel stereo/mono Autogram. New. Original carton. Price negotiable. Must sell. WYRE, Annapolis, MD 301—263-9211.

Used automation, all makes and models, low prices, call for quote. Broadcast Specialties 206—577-1681.

1. **Gates Automation,** 3 Sculley Decks. 2. Gates 55 \$3,800. 3. QRK 12C Turntables. 4. Electro Sound 505S Reel to Reel. 5. Tapecaster 800-P. 6. CBS Volumemax. \$395. 7. CBS FM Steo Volumemax and AGC \$595. (a pr.) 8. McMartin 4500A-3 yrs. old. 9. Stereo Modulation Monitor. Call 404—876-7123.

2-G.E. Klystrons-GL-6239—Channel 34 thru Channel 44 Low Hours—Little Use—Make offer—Call 209—299-9753.

FOR SALE EQUIPMENT CONTINUED

For Sale New Custom Console. Original customer unable to take delivery. Expansion above original 10-in, 8-out design still possible; 3 band-9 frequency equalization on inputs and echo return; ultra quiet; plus 26 dbm output electronics throughout. Copy of original specs available for review from: Larry Spencer, Silver Burdett Company, 201-285-7822.

Collins 830D1A, 1000 Watt FM transmitter with 786M-1 Stereo Generator, Gates M2639 AM Modulation Monitor (Hi-Watter Series). James Hay, 1138 Main, Jackson, KY 41339.

For Sale by Bid. Television Mobile Unit. Equipped with two RCA TK 44B Color cameras, unit wired to handle six, TK 40 Video switcher, with two RCA TA-TE-60B effects and mix amplifiers. RCA BC 7 Audio Console, Reel to Reel and cart tape, audio terminal equipment to handle about any situation. Conrac color video monitoring for directors position, Tektronix 650 monitors for video operators position. Housed in a 40 foot trailer recently refurbished, new tires, brakes and paint. Equipped with 15 tons of air condition, extremely comfortable to operate as a mobile unit or would make a great semi-permanent control room. The university reserves the right to accept or reject any or all bids. Call Don Winslow at area code 207-866-4493, for detailed technical description. Bids will be opened Tuesday August 2, 1977 at 10:00 a.m. DST in the Purchasing Department University of Maine Orono, ME 04473.

COMEDY

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

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

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

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

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

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.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Finance Full Amount of Your AM/FM station and receive more than expected. Assets sale—you hold first mortgage. No brokers please. Confidential. Box H-112.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. 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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Save time; save money. Get your First Class License in exciting Music City, U.S.A. Four weeks \$395. Veterans approved. Tennessee Institute of Broadcasting, Nashville. 615-297-5396.

RADIO

Help Wanted Technical

Help Wanted Programing

KSTT NEEDS P.D.

Number One Midwest Top 40 needs a real pro to replace P.D. moving to major market. P.D. must motivate, promote, and have good follow-through. Send tape and resume to: Melvin W. LaForce, KSTT, P.O. Box 3788, Davenport, Iowa 52808. E.O.E.

Situations Wanted Management

Experienced GM

Strong, Experienced GM with outstanding track record with successful blockbuster stations in top major markets looking for position. Reply in confidence 215-449-7378.

ATTN: MAJOR MARKET FM OWNERS!!

Very creative major market GSM, with 18 years broadcasting experience, wants to become major market GM. I can supply key staff personnel; sales, programing, public affairs, eng., etc. If you are looking to upgrade your facility and improve your profits, we can do it, and quickly. **Contact Box F-20.**

BROADCAST PRODUCTS DIVISION

INTERNATIONAL RADIO FIELD SERVICE TRANSMITTER ENGINEERS

We are a steadily growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, and sales now over the half-billion mark. Broadcast Products Division is a world leader in television, radio and long range equipment.

This position involves international travel and offers excellent professional potential, plus exceptional financial opportunities when extended periods abroad are called for.

Requirements include technical strength in AM and FM broadcast, 3-5 years or more of directly related overseas experience and at least 2 year Associate's degree in Electronics (BSEE preferred). Ability to work with minimum supervision is essential.

Advantages include salary fully consistent with your qualifications, plus overseas incentives and compensations for international field expense assistance. Please send resume with salary data in confidence to: Mr. Lawrence R. Carlstone, Professional Employment Supervisor. HARRIS CORPORATION, BROADCAST PRODUCTS DIVISION, Quincy, Illinois 62301.



An Equal Opportunity Employer M/F

**Situations Wanted Management
Continued**

HERE'S WHAT I HAVE TO OFFER

1. Shirt sleeve executive who is a street fighter who sells like a S.O.B. to local and agency accounts.
2. A GM who trains and motivates his sales force and takes the words NO and HE WON'T BUY from their vocabulary.
3. A GM who knows programming and promotions and what it takes to make a station No. 1.
4. A GM who can take a loser and make it a winner or take a winner and keep it a winner with increased sales.
5. A GM who has a degree in accounting and three years of law school.
6. A GM who gets totally involved with the community.
7. A GM who knows the FCC and their rules and regs.
8. A GM whose profit minded and knows that the complete success of the station is the bottom line. It took ten years of experience and hard knocks to acquire my knowledge and I can back all I say with a track record and references that are unimpeachable. My best references would probably be my competitors.

WHAT DO YOU HAVE TO OFFER?

