

Gavel to gavel on NATPE:
Television's alternative has come of age

Broadcasting Mar 13

The newswkely of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

The Love Experts

The uproarious new late-night show for young adults.



The emphasis is on fun as host Bill Cullen and a celebrity panel of "experts" try to solve the intimate love and sex problems of real people.

Sometimes naughty, often outrageously funny, always great entertainment — "The Love Experts," from Bob Stewart Productions, is the ideal new late-night vehicle.



57301HANSONLO136 JVA NOV/78
G L HANSON
522 S MINNESOTA
MITCHELL SD 57301

SOLD!

KOB-TV Albuquerque
KTBC-TV Austin
WSBK-TV Boston
WCIV Charleston, SC
WMAQ-TV Chicago
WKYC-TV Cleveland-Akron
KOA-TV Denver
KDAL-TV Duluth-Superior
WINK-TV Ft. Myers
WANE-TV Ft. Wayne
KMJ-TV Fresno
WLUK-TV Green Bay
KPRC-TV Houston
WISH-TV Indianapolis
WILX-TV Jackson-Lansing
KPLC-TV Lake Charles
KVVU-TV Las Vegas
KNBC Los Angeles
WTCN-TV Minneapolis-St. Paul
KTVE Monroe-El Dorado
WNBC-TV New York
KPHO-TV Phoenix
KOLO-TV Reno
KRON-TV San Francisco
KOLD-TV Tucson
WRC-TV Washington, DC

BECAUSE...



As a stalwart in CBS's Saturday night lineup since 1972, "The Bob Newhart Show" has faced sitcoms, movies, action and adventure on the other networks.

The same kinds of competition that Bob Newhart will face in syndication this fall.

Compared with 6-year average data for all competing programs on the other networks, "The Bob Newhart Show" has easily maintained the highest average rating and share in its time period over the course of these 6 years!

And has attracted the largest average audiences of total viewers, adults, women, women 18-49, teens and kids.

Starting in September, Bob will be ready for a repeat performance for you!

"The Bob Newhart Show"



AIRPORT '77



**There's one thing about
a plane trapped underwater.
Nobody leaves.**

Movies that command attention!



MCATV

The Week in Brief

REWRITE □ Van Deerlin gathers his subcommittee for input on the Communications Act revamp as the staff begins working towards that June 1 deadline. **PAGE 23.**

NAB SETS UP BATTLE LINES □ Manufacturers, advertisers and broadcasters respond to call for liaison committee to combat the FTC's proposed bans on children's advertising. **PAGE 23.**

WJLA-TV OKAY STANDS □ The FCC reaffirms by the same 5-to-2 vote its approval of the swap between Joe Allbritton and Combined Communications Corp. **PAGE 24.**

WQAL IN HOT SEAT □ The FCC embarks on a new regulatory task as it designates the Cleveland FM's renewal for hearing on programming grounds alone. **PAGE 26.**

COMPUTER SNAFU □ "Human error" fouls up ratings reports on dozens of TV programs aired from Jan. 9 through Feb. 26. **PAGE 27.**

IT REALLY HAPPENED IN L.A. □ NATPE draws more than 2,800 to Los Angeles last week as it demonstrates that the fourth marketplace in TV is now a fact. **PAGE 28.** There was brisk trading at higher prices in the program suites. **PAGE 28.** Van Deerlin, White, Quello and Washburn meet the press at NATPE. **PAGE 32.** Three former network programmers return to assess the changes in TV. **PAGE 32.** Program producers voice their misgivings about the networks and such groups as the PTA. **PAGE 34.** Buyers and sellers of programming don masks for a frank exchange of complaints. **PAGE 36.** The three TV networks and their affiliates get together at NATPE. **PAGES 40 and 42.** An L.A. session is told that there will be an increase in the number of fights against station license renewals. **PAGE 44.** A Katz Television seminar offers a look at what's ahead in programming and pricing. **PAGE 48.** Engineers at NATPE discuss how equipment factors into programming. **PAGE 48.**

COLLISION COURSE □ It appears that the White House and House Communications Subcommittee Chairman Van Deerlin will disagree on Carter's bill for public broadcasting. The Californian wants a longer term for funding and leans towards a spectrum-use tax. **PAGE 49.**

BROWN'S FOUR MONTHS □ The FCC's junior commissioner discusses his thoughts about the commission, now that he is settling into the job. He cites

some good things and pinpoints what he'd like to see changed. **PAGE 49.**

FAIRNESS DOCTRINE □ The American Bar Association turns down resolutions affirming the constitutionality of the FCC policy in that area as well as a proposal for public access as an alternative to case-by-case rulings. **PAGE 56.**

TAKING NO CHANCES □ Despite a strong line-up in prime time and the limited opportunities for new entries, ABC-TV is busily developing possible substitutions. Here's a rundown. **PAGE 58.**

ALSO LOOKING AHEAD □ NBC-TV does some spring planting with more specials. And it holds off decisions on the ultimate return of *James at 16* and *Class of '65*. **PAGE 59.**

TWISTING OF ARMS DENIED □ ABC-TV makes a point-by-point answer to allegations in Justice's antitrust suit. It emphasizes that it exerted no undue pressure on producers. **PAGE 60.**

A GOOD YEAR □ TVB releases a report that network television advertising amounted to \$3.6 billion in 1977, 21% more than in the previous year. **PAGE 61.**