If its right ... I will, at my own expense, meet you eyeball to eyeball to discuss a mutual relationship. Box G-156.

**TELEVISION
Help Wanted Technical**

**TELEVISION
OPERATIONS**

An all new, three studio, teleproduction facility is being staffed in Columbus, Ohio. We will be working in all phases of television live productions, remote operations, and electronic journalism and we need full time experienced operators. We offer corporate benefits and the chance to work with all new equipment and programming ideas. If you qualify, send resume to:

WARNER COMMUNICATIONS, INC.
1201 Olentangy River Road
Columbus, Ohio 43212
Or Call
614-299-1128

**EXPERIENCED CHIEF
ENGINEER**

ABC affiliate located in a scenic north-easter lake port city is seeking an experienced Chief Engineer. Individual should be knowledgeable in solid state technology and hi-powered klystron transmitters. Excellent opportunity and benefits in a well-established company.

Reply to Box No. H-98.
An Equal Opportunity Employer

Help Wanted Technical Continued

BROADCAST PRODUCTS DIVISION

TELEVISION FIELD SERVICE

Television Transmitter International and Domestic Opportunities with Harris.

We are a steadily growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, with sales now over the half billion dollar mark. Broadcast Products Division is a world leader in television, radio, and long-range equipment.

Positions, involving domestic as well as international travel, offer excellent professional growth and opportunities to use your full potential in solving total system as well as systems integration problems.

Requirements include technical strength in television broadcasting, at least 4 years of related TV broadcast experience, and an ability to handle total problems with minimum supervision. Applicants must exhibit technical strength in television broadcasting acquired by four or more years of related broadcast experience and completion of at least a two year technical school. They must also have the ability to handle total technical problems with minimum supervision.

Starting salary will be commensurate with your education and related experience. Benefits are liberal and a bonus along with full expenses are given for international assignments. Relocation expense will assist you with your initial move. Please send your resume, including salary history data, to: Mr. Lawrence R. Carlstone, Professional Employment Supervisor. HARRIS CORPORATION BROADCAST PRODUCTS DIVISION, Quincy, Illinois 62301.



An Equal Opportunity Employer M/F

Help Wanted News

NEWS DIRECTOR

for television and radio operation in the 74th ADI market Award-winning department using tape ENG equipment. Full-hour local news at 6 with late news seven nights a week. Solid journalism background plus strong administrative leadership needed. Degree required. Salary open. Equal opportunity employer M/F Reply to Employment Director, WSBT, Inc., 300 W Jefferson Blvd., South Bend, IN 46601.

ANCHOR/PRODUCERS

ABC affiliate in fastest growing metro in the country seeks two News Anchor/Producers for weekend news blocks. Strong on-air delivery coupled with track record in reporting and producing a must! Tough jobs, but key positions for the right professionals. Contact Personnel Department, KNTV, 645 Park Avenue, San Jose, CA, 95110.

An Equal Opportunity Employer M/F

Radio Programing



The LONE RANGER
The Original
Radio Network Series is
BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, Inc.
444 MADISON AVE., NEW YORK 10022 • (212) 759-3232

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

Radio Surveys

500 CALLS 500

\$50⁰⁰
per mo

Box 2585, Augusta, Ga.
30903 (404) 733-0642

S-A-M-S

**Situations Wanted
Production**

**CHILDRENS TV
PRODUCER-HOST**

Many years experience hosting, producing, writing Sesame St., Cpt. Kangaroo & Wonderama type shows. Masters degree education. Will relocate anywhere. Salary secondary small station—low budget o.k. 18 Dickinson Rd., Darien, CT 203-655-0486.

Situations Wanted Management Continued

HOTCHKISS & OLIVER, INC.
Radio Management Advisors

Send for your free copy of our survey for owners, sellers, and buyers:

"You and Radio"

8200 Preece Drive Post Office Box 5124
Boise, Idaho 83705 208-376-4088

Miscellaneous



Violence, Reruns and Police Violence films on T.V. Where have all the good T.V. programs and reruns gone?

Frank E. Zabielski Jr.
4519 So. Spaulding
Chicago, Illinois

Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V. - Radio. Profitability not a factor.

Reply Box E-69.

For Sale Stations

- Fulltimer North Central California. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in city covering metro area of about 390,000 in Southeast. Good billing. \$800,000. Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Terms.
- AM/FM within 40 miles of Dothan Alabama. \$180,000 for total. Buy 49% now with option. Terms.
- Daytimer within 50 miles of Bakersfield, California. Spanish. \$520,000. Terms.
- Chattanooga area daytimer. \$300,000.

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

BUSINESS BROKER ASSOCIATES
815-894-7511 24 HOURS

RADIO STATIONS FOR SALE

Fulltime AM and Class C FM in top 20 market have just become available. Stations programmed for effective combo selling with good audience acceptance. Modern equipment, stable staffs, excellent physical plant. Principals only write Box H-2.

For Sale Stations Continued



STATIONS			CONTACT	
NE small	coastal	\$130K terms	Art Simmers	(617) 837-6711
CA medium	profitable	250K terms	Ray Stanfield	(213) 363-5764
SE metro	profitable	525K terms	Bill Chapman	(404) 458-9226
MW major	FM	1,000K 290K	John King	(517) 467-2201
SE major	AM/FM	4,000K nego	Bill Hammond	(214) 243-6043

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341.



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

AMERICA'S TROPICAL PARADISE

Hawaiian Full-Time AM Radio Station
Priced for Fast Sale \$250,000.
Qualified Cash Buyers Only—No Brokers
P.O. Box 1008, Kaneohe, Hawaii 96744.

H.B. La Rue, Media Broker

RADIO • TV • CTV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/673-4474
EAST COAST: 210 EAST 53RD ST. NO. 50 NEW YORK 10022
212/288-0737

Cecil L. Richards, inc.

media brokers

(703) 421-2552

Suite 408
7700 Leeburg Pike
Falls Church, Va. 22043

A Confidential Service to Owners & Qualified Buyers

MEDIA BROKERS APPRAISERS

RICHARD A.

SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

RETIRING FROM THE GREATEST BUSINESS IN THE WORLD

WNIA-BUFFALO, N.Y.

AREA-AM FULLTIMER

ASKING 1.5 MM CASH. CAN BE REAL PROFIT MAKER.

GORDON P. BROWN
250 EAST AVENUE, ROCHESTER, N.Y. 14604
(716) 232-5580

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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

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

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

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

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

Rates, classified listings ads:

- Help Wanted 70c per word—\$10.00 weekly minimum.
 - (Billing charge to stations and firms: \$1.00).
 - Situations Wanted, 40c per word—5.00 weekly minimum.
 - All other classifications, 80c per word—\$10.00 weekly minimum.
 - Add \$2.00 for Box Number per issue.
- Rates, classified display ads:
- Situations Wanted (Personal ads) \$30.00 per inch.
 - All other \$60.00 per inch.

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

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Stock Index

Stock symbol	Exch.	Closing Wed. July 6	Closing Wed. June 29	Net change in week	% change in week	1977		PIE ratio	Approx. Shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	N	43 3/4	43 5/8	+ 1/8	+ .28	46 1/4	37	10	18,058	790,037	
CAPITAL CITIES	CCB	N	50 3/4	51 1/2	- 3/4	- 1.45	57	11	7,484	379,813	
CBS	N	58 7/8	58 3/4	+ 1/8	+ .21	60 3/8	55	10	28,395	1,671,755	
COX	N	29	28 1/2	+ 1/2	+ 1.75	33 5/8	27	8	5,872	170,288	
GROSS TELECASTING	GGG	A	15 3/8	14 7/8	+ 1/2	+ 3.36	15 1/2	13 5/8	800	12,300	
KINGSTIP COMMUN.	KTVV	D	4 1/2	4 1/2		.00	4 5/8	3 7/8	461	2,074	
LIN	D	18 5/8	18 3/4	- 1/8	- .66	19 1/8	16 1/2	8	2,725	50,753	
MOONEY	MODN	D	2 5/8	2 5/8		.00	2 5/8	1 7/8	425	1,115	
RAHALL	RAHL	D	17 1/4	17 1/4		.00	18 1/2	8 5/8	21	1,281	
SCRIPPS-HOWARD	SCRP	O	37	36 1/2	+ 1/2	+ 1.36	37	31 1/2	8	2,589	
STARR**	SBG	M	5 5/8	5 3/8	+ 1/4	+ 4.65	7	3 1/2		1,418	
STORER	SBK	N	23 5/8	23 3/4	- 1/8	- .52	26 7/8	21 3/8	6	4,876	
TAFT	TFB	N	29 3/4	29 7/8	- 1/8	- .41	33 7/8	27	8	4,070	
									TOTAL	78,454	3,440,278