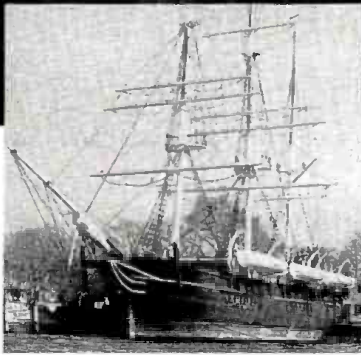
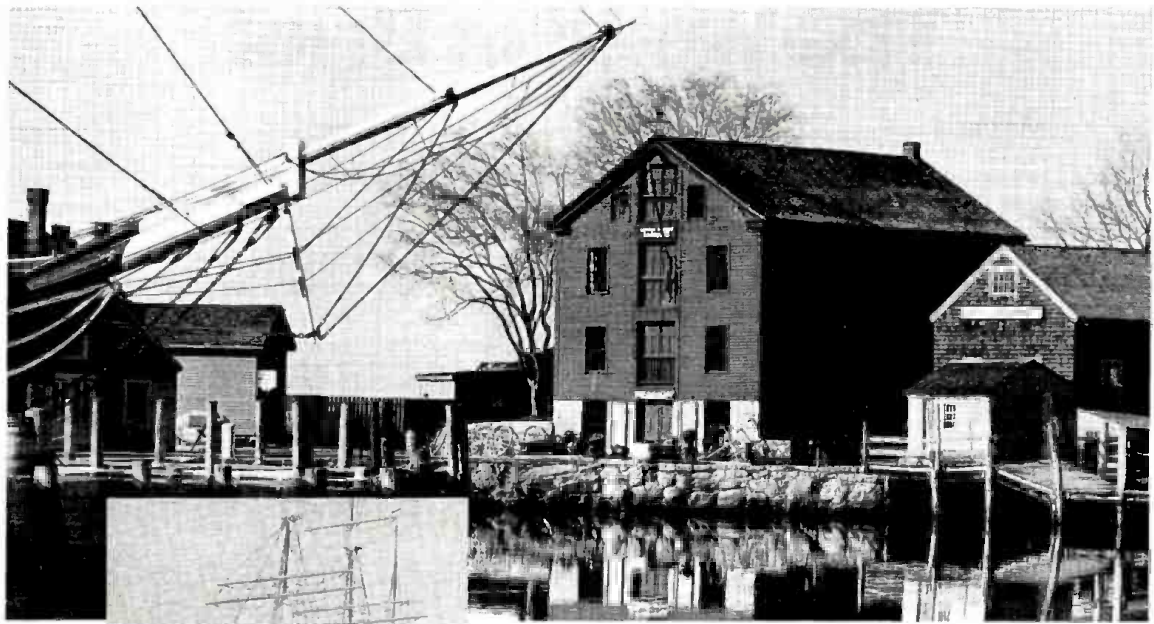
VHF DROP-INS □ In comments to the FCC, the Justice Department contends the commission unduly protected the status quo by using an outmoded allocations system. **PAGE 63.**

LANDMARK RULING □ A state appeals court upholds the verdict that newsmen can be held liable for trespass in pursuing a story on private property. Case involves WCBS-TV New York entering a restaurant. **PAGE 64.**

RCA PROFITS □ Though broadcasting revenues topped \$1 billion, it lost out to consumer electronics as the corporation's top money maker. **PAGE 65.** A proxy statement shows who earned what at RCA. **PAGE 66.**

DOING IT HIS WAY □ Joe Dorton has a philosophy that wins friends and influences employees: He's not the boss, only the person who brings the team together. His success in his years at Bonneville stations attests to the soundness of that principle. Now he's putting that approach to work in his latest challenge as the new president of Bonneville's Torbet-Lasker Inc. **PAGE 89.**

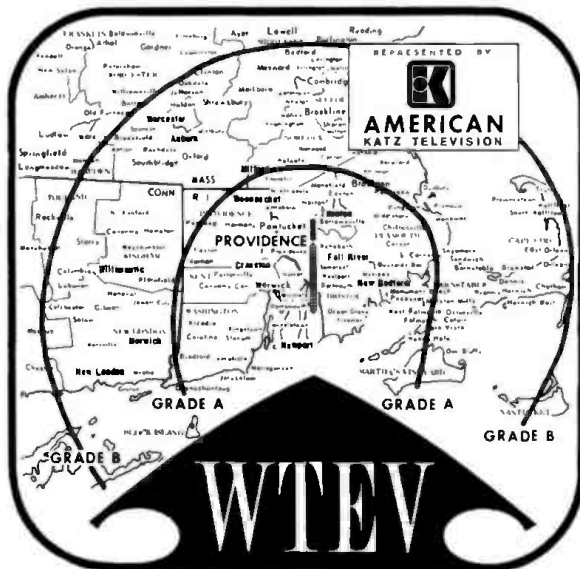
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Famous Landmarks

The bowsprit of an old whaler, the Charles W. Morgan, points majestically to some of the exhibit buildings at the popular Mystic Seaport maritime museum at Mystic, Conn. The ancient vessel (inset), the last surviving wooden whaler in America, has been designated a National Historic Landmark and now serves as the outstanding tourist attraction at the museum.

To cover the Providence DMA—use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Its effective buying income is \$9,276,155,000; retail sales are \$5,051,362,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure that it is on your media list.

WTEV 6

STEINMAN TV STATION



A CBS AFFILIATE

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

Vance L. Eckersley, Manager

Another Steinman TV Station **WGAL-TV** Lancaster - Harrisburg - York - Lebanon, Pa.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Fall of empire?

Birth pangs of new National Telecommunication and Information Administration are becoming increasingly painful. With less than two weeks before President Carter is due to sign executive order creating agency, major controversy has erupted over latest draft of order, which emerged last week from Office of Management and Budget. According to those who have seen it, draft virtually guts NTIA of what had been regarded as one of its major functions—coordinating and developing policies on government's use of telecommunications. Draft is also said to omit mention of NTIA's policy-making role in domestic communications, but OMB reportedly says that was oversight. Some say functions left to NTIA are so slight as to leave in doubt need for new administration, which was to absorb functions of White House Office of Telecommunications Policy and Commerce Department's Office of Telecommunications.

However, final decision has not been made. And Henry Geller, who is to be named head of new agency and who was out of country last week, has instructed aides to resist new draft. Commerce is also fighting it.

Tidying up

William H. Ray, who has headed FCC's Complaints and Compliance Division since 1961, will retire March 31 but won't leave commission. Next day he starts one-year tour as, in civil service-ese, "re-employed annuitant" to handle special projects. He'll update primers on fairness doctrine and Section 315 and draft final order in plugola rulemaking that was initiated in 1961. He'll be paid slightly less than \$47,500, current annual salary.

No word on Mr. Ray's successor, although one candidate for job is division's assistant chief, Arthur L. Ginsburg, who has been in division since its creation in 1961.

Aiming high

After exchanging letters, Frank Mankiewicz, president of National Public Radio, will meet this week (Thursday, March 16) with Chief Justice Warren Burger to lay out proposal for radio coverage of court. NPR source said chief justice gave "no indication" that he was willing to admit broadcasting but called his desire "to talk" positive indication of interest. "Everybody thought [Senator Robert] Byrd [majority leader of Senate]

would say no, too," source pointed out about Senate's decision to let NPR cover Panama Canal debates.

Expert advice

Help for minority broadcasters who don't know exactly what kind of research they need to do to sell time to advertisers will be provided under new tripartite plan developed by American Association of Advertising Agencies. AAAA, Association of National Advertisers and Advertising Research Foundation will, on request, organize teams to provide advice free of charge, tailored to market and station involved.

Plan was among developments reported by AAAA operations committee to Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, and other Washington leaders in meeting couple of weeks ago. Meeting was followup to AAAA appearance before Van Deerlin committee session on ethnic problems (BROADCASTING, Dec. 19, 1977). Also reported: plan for study to seek better ethnic representation in broadcast rating samples, led by National Association of Broadcasters (BROADCASTING, Feb. 27).

Renewal review

First steps in what could be exhaustive review of FCC license-renewal process have been taken within commission's Renewal and Transfer Division. Division's chief, Richard Shiben, says staff will examine all elements involved in renewal process—broadcasters' obligations in connection with such matters as equal employment opportunity, engineering, commercialization and ascertainment as well as delegations of authority to staff by commission—to determine whether improvements are possible.