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 7/8	5 7/8		.00	5 7/8	3 3/4	8	1,234	7,249
AVCO	AV	N	16 3/4	17 3/4	- 1	- 5.63	17 3/4	13 3/8	3	11,656	195,238
JOHN BLAIR	BJ	N	16 7/8	16 7/8		.00	17 1/2	11 1/8	6	2,414	40,736
CHRIS-CRAFT	CCN	N	5 3/4	5 1/2	+ 1/4	+ 4.54	7 3/8	4 1/2	5	4,396	25,277
COMBINED COMM.	CCA	N	22	22 3/8	- 3/8	- 1.67	23	19	8	6,493	142,846
COWLES	CWL	N	15 3/8	15 1/4	+ 1/8	+ .81	15 5/8	12 1/2	19	3,969	61,023
DUN & BRADSTREET	DNB	N	28 5/8	30 1/8	- 1 1/2	- 4.97	30 1/2	26 1/4	15	26,447	757,045
FAIRCHILD IND.	FEN	N	14 3/4	14 3/8	+ 3/8	+ 2.60	14 3/4	9 1/2	13	5,708	84,193
FUQUA	FQA	N	9 5/8	9 7/8	- 1/4	- 2.53	13	9	6	8,987	86,499
GANNETT CO.	GCI	N	37 1/4	35 3/4	+ 1 1/2	+ 4.19	40 3/4	32 3/4	16	22,430	835,517
GENERAL TIRE	GY	N	28 3/8	29	- 5/8	- 2.15	29 1/4	24 3/4	6	22,239	631,031
GLOBE BROADCASTING	GLBTA	O	4	4		.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	11	10 1/2	+ 1/2	+ 4.76	11	8	5		475	5,225
HARTE-HANKS	HHN	N	28 5/8	29 1/4	- 5/8	- 2.13	29 3/8	26	11	4,470	127,953
JEFFERSON-PILOT	JP	N	30	30 1/4	- 1/4	- .82	32 3/8	26 5/8	11	24,128	723,840
KAISER INDUSTRIES	KI	A	5	5 1/8	- 1/8	- 2.43	18 5/8	4 5/8	3	28,119	140,595
KANSAS STATE NET.	KSN	O	6 3/8	6 1/4	+ 1/8	+ 2.00	5 3/8	4 3/4	9	1,716	10,939
LEE ENTERPRISES	LNT	A	24 1/2	24 1/2		.00	28 1/8	22 1/4	12	5,010	122,745
LIBERTY	LC	N	22 1/4	21 3/4	+ 1/2	+ 2.29	22 1/4	18	7	6,762	150,454
MCGRAW-HILL	MHP	N	19 1/8	18 7/8	+ 1/4	+ 1.32	19 1/8	15 5/8	11	24,655	471,526
MEDIA GENERAL	MEG	A	17 1/4	17	+ 1/4	+ 1.47	20	16 3/8	8	7,272	125,442
MEREDITH	MOP	N	20 1/2	20 1/8	+ 3/8	+ 1.86	20 5/8	17 3/8	5	3,067	62,873
METROMEDIA	MET	N	28 7/8	28 1/2	+ 3/8	+ 1.31	31 1/8	25 3/4	6	6,771	195,512
MULTIMEDIA	MMED	D	24 1/2	24 1/2		.00	25 1/2	21 1/2	10	4,391	107,579
NEW YORK TIMES CO.	NYKA	A	19 1/2	19 1/4	+ 1/4	+ 1.29	19 1/2	15 3/4	9	11,207	218,536
OUTLET CO.	DTU	N	20 1/4	18 3/8	+ 1 7/8	+ 10.20	24 1/4	16 5/8	9	2,140	43,335
POST CORP.	PDST	O	19 1/4	18 1/2	+ 3/4	+ 4.05	19 1/4	16 1/4	7	869	16,728
REEVES TELECOM	RBT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
ROLLINS	RDL	N	20 1/4	20 7/8	- 5/8	- 2.99	24 1/4	17 1/8	11	13,404	271,431
RUST CRAFT	RUS	A	23 1/2	14 7/8	+ 8 5/8	+ 57.98	23 1/2	8 1/2	16	2,291	53,838
SAN JUAN RACING	SJR	N	10 1/8	8	+ 2 1/8	+ 26.56	10 3/8	7 5/8	9	2,509	25,403
SCHERING-PLOUGH	SGP	N	36	36 1/4	- 1/4	- .68	44 3/4	32 7/8	12	54,084	1,947,024
SONDERLING	SDB	A	11	10	+ 1	+ 10.00	11	8 3/8	5	1,103	12,133
TECH OPERATIONS**	TD	A	3	3		.00	3 3/8	2 3/8		1,344	4,032
TIMES MIRROR CO.	TMC	N	24 1/2	23 3/4	+ 3/4	+ 3.15	24 1/2	20 3/4	11	33,927	831,211
WASHINGTON POST CO.	WPO	A	25 1/8	25	+ 1/8	+ .50	25 1/8	21 3/4	9	8,876	223,009
WDMETCO	WDM	N	11 1/2	11	+ 1/2	+ 4.54	12 3/4	10 7/8	8	9,437	108,525
									TOTAL	379,163	8,883,624

Cablecasting

ACTON CORP.	ATN	A	6	5 1/4	+ 3/4	+ 14.28	6	3 1/8	13	2,757	16,542
AMECO**	ACO	D	1/8	1/8		.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26	24 1/4	+ 1 3/4	+ 7.21	26	19 3/4	17	3,374	87,724
ATHENA COMM.**	O	3/8	3/8		.00	3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	D	4 1/4	4 1/4		.00	4 1/4	3 1/8	28	8,325	35,381
CABLE INFO.	O	3/4	3/4		.00	7/8	1/2	4		663	497
COMCAST	O	5	5		.00	5	3 3/4	9		1,662	8,310
COMMUN. PROPERTIES	CDMU	D	6 3/8	5 7/8	+ 1/2	+ 8.51	6 3/8	3 5/8	19	4,761	30,351
COX CABLE	CXC	A	23 3/8	23	+ 3/8	+ 1.63	23 3/8	16 1/2	21	3,566	83,355
ENTRON	ENT	O	1	7/8	+ 1/8	+ 14.28	2	7/8	1	979	979
GENERAL INSTRUMENT	GRI	N	20 5/8	19 7/8	+ 3/4	+ 3.77	21 3/4	18 1/8	10	7,332	151,222
GENEVE CORP.	GENV	O	8	7 3/4	+ 1/4	+ 3.22	9 1/4	7 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	5 1/2	5 1/8	+ 3/8	+ 7.31	5 1/2	2 7/8	79	5,281	29,045
TELEPROMPTER	TP	N	8 1/4	7 7/8	+ 3/8	+ 4.76	9 3/8	6 3/4	275	16,793	138,542
TEXSCAN	TEXS	O	1 1/2	1 1/2		.00	2	1 1/4	9	786	1,179
TIME INC.	TL	N	36 3/4	36 7/8	- 1/8	- .33	38 1/4	33	10	20,306	746,245
TDCOM	TOCM	D	3 1/4	3 1/4		.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	17 3/4	16 1/4	+ 1 1/2	+ 9.23	18	15 1/2	13	1,679	29,802
UNITED CABLE TV**	UCTV	O	4 1/8	4 1/8		.00	4 5/8	3 7/8		1,879	7,750
VIACOM	VIA	N	14 1/4	14 3/8	- 1/8	- .86	15 5/8	9 1/2	13	3,736	53,238
									TOTAL	88,942	1,432,081

Stock symbol	Exch.	Closing Wed. July 6	Closing Wed. June 29	Net change in week	% change in week	High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
Programming													
COLUMBIA PICTURES	CPS	N	14	14		.00	14 3/8	7 3/8	5	6,748	94,472		
DISNEY	OIS	N	36	36 3/4	-	3/4	-	2.04	47 5/8	32 1/2	15	31,908	1,148,688
FILMWAYS	FWY	A	9	9 1/4	-	1/4	-	2.70	9 7/8	6 7/8	8	2,397	21,573
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 3/8	13 3/4	-	3/8	-	2.72	18 3/8	13 1/8	3	48,239	645,196
MCA	MCA	N	42 1/4	42 5/8	-	3/8	-	.87	42 3/4	36 3/8	8	18,024	761,514
MGM	MGM	N	23 1/4	22 3/4	+	1/2	+	2.19	24 1/8	16	10	13,102	304,621
TELETRONICS INTL.	O		4 1/4	4 1/4				.00	5 1/2	4 1/4	6	1,918	4,326
TRANSAMERICA	TA	N	16	15 7/8	+	1/8	+	.78	16	13 5/8	9	67,238	1,075,808
20TH CENTURY-FOX	TF	N	20	22 7/8	-	2 7/8	-	12.56	22 7/8	10	10	7,631	152,620
WARNER	WCI	N	30	30 3/8	-	3/8	-	1.23	32 1/2	26 1/4	7	14,436	433,080
WRATHER	WCO	A	6 5/8	6 7/8	-	1/4	-	3.63	6 7/8	4 1/2	11	2,243	14,859
TOTAL									213,651	4,657,424			

Service

BBDO INC.	BBDO	O	29	29 1/4	-	1/4	-	.85	29 1/4	22 1/2	9	2,513	72,877
COMSAT	CO	N	34 3/8	32 5/8	+	1 3/4	+	5.36	36 3/4	29 3/8	9	10,000	343,750
OOYLE DANE BERNBACH	OOYL	O	21 3/4	21 3/4				.00	21 3/4	16 3/4	7	1,866	40,585
FOOTE CONE & BELOING	FCB	N	17 1/8	17 1/2	-	3/8	-	2.14	17 1/2	14 3/4	9	2,304	39,456
GREY ADVERTISING	GREY	O	26 3/4	26 3/4				.00	26 3/4	16 1/2	7	821	21,961
INTERPUBLIC GROUP	IPG	N	35 3/8	35 1/2	-	1/8	-	.35	35 1/2	28 1/8	8	2,387	84,440
MARVIN JOSEPHSON	MRVN	D	17 1/4	17 1/4				.00	17 1/4	10 1/4	8	1,896	32,706
MCI COMMUNICATIONS**	MCIC	O	2	7/8	+	1 1/8	+	128.57	2 1/2	7/8		19,985	39,970
MOVIELAB	MOV	A	1 1/2	1 1/2				.00	2	1 1/4	8	1,410	2,115
MPO VIDEOTRONICS	MPO	A	6	6 1/4	-	1/4	-	4.00	9	4	7	520	3,120
NEEOHAM, HARPER	NDHMA	O	13	13				.00	13	11 1/8	6	823	10,699
A. C. NIELSEN	NIELB	O	21 1/2	20 3/4	+	3/4	+	3.61	22 1/8	18 7/8	13	10,762	231,383
OGILVY & MATHER	OGIL	O	34 1/4	32 3/4	+	1 1/2	+	4.58	34 1/4	31	9	1,805	61,821
J. WALTER THOMPSON	JWT	N	17 7/8	17 1/8	+	3/4	+	4.37	18 1/2	15 1/8	8	2,649	47,350
TOTAL									59,741	1,032,233			