One question to be explored is whether commission should develop programing standards. This became issue in commission's discussion preceding its decision to designate for hearing renewal application of WQAL(FM) Cleveland on programing grounds (see page 26).

Who's on First

Spring issue of *Federal Communications Law Journal* will carry report of American Bar Association committee that says FCC should not make same mistake in cable television that committee says was made in broadcasting and impose regulations on cable programing. Report, of Communications Law Committee of Section on Science and Technology, says commission should be more sensitive to

First Amendment values in broadcasting, but committee members differed on specific remedial action. All agreed on urging commission to keep hands off programing by cable systems.

Report as it will appear in *Journal* was written by Henry Goldberg and Michael Couzens of Washington law firm, Verner, Lipfert, Bernhard & McPherson. Committee will submit report to its section later this year and, if cleared, will present it for approval at ABA House of Delegates annual meeting in August.

Object of affections

NBC-TV is said to be making hot pitch for affiliation of WBT(TV) Charlotte, N.C., which has been CBS affiliate since going on air in 1949. (Co-owned WBT(AM) was once owned by CBS.) Not surprisingly, WBTV as consequence has been having some talks with CBS. WBTV, on channel 3, is one of two VHF stations in that market; other, WSOC-TV, channel 9, moves from NBC to ABC on July 1—cause of all current commotion there. Market also has two commercial U's: channel 18 WCCB(TV), which ABC is giving up, and WRET-TV, channel 36, independent.

Fan mail

Alaskan government has been soliciting comments from state's citizens on their TV needs, likes and dislikes, to aid in putting together system for relaying programs from "the lower 48" via satellite (BROADCASTING, March 6). Some of more outspoken letters came from children, many of whom asked, "Why is our TV broken? You should come and fix it."

But for frank replies, comments on TV violence were most impressive. Lisa P. Demienteff of Holy Cross, Alaska, for example, wrote, "Yes there is a lot of violence on TV, and you should keep it on because it makes it more exciting." Another child, who signed only "Bob, Handwriting," said, "I like the parts where people get shot up or beaten."

Mass persuasion

NBC-TV is bringing religious and ethnic group leaders into "massive promotional effort" for upcoming miniseries, *Holocaust*, about Nazi persecution of Jews. Today (March 13) 75 major religious leaders from number of denominations and religious writers from various newspapers will meet in New York to screen show and participate in taped discussion afterwards. NBC plans to use quotes from discussion in promotion for *Holocaust*, selling it as "compelling drama," not documentary just for Jewish viewers.

When one camera does the work of three- and costs surprisingly little- that's video freedom.

The TK-760 with advanced solid state technology is one TV camera that does the work of three. It goes from studio to field to ENG. And it performs with outstanding stability and consistent picture quality, at a price that's welcome news indeed.

In the studio, it's hefty enough for firm, smooth movement on a tripod or pedestal.

What's more, it has the quality that's a necessity in the studio. Yet it's compact and mobile.

You can control it at the camera head, or through an ultra-small CCU. The TK-760 is filled with state-of-the-art automatics, even automatic cable equalization. But it also has the manual controls you need to be creative.

In the field, it's light enough for easy setup.

At 42 pounds, the TK-760 is easy to move. And it's ready to shoot in seconds, without a lot of tweaking. Stays stable, too, even with rough treatment. Its remote control panel makes multiple camera systems an easy matter, even in a mobile van.

See us at NAB, Booth 601.

For ENG, it uncovers to become the TK-76B.

In 15 minutes, you can remove the TK-760 studio-field configuration. Undemeath, there's a self-contained, backpack-free, one-person ENG camera. Today, over 700 TK-76 portable cameras are gathering news, shooting documentaries, and performing other assignments that call for utmost mobility, reliability and uncompromising picture quality.

In the studio, on location, or for ENG, video freedom is the TK-760.

Video freedom is, in fact, a complete array of broadcast equipment including cameras, VTRs, telecine systems, antennas, transmitters, even mobile vans. For all the video freedom facts, see your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Front & Cooper Sts., Camden, NJ 08102.

The RCA logo is displayed in a bold, black, sans-serif font. The letters are thick and blocky, with a distinctive slanted top on the 'A'. The logo is positioned in the bottom right corner of the advertisement.



From studio...



to field...



to ENG.



TK-760. Part of the new video freedom.

TV only

Union Underwear □ Manufacturer features its Underoos for children in seven-month TV buy beginning in early May. Wells, Rich, Greene, New York, will place spots in six markets during children's time. Target: children, 2-11.

Great Adventure □ Amusement park starts five-month TV promotion in early April. Rosenfeld, Sirowitz & Lawson, New York, will schedule spots in New York and Philadelphia during fringe and daytime. Target: women and men, 18-49.

Darworth □ Division of E-B Industries starts four-month TV campaign for its Cuprinel stain and wood preservative in early May. Mintz & Hoke, Avon, Conn., will schedule spots in 20 markets during fringe and prime time. Target: total adults.

Westinghouse □ Appliance manufacturer slates 13-week TV push starting in early April. Ketchum MacLeod & Grove, New York, will pick spots in 12 markets during day and fringe time. Target: women, 25-54.

RCA □ Record club launches 12-week TV flight late this month. Tatham-Laird & Kudner, New York, will handle spots in 50 markets during prime, early and late fringe time. Target: adults, 18-49.

Tootsie Roll □ Candy manufacturer plans second-quarter TV buy starting in April and running through June. Henry Bisen, New York, will buy spots in 20 markets during early fringe time. Target: total men and women, teen-agers and children.

Health Industries □ European Health Spas starts second-quarter TV buy in April. Sumner Communications, Atlanta, will seek spots in 42 markets during day, fringe and prime-access time. Target: men and women, 18-49.

Opryland USA □ Opryland park gets 10-week TV flight beginning late this month. Eric Ericson & Associates, Nashville, will place spots in about 20 markets during day, fringe and prime time. Target: children, 2-11, and teen-agers.

Pearle Visioncenters □ Opticks division of Will Ross arranges six-week TV drive beginning in early April. Chollick Associates, New York, will place spots in

Rep appointments

- KNDU(TV) Richland and KNDO(TV) Yakima, both Washington: Katz Television, New York.
- WCFL(AM) Chicago: Major Market Radio, New York.
- KLOS(FM) Los Angeles and WDAI(FM) Chicago: Katz Radio, New York.
- KABL-AM-FM San Francisco: The Christal Co., New York.
- WCCC-AM-FM Hartford, Conn., and WDAI(FM) Chicago: Katz Radio, WRCP(AM)-WSNI(FM) Philadelphia: Selcom Inc., New York.
- KIST(AM) Santa Barbara, Calif.: Eastman Radio, New York.
- KAAP-AM-FM Santa Paula, Calif.: J.A. Lucas Co., Los Angeles.
- WEAS-AM-FM Savannah, Ga., and KTRY-AM-FM Bastrop, La.: R.A. Lazar & Co., Chicago.