Electronics/Manufacturing

AEL INDUSTRIES**	AELBA	O	6	5 1/8	+	7/8	+	17.07	6	2 3/8	27	1,672	10,032
AMPEX	APX	N	10 1/4	10 3/8	-	1/8	-	1.20	10 3/8	7 3/8	14	10,885	111,571
ARVIN INDUSTRIES	ARV	N	16 5/8	16 7/8	-	1/4	-	1.48	19 1/4	15	4	5,959	99,068
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3 1/4	3 1/4				.00	3 1/4	1 3/4	13	441	1,433
COMU, INC.	CDH	A	3	2 5/8	+	3/8	+	14.28	3 1/8	2 1/8	14	1,779	5,337
CONRAC	CAX	N	23 1/8	23 1/2	-	3/8	-	1.59	27 1/4	23	6	1,433	33,138
EASTMAN KODAK	EASKD	N	58 1/2	58 1/2				.00	86 3/4	58	15	161,371	9,440,203
FARINON ELECTRIC	FARN	O	8 1/2	9	-	1/2	-	5.55	12	8	10	4,267	36,269
GENERAL ELECTRIC	GE	N	55 7/8	56 3/8	-	1/2	-	.88	56 5/8	49 1/4	13	184,581	10,313,463
HARRIS CORP.	HRS	N	37 1/4	37	+	1/4	+	.67	39	28	13	12,261	456,722
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1/4	1	-	3/4	-	75.00	2 3/8	1/4		2,701	675
MICROWAVE ASSOC. INC	MAI	N	23 1/4	23 5/8	-	3/8	-	1.58	24 1/2	20 1/4	10	1,320	30,690
3M	MMM	N	48 1/2	49 3/4	-	1 1/4	-	2.51	57	48 3/8	16	115,265	5,590,352
MOTOROLA	MOT	N	40	40				.00	56 7/8	37 3/4	12	28,544	1,141,760
N. AMERICAN PHILIPS	NPH	N	32 3/8	31 1/2	+	7/8	+	2.77	36	31 1/2	7	12,033	389,568
OAK INDUSTRIES	OAK	N	17	16 1/2	+	1/2	+	3.03	17 7/8	9 5/8	12	1,639	27,863
RCA	RCA	N	30 3/4	31 3/8	-	5/8	-	1.99	31 3/4	25 3/8	12	74,807	2,300,315
ROCKWELL INTL.	ROK	N	31 5/8	36 3/4	-	5 1/8	-	13.94	36 3/4	30 7/8	8	32,400	1,024,650
RSC INDUSTRIES	RSC	A	2 1/4	2 1/4				.00	2 1/4	1 5/8	7	2,690	6,052
SCIENTIFIC-ATLANTA	SFA	A	19 7/8	19	+	7/8	+	4.60	21 1/8	16 3/4	13	1,668	33,151
SONY CORP.	SNE	N	9	9				.00	10 3/8	8 1/8	17	172,500	1,552,500
TEKTRONIX	TEK	N	35 3/4	35	+	3/4	+	2.14	68 1/2	28 1/4	16	17,342	619,976
TELEMATION	TIMT	O	3/4	5/8	+	1/8	+	20.00	3/4	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	19	20 1/4	-	1 1/4	-	6.17	21	14 3/4	13	6,838	129,922
WESTINGHOUSE	WX	N	21 1/2	21 1/2				.00	22	16 1/4	8	87,492	1,881,078
ZENITH	ZE	N	21 7/8	20 7/8	+	1	+	4.79	28	20 7/8	11	18,818	411,643
TOTAL									963,133	35,650,278			

GRAND TOTAL 1,783,084 55,095,918

Standard & Poor's Industrial Average 109.5 110.3 -8

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

Over-the-counter bid prices supplied by 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.

RCA's Ed Hill: long-distance runner

Ed Hill is one of those people who know at an early age what they want to do in life, and do it.

"I remember in the eighth grade," he recalls, "we had one of those class assignments to write about what we wanted to do. I was a radio hobbyist and I wrote a paper saying I was going to be an engineer."

It wasn't as easy for him as it is for some: He worked his way through school—night school at that. After high school a friend helped him get a job, which wasn't easy either, because the year was 1935 and the Depression was on. But he got one where he wanted, at RCA, and he's been there ever since.

"I started at 35 cents an hour," he says. "That's \$14 a week, in case you don't multiply very fast."

The man now responsible for sales, product management, engineering and support functions for RCA's worldwide businesses in radio-TV broadcast and closed-circuit television equipment started as a stock boy in the factory. He spent a couple of years there, doing a variety of jobs, before transferring to the department then concerned with the early television sets, working as a draftsman at the RCA plant in Camden, N.J., while studying electrical engineering at night at nearby Drexel Institute of Technology in Philadelphia, from which he graduated in 1942.

World War II was then on, and he was transferred into the RCA engineering department as a design engineer on radar, navigation and bombing equipment. He worked there through the war and into late 1946, when he transferred into what has been his home ever since, the broadcast-equipment sales department.

His career since then has taken him into increasingly responsible jobs and virtually all over the world. But it was not always fast going. His first seven years in broadcast equipment sales, for example, were spent as a sales engineer for the Northeast, based in Boston. That led to his appointment as Northern sales manager, responsible for approximately one-third of the U.S., a post that he held for close to 15 years.

Friends see this "willingness to stick to it," as one put it, both as typical of Mr. Hill's approach to his work and as a desirable trait not apparent in everybody.

"Ed Hill's career," said one long-time friend, "should be an excellent example for some of the MBA's coming out of business schools these days. They get their degrees and go to work for a company and expect to be running it in five years. They



Justin Edgar Hill Jr.—division vice president and general manager, broadcast systems, RCA Commercial Communications Systems Division, Camden, N.J.; b. May 22, 1918, Richmond, Va.; graduated in electrical engineering, Drexel Institute of Technology, evening school, Philadelphia, 1942; with RCA since 1935, starting as stock boy, later draftsman in TV set department; design engineer, 1942-46; Northeastern sales engineer for radio-TV broadcast equipment, 1947-54; Northern sales manager, 1954-69; international sales manager, broadcast equipment, 1969-72; division vice president, broadcast marketing and sales, 1972-77; present post, January 1977; m. Elizabeth Holmes, 1940; children: John M., 34; Mrs. Kathleen Elizabeth Zichy, 31; Mrs. Susan Kern, 26.

would do well to study Ed Hill. He went to night school, worked in the factory, worked in the field, spent years in the same job—and nobody could know a job better than he knows his. And in his case anybody who has known him for any length of time has got to be convinced that he deserved to get the promotion into the job he has now."