47 markets during day, fringe and prime time. Target: total women.

General Electric □ Appliance division schedules five-week TV push for its heat pumps starting late this month. Young & Rubicam, New York, will seek spots in 32 markets during fringe and prime time. Target: total adults.

Johnson & Johnson □ Baby lotion gets nine-week TV campaign beginning in early April. Young & Rubicam, New York, will schedule spots in three markets during daytime. Target: women, 18-49.

Savin □ Business machines corporation launches eight-to-10-week TV campaign beginning in mid-April for its business systems. Western International Media, New York, will buy spots in 16 markets during news and special time. Target: men, 35 and over.

Clorox Co. □ Company's HVR salad dressing takes two four-week TV flights starting late this month and mid-May. Young & Rubicam, New York, will handle spots in 28 markets during fringe time. Target: women, 25-54.

Mogen David □ Wine company arranges eight-week TV promotion for its Italian

wine import, Tribuno's Christa Bella. Rosenfeld, Sirowitz & Lawson, New York, will select spots in 11 markets during fringe time. Target: adults, 25-49.

Ragold □ Velamints candy mints get eight-week TV push beginning late this month. Don Tennant Co., Chicago, will buy spots in about 22 markets during prime and fringe time. Target: adults, 18-49.

Wondergrow □ Lawn fertilizer starts seven-week TV promotion next week. R.L. Dunn, Detroit, will place spots in five markets during prime, late news and late fringe time. Target: total men.

Rousch □ Bakery products group highlights its Country Hearts bread in seven-week TV push starting in early April. James Anderson Associates, New Canaan, Conn., will place spots during all day parts, spending approximately \$70,000. Target: women, 18-49.

Avon □ Cosmetic group focuses on its black line of cosmetics in four-week TV campaign starting in early April. Uniworld, New York, will seek spots in 54 markets during day, prime and early fringe time. Target: total women.

Southern Bell □ Telephone company launches four-week TV promotion beginning next week. Tucker Wayne & Co., Atlanta, will buy spots in approximately 25 markets during day, fringe and prime time in Georgia, Florida and North and South Carolina. Target: adults, 18 and over.

Allegheny Airlines □ Airline plans four-week TV push starting in early April. J. Walter Thompson, Washington, will buy spots in 20 markets during fringe time. Target: men, 25-54.

Gillette □ Plant care division schedules four-week TV promotion for its Hyponex plant food. Hill, Holliday, Connors, Cosmopolis, Boston, will seek spots in about 50 markets during daytime. Target: women, 25-49.

Fram Corp. □ Automotive division features its Autolite sparkplugs in four-week spot radio push starting in early April. SFM Media, New York, will handle spots in about five markets including Baltimore and Louisville, Ky. Target: men, 18-49.

Ore Ida Foods □ Division of Heinz slates four-week TV push for its La Pizzaria pizza starting next week. Foote, Cone &

**Lutheran's salute
the longest running CBS
television series:**

Lamp Unto My Feet

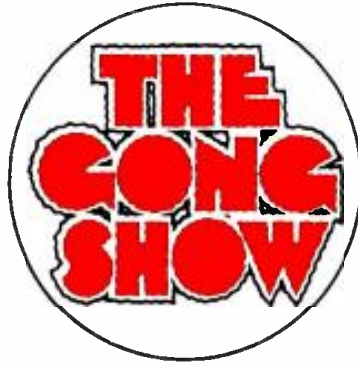
on its 30th anniversary year!

**We also salute
CBS News**

and CBS News Vice President
for religious and cultural
programs, Pamela Ilott.

We encourage our friends to watch this year's
retrospective of outstanding shows,
SUNDAYS through November, 10:00 A.M., Eastern Time,
on the CBS Television Network.

The American Lutheran Church • Lutheran Church in America • The Lutheran Church-Missouri Synod
The International Lutheran Laymen's League • Lutheran Council in the U.S.A.



A Chuck Barris/Chris Bearde Production

GONG! is the number one prime access show in America!

Nobody...But NOBODY...out-rates THE GONG SHOW in 18-49 women. Or 18-49 men, either.

GONG! beats them all.

The Nov.'77 Arbitron Syndicated Program Analysis confirms it.

| RANK AND PROGRAM | TYPE | DUR | NO. STAT | % COVG | RATINGS | | PROJECTION (000) |
|-----------------------|------|-----|----------|--------|---------|------|------------------|
| | | | | | % ADI | % US | |
| 1 GONG SHOW | CV | 30 | 146 | 90.3 | 9.5 | 8.9 | 4286 |
| 2 MUPPET SHOW | CV | 30 | 135 | 89.7 | 9.1 | 8.2 | 3934 |
| 3 HEE HAW | CV | 60 | 190 | 94.9 | 8.9 | 8.4 | 4071 |
| 4 FAMILY FEUD | QG | 30 | 62 | 38.2 | 8.4 | 4.9 | 2352 |
| 5 \$100,000 NAME THAT | QG | 30 | 129 | 86.5 | 7.9 | 6.8 | 3289 |

| RANK AND PROGRAM | TYPE | DUR | NO. STAT | % COVG | RATINGS | | PROJECTION (000) |
|-----------------------|------|-----|----------|--------|---------|------|------------------|
| | | | | | % ADI | % US | |
| 1 GONG SHOW | CV | 30 | 146 | 90.3 | 8.7 | 7.9 | 3686 |
| 1 HEE HAW | CV | 60 | 190 | 94.9 | 8.7 | 8.1 | 3873 |
| 3 MUPPET SHOW | CV | 30 | 135 | 89.7 | 8.0 | 7.2 | 3372 |
| 4 CANDID CAMERA (NEW) | CV | 30 | 82 | 54.8 | 6.4 | 3.5 | 1658 |
| 5 ALL STAR ANYTHING | QG | 30 | 74 | 60.1 | 6.3 | 3.8 | 1775 |
| 5 SHA NA NA | HV | 60 | 114 | 78.4 | 6.3 | 4.9 | 2317 |

The message is loud and clear...GONG! is the hottest syndicated property on television. Now's the time to capture this sure-fire rating powerhouse for YOUR station!

Distributed by



Firestone
Program Syndication Co.

540 Madison Avenue, New York, N.Y. 10022
(212) 593-3013

And look how GONG! runs away with the 18-49 women against all the other once-a-week prime access half hours in these markets.

NEW YORK

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 488 |
| Sha-Na-Na | 476 |
| Price is Right | 383 |
| Muppets | 331 |
| Family Feud | 313 |
| That's Hollywd. | 311 |
| In Search Of | 275 (avg) |
| Match Game | 263 |
| Hollywd. Sq. (1) | 259 |
| Hollywd. Sq. (2) | 255 |
| Tattletales | 240 (avg) |
| Anything Goes | 211 |
| Candid Camera | 195 (avg) |
| *100,000 Tune | 195 |
| 25,000 Pyramid | 173 |
| Special Edition | 162 |
| Wild Kingdom | 161 (avg) |
| Buyline | 123 |
| *Ch. 2 EyeOn | 119 |

LOS ANGELES

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 205 |
| That's Hollywd. | 186 |
| 25,000 Pyramid | 177 |
| Tattletales | 172 |
| Hollywd. Sq. (1) | 172 |
| Sha-Na-Na | 157 |
| Hollywd. Sq. (2) | 154 |
| In Search Of | 141 |
| Match Game | 140 |
| Candid Camera | 116 |
| Muppets | 113 |
| Wild Kingdom | 104 |
| Anything Goes | 103 |
| *100,000 Tune | 85 |
| Family Feud | 84 |



BOSTON

| Title | 18-49 Women (000) |
|-----------------|-------------------|
| *GONG! | 126 |
| Muppets | 116 |
| In Search Of | 98 |
| Hollywd. Sq. | 83 |
| 100,000 Tune | 71 |
| Wild Kingdom | 70 |
| Match Game | 65 |
| Big Money Game | 59 |
| 25,000 Pyramid | 58 |
| Sha-Na-Na | 51 |
| That's Hollywd. | 33 |
| *Housecall | 24 |
| The Baxters | 21 |

*GONG's time period competition

SAN FRANCISCO

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 112 |
| Hollywd. Sq. (2) | 90 |
| *25,000 Pyramid | 69 |
| Match Game | 68 |
| Family Feud | 64 |
| Hollywd. Sq. (1) | 63 |
| Tattletales | 56 |
| That's Hollywd. | 54 |
| 100,000 Tune | 54 |
| 128,000 Quest. | 52 |
| In Search Of | 50 |
| Truth-Conseq. | 20 |



DETROIT

| Title | 18-49 Women (000) |
|-------------------|-------------------|
| *GONG! | 164 |
| Match Game | 137 |
| Family Feud | 132 |
| In Search Of | 105 |
| That's Hollywd. | 101 |
| Hollywd. Sq. (1) | 101 |
| 100,000 Tune | 98 |
| Tattletales | 90 |
| *Candid Camera | 84 |
| Hollywd. Sq. (2) | 82 |
| Muppets | 79 |
| Anything Goes | 74 |
| Wild Kingdom | 71 |
| 25,000 Pyramid | 63 |
| *World of Animals | 59 |
| Michigan | 55 |
| Price is Right | 41 |
| Truth-Conseq. | 32 |

CLEVELAND

| Title | 18-49 Women (000) |
|-----------------|-------------------|
| GONG! | 125 |
| Match Game | 103 |
| 100,000 Tune | 95 |
| Anything Goes | 92 |
| That's Hollywd. | 89 |
| Family Feud | 89 |
| Sha-Na-Na | 86 |
| Wild Kingdom | 82 |
| Hollywood Sq. | 73 |
| In Search Of | 72 |
| Ohio Lottery | 63 |

PITTSBURGH

| Title | 18-49 Women (000) |
|------------------|-------------------|
| GONG! | 102 |
| Hollywd. Sq. (2) | 83 |
| Match Game | 78 |
| Hollywd. Sq. (1) | 75 |
| 100,000 Tune | 74 |

BALTIMORE

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 86 |
| Sha-Na-Na | 75 |
| Md. St. Lottery | 74 |
| Match Game | 71 |
| Anything Goes | 66 |
| Candid Camera | 54 |
| Hollywd. Sq. (1) | 50 |
| Hollywd. Sq. (2) | 50 |
| Price is Right | 40 |
| 25,000 Pyramid | 29 |
| *100,000 Tune | 28 |
| Truth-Conseq. | 24 |

PROVIDENCE

| Title | 18-49 Women (000) |
|-----------------|-------------------|
| *GONG! | 77 |
| Sha-Na-Na | 52 |
| Anything Goes | 43 |
| Wild Kingdom | 37 |
| Muppets | 36 |
| 128,000 Quest. | 35 |
| Tattletales | 28 |
| Bobby Vinton | 27 |
| That's Hollywd. | 25 |
| Candid Camera | 24 |
| Truth-Conseq. | 24 |
| Match Game | 24 |
| Family Feud | 23 |
| 25,000 Pyramid | 17 |
| Wrd. of Animals | 17 |
| In Search Of | 17 |
| Hollywood Sq. | 15 |
| Price is Right | 14 |
| *100,000 Tune | 13 |



INDIANAPOLIS

| Title | 18-49 Women (000) |
|-------------------|-------------------|
| *GONG! (2) | 73 |
| †GONG! (1) | 66 |
| Muppets | 65 |
| Anything Goes | 55 |
| Name Tune (1) | 52 |
| Name Tune (2) | 49 |
| Wrd. of Animals | 46 |
| Wild Kingdom | 42 |
| *Hollywd. Sq. (2) | 38 |
| †Hollywd. Sq. (1) | 37 |
| Match Game | 34 |
| That's Hollywd. | 30 |
| Candid Camera | 23 |

Gong runs twice per week in Indianapolis, taking 1st and 2nd places in 18-49 women... with its time period competition being Hollywood Squares in both cases!

PHOENIX

| Title | 18-49 Women (000) |
|-----------------|-------------------|
| GONG! | 36 |
| Wrd. of Animals | 34 |
| Muppets | 31 |
| Match Game | 22 |
| 100,000 Tune | 20 |
| Sha-Na-Na | 18 |
| Marty Robbins | 16 |
| Hollywood Sq. | 13 |
| Truth-Conseq. | 11 |

LOUISVILLE

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 55 |
| 100,000 Tune | 49 |
| Muppets | 41 |
| Bugs-Friends | 34 |
| Candid Camera | 31 |
| Match Game | 31 |
| 25,000 Pyramid | 30 |
| Marty Robbins | 29 |
| Nashville Music | 27 |
| *Wild Kingdom | 25 |
| Sha-Na-Na | 23 |
| Music Place | 20 |
| Pop Goes Cntry. | 18 |
| *That's Hollywd. | 16 |
| Wrd. of Animals | 11 |
| 128,000 Quest. | 10 |

MIAMI

| Title | 18-49 Women (000) |
|-------------------|-------------------|
| *GONG! | 74 |
| In Search Of | 62 |
| Price is Right | 57 |
| Muppets | 55 |
| Truth-Conseq. | 52 |
| 128,000 Quest. | 52 |
| 100,000 Tune | 50 |
| *Hollywd. Sq. (2) | 49 |
| Candid Camera | 47 |
| Family Feud | 47 |
| Sha-Na-Na | 46 |
| Hollywd. Sq. (1) | 39 |
| Wild Kingdom | 38 |
| Wrd. of Animals | 38 |
| Match Game | 38 |
| Tattletales | 33 |
| Survival | 31 |

FLINT-SAGINAW-BAY CITY

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 52 |
| 100,000 Tune | 42 |
| Truth-Conseq. | 36 |
| Muppets | 34 (avg) |
| Hollywd. Sq. (1) | 33 |
| *Anything Goes | 30 |
| Wild Kingdom | 28 |
| Price is Right | 28 |
| Hollywd. Sq. (2) | 28 |
| Lottery Show | 20 (avg) |
| *In Search Of | 12 |

Source: ARB, Nov. 1977
All audience estimates are subject to limitations of the rating service.