The job he has now is the third step in a series of advancements that started in 1969, when he was promoted from Northern sales manager to international sales manager, responsible for sales of RCA broadcast equipment outside the U.S. He moved from that to division vice president, broadcast marketing and sales, in 1972 and on to his current title—division vice president and general manager, broadcast systems—in January of this year.

Mr. Hill lists travel among his hobbies and perhaps that's a good thing, because he does a lot of it. Last week he was in London for business review sessions of RCA Jersey Ltd., a manufacturing plant on the Isle of Jersey; two weeks ago he was in Los Angeles for similar sessions for the Burbank, Calif., plant where RCA

manufactures specialized sound-recording equipment for motion pictures, and earlier last month he was in Montreux, Switzerland, for the International Television Symposium and Technical Exhibit. In recent years he has visited most countries except those in the Middle East, where RCA is on the Arab boycott list.

RCA has its own sales engineers in the U.S. and in major foreign cities and employs distributors or agents in 108 countries. About one-third of its broadcast equipment business is done outside the U.S., and Mr. Hill says this is important to U.S. broadcasters as well as to RCA because, for one thing, "we can learn from them—[foreign broadcast engineers and operations]" and, for another, "as we increase our sales base the cost [to U.S. buyers] goes down."

Mr. Hill likes to emphasize broadcast technology's impact on broadcast equipment prices. "As a crude example," he says, "when I went into the field in 1947, a Buick automobile cost \$1,907 and a 5 kw AM transmitter cost \$27,500. Today a Buick goes for around \$5,500 or so and a comparable transmitter, the BTA 5L, is priced at \$29,500. At a time when inflation has tripled and quadrupled the cost of many products, technology has let equipment almost hold the line. And that's as true of other manufacturers as of RCA."

Mr. Hill won't reveal what his division's sales are, but he is pleased to report that for both the first quarter and first half of this year they were at all-time highs. About 20% of RCA TV equipment sold in the U.S. is for use outside of broadcasting—in production houses, for corporate communications, training, education and the like—and Mr. Hill expects the percentage to increase as broadcasting becomes more and more a replacement market. But that point, he is quick to note, has not yet been reached, though in 1976 and 1977 the replacement market in transmitters, big studio cameras, recorders—and equipment in general—has been "very, very strong." And then there is new equipment like electronic news-gathering gear. "We've sold over 400 TK-76 ENG cameras in a little over a year," he says, "and we're still back-ordered for four or five months—which is not good, because the broadcaster should be able to get one when he snaps his fingers." Over-all, he estimates that about 50% of the ENG equipment market potential remains to be filled.

What new broadcast equipment is being developed he isn't saying but he leaves no doubt that work is going on. "If there ever came a time when we weren't working on something in the back room, we'd be on the way out," he says. "We're investing very heavily in the future."

Church notes

The synod of the United Church of Christ, which for years—with the aid of gullible foundations—has supported the Rev. Everett C. Parker in his crusade against broadcasting, gave the good Dr. Parker his head last week. It passed a resolution directing him to clean up television, which it accused of debasing American life in violation of "Christian understanding."

The same synod accepted recommendations for a campaign to legalize all sexual activity by consenting adults.

Perhaps the synod will wish to show a little Christian charity and at the same time compose what seem to be basic conflicts in its views. How about a third resolution that frees consenting adults to watch television pending Dr. Parker's reforms?

Mixed bag

All sorts of inferences may be taken from the appellate court's affirmation of the FCC's policy on children's television, reported elsewhere in this issue. Perhaps the most obvious is that the rulings emerging from that nine-member court can vary radically with the composition of the three-member panels that usually decide things. The inconsistencies may make work for lawyers and the United States Supreme Court. They do little to reinforce the confidence of litigants in the judiciary.

From the broadcasters' and the FCC's views, the latest decision is agreeable in several respects.

Here a panel of three judges has directly criticized the findings of another which in an earlier decision (Home Box Office) ordered the commission to give up its long practice of seeking informal advice in rulemakings. The new decision promises support for the FCC's position, with which broadcasters agree, that the FCC needs informal dialogues to reach informed decisions in rulemakings. It will no doubt be quoted in the FCC's appeals.

The same panel, less directly, has taken issue with another for, in effect, substituting the court's judgment for the FCC's in the media crossownership case. Again, the latest finding will no doubt be quoted extensively in the FCC's appeal from the decision of the first panel, which all but ordered the commission to break up co-located crossownerships in a sweeping usurpation of the agency's authority. The commission had decided to let natural market forces do the job by prohibiting transfers of co-located media packages.

A third finding by the latest panel is also being cheered. In that, the panel cleared the process by which the National Association of Broadcasters and Association of Independent Television Stations reduced commercial limitations in children's programs in response to the entreaties of FCC Chairman Richard E. Wiley. Broadcasters may not think so now, but they could have done without that finding.

In its children's television policy statement that the court has now approved, the FCC baldly asserted that the standards of self-regulation adopted by the NAB and INTV would become the agency's standards at license-renewal time. Thus was the process of government nudge and industry accommodation once again invoked to achieve government regulation without the formal writing of government rules.