SACRAMENTO

| Title | 18-49 Women (000) |
|------------------|-------------------|
| GONG! | 76 |
| Hollywd. Sq. (2) | 50 |
| Anything Goes | 48 |
| That's Hollywd. | 47 |
| Price is Right | 47 |
| 100,000 Tune | 44 |
| In Search Of | 43 |
| Family Feud | 37 |
| 25,000 Pyramid | 33 |
| In Search Of | 31 |
| Wolfman Jack | 30 |
| Hollywd. Sq. (1) | 29 |
| Match Game | 28 |
| Truth-Conseq. | 25 |

Despite a lower HUT level in GONG's time period (6 PM Sun.), GONG still delivers considerably more 18-49 women than any other half hour access show in the Sacramento market!



LANSING

| Title | 18-49 Women (000) |
|-----------------|-------------------|
| *GONG! | 31 |
| Muppets | 25 |
| Wrd. of Animals | 19 |
| 100,000 Tune | 19 |
| Wild Kingdom | 18 |
| Anything Goes | 15 |
| Hollywd. Sq. | 14 |
| Price is Right | 14 |
| Family Feud | 12 |
| State Lottery | 7 |
| Michigan Replay | 7 |
| *D. Rogers Show | 5 |

WEST PALM BEACH

| Title | 18-49 Women (000) |
|------------------|-------------------|
| *GONG! | 25 |
| 100,000 Tune | 24 |
| That's Hollywd. | 17 |
| Match Game | 17 |
| 25,000 Pyramid | 15 |
| Special Edition | 15 |
| Anything Goes | 12 |
| *Wrd of Animals | 11 |
| Hollywd. Sq. (2) | 9 |
| Hollywd. Sq. (1) | 8 |

IT'S A PLEASURE TO PROGRAM BASIC A

Just tell BASIC A what you want to do, in standard broadcast English... and it does it. No need for complex codes, no translation into computerese.

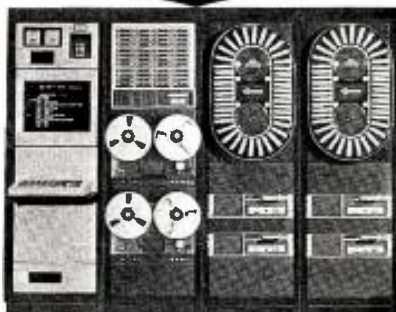
And, anytime you want to add, insert or delete program entries or alter your programming in any way, just ask BASIC A, in English, and the system will respond.

BASIC A performs all the functions all IGM systems ever did... and more. It stores 4000 events via RAM (Random Access Memory). It's expandable in 2000-event increments. And for right now, BASIC A operates with existing peripheral equipment. As your needs grow, BASIC A grows with you.

Best of all, BASIC A is less than the cost of other systems that give you less. Ask for the brochure.

IGM

A Division of NTI
4041 Home Road
Bellingham, WA 98225
206-733-4567



Belding/Honig, Los Angeles, will handle spots in about 10 markets during day, fringe and prime time. Target: women, 18-49.

Orkin Exterminating Co. □ Division of Rollins begins four-week TV campaign for its termite and pest control late this month. J. Walter Thompson, Chicago, will select spots in 23 markets during news and prime time. Target: adults, 25-54.

Saluto Foods □ Subsidiary of General Mills features its Saluto frozen pizza in four-week TV campaign beginning next week. D'Arcy-MacManus & Masius, Chicago, will seek spots in 60% to 65% of U.S. TV markets during day, prime and late fringe time. Target: women, 25-49.

Hebrew National □ Frankfurters are spotlighted in four-week TV drive beginning next week. Scali, McCabe, Sloves, New York, will handle spots in Detroit and San Francisco during day and fringe time. Target: total women.

IGA □ Independent Grocers Association features its food services in two-to-four-week TV campaign beginning in early April. Byer & Bowman, Columbus, Ohio, will seek spots in 17 markets during day and fringe time. Target: teen-agers and children.

Angler □ Fishing tackle and bait products company schedules second-quarter television promotion beginning in April. Topper Associates, Ashland, Ohio, will place spots in about 10 markets during fringe time, spending \$30,000-\$40,000 on campaign. Target: men and women, 18 and over.

Thomas D. Richardson □ Company focuses on its mints in two one-week TV flights beginning late this month and early

April. J.M. Korn & Son, Philadelphia, will select spots in 16 markets during day and early fringe time. Target: women, 25-49.

Dollar General Stores □ Retail chain schedules one-week TV flight beginning late this month. Buntin Advertising, Nashville, will handle spots in about 42 markets during day, fringe and prime time. Target: women, 25-49.

Royal Optical □ Eyeglass company launches one-week TV drive next week. Sam Price, Dallas, will schedule spots in approximately 45 markets during day and fringe time. Target: total adults.

Hershey Foods □ Corporation sponsors *The Bugs Bunny Easter Special* Saturday, March 18 (8-9 p.m. NYT) on CBS-TV through Ogilvy & Mather.

Radio Only

Frymlire □ Heating, electrical and air-conditioning company begins 13-week radio push late this month. Paul Berry, Dallas, will arrange spots in Houston, Dallas and Rio Grande Valley. Target: men, 35 and over.

Bristol-Myers □ Excedrin pain reliever gets seven-week radio push beginning late this month. Foote, Cone & Belding, New York, will arrange spots in 19 markets. Target: women, 18-49.

American Motors □ Car manufacturer places six-week radio drive starting late this month. Mace Advertising, Dallas, will schedule spots in 100 Southern markets including Houston, New Orleans and San Antonio, Tex. Target: adults, 25-54.

BAR reports television-network sales as of Feb. 19

ABC \$190,580,400 (36.5%) □ CBS \$175,302,500 (33.5%) □ NBC \$156,753,400 (30.0%)

| Day parts | Total minutes week ended Feb. 19 | Total dollars week ended Feb. 19 | 1978 total minutes | 1978 total dollars year to date | 1977 total dollars year to date | % change from 1977 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m. | 143 | \$ 1,008,700 | 956 | \$ 6,384,200 | \$ 5,713,700 | +11.7 |
| Monday-Friday 10 a.m.-6 p.m. | 1,023 | 16,526,300 | 7,146 | 117,396,200 | 101,220,400 | +16.0 |
| Saturday-Sunday Sign-on-6 p.m. | 322 | 8,393,200 | 2,341 | 64,051,000 | 66,478,900 | -3.7 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 101 | 4,371,600 | 708 | 29,824,000 | 27,610,700 | +8.0 |
| Sunday 6 p.m.-7:30 p.m. | 25 | 1,356,500 | 174 | 12,552,300 | 9,792,000 | +28.2 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 416 | 39,296,800 | 2,936 | 263,399,100 | 239,244,600 | +10.1 |
| Monday-Sunday 11 p.m.-Sign-off | 200 | 4,075,800 | 1,463 | 29,029,500 | 29,964,500 | -3.1 |
| Total | 2,230 | \$75,028,900 | 15,724 | \$522,636,300 | \$480,024,800 | +8.9 |

Source: Broadcast Advertisers Reports

RADIO WORKS

WITH **CONTEMPORARY MOR!**

The winning way to reach adults 18-49... especially women. It works in markets like Miami, Minneapolis-St. Paul, Brownsville, Idaho Falls, Rockford, Norwalk and San Antonio.

A format that advertisers love! A format that works on AM or FM; live, semi-live or fully automated.

Contemporary MOR has a successful track record of performance in markets of all sizes. It's today's music that really proves Radio Works!

Let it work for your station now. Call or write Dick Drury, National Sales Manager.



274 County Road
Tenafly, New Jersey 07670
201-567-8800

A Division of Bonneville International Corporation

Monday Memo[®]

A broadcast advertising commentary from Frank C. Nicholas, president and chairman, Beech-Nut Foods Corp., Fort Washington, Pa.

Beech-Nut finds advertising only one way to use radio and television

I was talking with a magazine writer over breakfast in a New York hotel, and a young waiter hovered impatiently. Clearly he wanted to interrupt us. Finally, as he brought more coffee, he blurted: "I can't help overhearing the conversation. You're the baby-food man I saw on television, aren't you?"

It had been nearly a year since the Beech-Nut story had made its network television debut on NBC-TV's *Today* show. Since that time, maximum broadcast and print exposure had multiplied the impact of our campaign to reach the American consumer with the news that we had removed all added salt and most added sugar from our products. If a young man working his way through school by waiting on tables remembered the *Today* interview, think how many mothers had gotten the message that Beech-Nut had taken a leadership position in the baby food industry by putting baby nutrition and health above all else.

A substantial campaign that broke with Beech-Nut tradition had been initiated just a few months earlier, combining broadcast and print advertising with public relations to produce an unusual and effective visibility for the company and its new products. As late as 1975, there had been no broadcast advertising of any kind of Beech-Nut; occasionally, the company had run a newspaper coupon.

In 1976, we introduced the first glass-bottled baby juices, free of added sugar. The glass jars were threaded to accommodate a standard nipple assembly and eliminated the need to transfer a can's contents into a baby bottle.

To support this new line of juices, Beech-Nut ran a direct-mail coupon campaign in which the coupons were drawn by the marketing director and the type was set by a local printer. There was no budget for anything more ambitious. Clearly, things had to change.

Toward the end of 1976, we began consumer advertising through Weightman Advertising Inc., Philadelphia. Room was made for advertising within the marketing budget by cutting back carefully on trade promotion, gradually, region by region, without sacrificing business. With the Weightman agency, we began daytime spot television commercials in 29 markets in December 1976, concentrating on the East Coast and Los Angeles. Initially, the spots focused on the breakthrough of the new glass-bottled Beech-Nut juices; we quickly progressed to stage two—the full line of the new baby foods with all salt and



Frank C. Nicholas, lawyer and sometime farmer, changed careers in 1973, at the age of 53, when he and his partners acquired Beech-Nut Baby Food and launched a major campaign to turn to sluggish infant-food industry around and make it more responsive to consumer needs. His knowledge of babies comes first hand, thanks to his children—Jeffrey, 23; Scott, 20; Peter, 17; Siobhan, 4; FC. Nicholas III, 2; and Casey, 1—the last three being a customized market research group for Beech-Nut Foods.

most added sugar removed. Early in 1977, Beech-Nut's magazine advertising program was launched to support these reformulated products. Full-page, four-color ads ran initially in *American Baby*, *Baby Talk*, *Redbook* and *Parents Magazine* followed by a more extensive schedule.

A highly specialized schedule of 30- and 60-second Spanish-language radio commercials also started in December 1976, in Miami and New York.

Because we believe broadcast advertising has had a major impact on our sales, we know we will continue and perhaps even increase our broadcast advertising schedule in 1978.

Meanwhile, the broadcasting media have also told the Beech-Nut story through interviews on the *Phil Donahue Show*, and the *Stanley Siegel Show* and on network news programs, as the result of an aggressive public relations campaign designed by Daniel J. Edelman Inc. In just the first nine months of 1977, there were nearly 300 Beech-Nut interviews on radio and television programs in 59 key markets across the country. Articles in the *New York Times*, *Newsweek*, *People* and dozens of local newspapers have also appeared.

Even now, there isn't a week that we aren't asked to do several interviews. Many of them are for radio, conducted on the telephone right at my desk, as a result

of a special invitation extended by Beech-Nut to radio stations all over the country.

That we are doing the right thing is documented by the facts: Our over-all sales are up 24% over last year, we are selling in new market areas and our competitors have announced that they will follow our lead in the reformulation of baby foods to remove additives.

The \$500 million baby food industry today consists of Beech-Nut, Gerber and Heinz. Until very recently, nothing much had happened in the industry in terms of new products or publicity. There had been little advertising direct to the consumer. Information on baby foods had been transmitted by word-of-mouth, by hospitals to new mothers and by trade promotions. Added complications for the industry in recent years: Fewer babies were being born, the back-to-nature movement meant more baby food was being prepared at home, and there was generalized consumer distrust of food manufacturers. That was the situation about four years ago, when my partners and I acquired what was to become Beech-Nut Foods Corp.

About that time, medical literature developed by scientists, nutritionists and doctors began saying that added salt was bad because it could cause high blood pressure, hypertension and kidney problems later in life. Added sugar, reports said, causes a life-long fight with obesity, dental caries, allergies and even heart problems. We determined, therefore, to eliminate these ingredients and henceforth to make nutritional, healthy, naturally good food for babies. Old timers in the business feared that the blander products would not be acceptable to the mothers, who habitually tasted what they fed their infants. Mothers' taste buds become accustomed to spicy foods, we were told, and Beech-Nut's naturally good products would not sell.