The latest court decision notes that the process could get out of hand if the FCC were to "employ overbearing 'jawboning' or 'arm-twisting' tactics." And it also notes that such excesses were found by the Los Angeles district court that overturned the family-viewing standards inserted in the NAB code after negotiations between Mr. Wiley and the broadcasters. In the children's

television case, however, the court found no governmental coercion.

To the extent that this finding encourages future FCC chairmen and future broadcast representatives to use the NAB code as a euphemism for government regulation, it will perpetuate a disservice. Broadcasters cannot go on making deals with their code while clamoring for less federal control.

It would have been healthier for all concerned if the court had at least questioned the government's role in the adoption of code provisions that are now as rigorously enforced by the FCC as if they were written in FCC regulations.

After Hooks

The departure later this month of FCC Commissioner Benjamin L. Hooks to assume the helm of the National Association for the Advancement of Colored People should not be judged as just another success story marking the transition of a government official to a more lucrative position in the private sector.

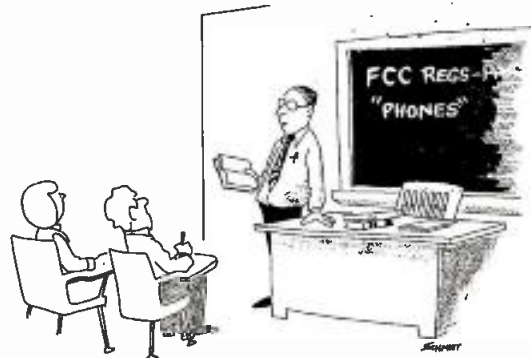
From where we sit, Mr. Hooks—preacher, lawyer, businessman and civil rights leader—is ideally suited for a post that inevitably spells controversy. This has been evident in the exposure he has had on network television during the past fortnight with other black leaders who view their minority problems differently. Yet all seem to hold their new executive director in high esteem—as indeed they should.

During his five-year FCC tenure, Mr. Hooks, 52, earned the respect of the dozen colleagues with whom he has served. He persevered when minority problems arose, but he hurled no invective against those who have disagreed. He did not regard every opponent as racist.

Broadcasters and all with whom they do business must recognize that the Hooks NAACP, seeking to retrieve prestige and lost membership, will be different. Mr. Hooks has an inside knowledge of how broadcasting works. He is privy to profits and investments. He knows, moreover, that a license is no guarantee of profits.

But, even though he hasn't yet enunciated his position, he is bound to make a drive toward greater minority ownership in the media. In this he will have the formidable support of Chairman Lionel Van Deerlin (D-Calif.), who promises changes in the law to foster greater diversity (BROADCASTING, July 4).

Mr. Hooks's first interest, however, is to encourage appointment by President Carter of a black Democrat who will espouse his minority views.



Drawn for BROADCASTING by Jack Schmidt

"First you get to be third phone; second you get to be second, and third you get to be first."

America's telephone workers...

What we do is important to you.



Here's why.

This year's biggest collective bargaining sessions are now underway between the Communications Workers of America and the Bell System and other units of AT&T.

As a responsible national union, we know the public has a big stake in the outcome. That's why we requested, and got, an early start on negotiations. We were determined to take every reasonable step to reach a peaceful agreement.

That is still our goal.

But our present contract expires on August 6. And in the early rounds of bargaining, the industry adopted a hard line position against what we considered very reasonable proposals.

Time is short. We think you, as telephone users, should be aware of the situation and the potential consequences.

In the unfortunate event of a strike, we're not saying you couldn't dial a number. But we are saying that in the first month of a national telephone strike, five million homes and businesses in need of new installations or repairs would go on a long waiting list for service.

We are saying that preventive maintenance would not be done. And that telephone workers would not be there to handle the 145 million long distance calls a month that require operator help. And that continuity of service would be endangered for the scores of in-

dustries whose computers depend on telephone lines to transmit their data.

Effect On The Economy

The national economy would lose \$720 million the first month in unpaid and unspent wages. In fact, a strike at all of the Bell System entities that will be in collective bargaining negotiations this summer would represent the largest work stoppage in the nation's history.

Again, we are hopeful of achieving a reasonable contract without a work stoppage.

Our proposals are well within our increased productivity—which is more than double the average for all industry.

We only want what we have earned, and our share of what we have helped AT&T earn.



**COMMUNICATIONS
WORKERS OF
AMERICA, AFL-CIO**

GLENN E. WATTS
President

LOUIS B. KNECHT
Secretary-Treasurer

Comin' your way **COUNTRY CORNER**

**the new music-interview
radio show featuring
Lee Arnold and country
music's top stars!**

COUNTRY CORNER is a one-hour weekly special on stereo tape—with 10 minutes of airtime for commercial sales. And you can have it exclusively in your market. The price is nominal. The profit-making phenomenal.

Johnny Cash, Loretta Lynn, Waylon Jennings, Tammy Wynette, Willie Nelson are just a few of the stars radio personality Lee Arnold will be putting before his COUNTRY CORNER mike. And country music buffs will be listening.

A creation of Narwood Productions, producers of such radio hits as Country Cookin' and Country Line, COUNTRY CORNER is a great chance for you—and your advertisers—to cash in on the country music boom.

Call collect or write for all the profit-making facts and a free demo cassette. Today!



narwood productions, inc.
40 East 49th St. New York, N.Y. 10017
(212) 755-3320