So we knew we had to persuade mothers to read our labels and understand the importance of eliminating additives from baby foods. On Jan. 5, 1977, we announced we had removed all added salt and had taken sugar out of 92 of our products, leaving some in only those foods that would be so tart they would be totally unacceptable, such as apricots or plums. And in these few cases, there's a maximum of nine percent sugar.

Widespread excitement greeted our January announcement. More than 100 print and broadcast reporters covered it. Some 40 personal interviews were conducted in the following two days alone.

Sales continue to rise. Media interest in the Beech-Nut story had persisted. We recognize and fully appreciate the difference broadcast media have made in the Beech-Nut picture.

CP-16/A Cameras and Angenieux Zoom Lenses... Winning Combinations at Unbeatable Prices!

Put a lid on ever-escalating equipment costs with spectacular savings on camera/lens combinations from Cinema Products.

Upgrade your TV-newsfilm operation. Retire your antiquated 16mm cameras and lenses (whatever their condition), and trade up to the standard of the industry — CP-16/A news/documentary cameras, with a choice of four of the finest Angenieux lenses available:

1 Angenieux 9.5-57mm AV30 zoom lens. The lightweight, ultra-fast (T1.9), wide-angle 6×1 zoom lens permits close focusing at 24" from the film plane.

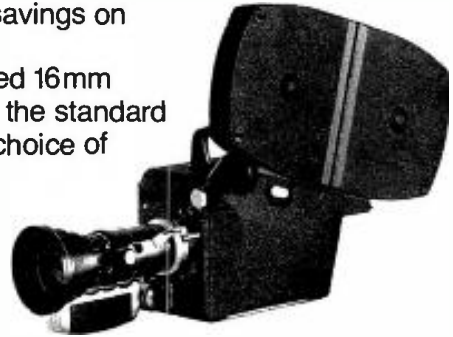
2 Angenieux 12-240mm AV30 zoom lens. The ideal 20×1 zoom lens for any situation requiring wide-angle as well as telephoto coverage, such as sports events, political gatherings, etc.

3 Angenieux 12-120mm AV30 DA zoom lens. The outstanding 10×1 zoom lens with Automatic Iris Control.

4 Angenieux 12-120mm AV30 zoom lens. The "workhorse" of the television news gathering industry.

Free 3XL-IAZ Magnetic Head

All CP-16/A cameras (with built-in Crystasound amplifier) included in this offer are supplied with a 3XL-IAZ magnetic record head — featuring individual record and playback azimuth adjustment — *at no extra charge.*



**Trade-in any 16mm camera and lens
for the following CP-16/A camera/zoom lens packages:**

| | |
|---|---|
| <p>1 CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 9.5-57mm AV30 Zoom Lens</p> <p>LIST: \$9695 SAVE: 2295 PAY: \$7400</p> | <p>2 CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 12-240mm AV30 Zoom Lens</p> <p>LIST: \$13665 SAVE: 3065 PAY: \$10600</p> |
| <p>3 CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 12-120mm AV30 DA Zoom Lens (Automatic Iris Control)</p> <p>LIST: \$10810 SAVE: 3160 PAY: \$ 7650</p> | <p>4 CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 12-120mm AV30 Zoom Lens</p> <p>LIST: \$9110 SAVE: 1660 PAY: \$7450</p> |

Also Available

Trade-in any 16mm camera (no matter how old), and move up to a brand new CP-16/A for the incredibly low price of \$4650. You'll save \$1120 off list!

Please call your local CP-16 dealer for special trade-in prices and savings on standard CP-16 camera/zoom lens combinations.



Special Two-Year Warranty and Free "Loaner"

This special offer is covered by an extended two-year factory warranty on all mechanical and electronic components when you purchase your camera from your authorized local CP-16 dealer.

Your local dealer will also provide you with a free CP-16 "loaner" for any down time on a warranty-covered repair.

Offer Good Through June 30, 1978

So, don't wait. See your local CP-16 dealer now. And save!

cinema E products
CORPORATION

Technology In The Service Of Creativity

2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco

Datebook

■ indicates new or revised listing

This week

March 13—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.

March 13-15—*Indiana Broadcasters Association* spring meeting. Hyatt Regency hotel, Indianapolis.

March 13-16—Annual spring conference of *Electronics Industries Association*. James T. McIntyre, director of Office of Management and Budget, will address government-industry dinner March 14. Mayflower hotel, Washington.

March 14—*New York State Broadcasters Association* 24th annual meeting. The Turf Inn, Albany. The NYSBA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

March 14—*Television Bureau of Advertising* regional seminar. Hyatt O'Hare, Chicago.

March 15—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036.

March 15—FCC's new 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). Replies are now due May 15. FCC, Washington.

March 15—George Polk Memorial Awards luncheon of *Long Island University*. Hotel Roosevelt, New York.

March 16-19—*Women in Communications* midyear board meeting. Chariot Inn, Austin, Tex.

March 17—*Carnegie Commission on the Future of Public Broadcasting* public meeting. South Carolina ETV Commission, Columbia, S.C.

March 17-18—*Society of Professional Journalists, Sigma Delta Chi*, region 3 conference. Mobile, Ala.

March 17-18—Ninth annual *Country Radio Seminar*. Hilton Airport Inn, Nashville. Information/registration: Ellen Tune, (615) 254-9461.

March 17-19—National convention of *Intercollegiate Broadcasting System*. Biltmore hotel, New York.

March 19-20—Spring convention of *Kentucky CATV Association*. Executive Inn Rivermont, Owensboro, Ky.

Also in March

March 21—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical and Electronics Engineers* Vehicular Technology Conference. Denver.

March 21—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Washington.

March 22—*International Radio and Television Society's* 38th anniversary banquet. ABC Inc. is to receive 1978 Gold Medal of IRTS. Americana hotel, New York.

March 24—FCC's new date for comments in inquiry into possible changes in Commission's form 395—annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

March 27—FCC's deadline for comments on proposal to expand cable television relay service band from 12.7-12.95 ghz to 12.7-13.20 ghz (BROADCAST-ING, Jan. 16). Replies are due April 26. FCC, Washington.

March 29—*NBC Radio Network* regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

March 31—*NBC Radio Network*, regional affiliate meeting. Opryland hotel, Nashville.

March 31—FCC's new date for replies in its FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. New Orleans.

March 31-April 2—*Texas AP Broadcasters* convention. Galvez hotel, Galveston, Tex.

April

■ **April 1**—Great Lakes Radio Conference of *Central Michigan University* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich.

■ **April 2-5**—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

April 5-7—Annual worldwide conference and workshop of *American Forces Radio and Television*. Sportsmen's Lodge, Los Angeles.

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

April 6—*Missouri Broadcasters Association* awards presentation. Ramada Inn, Columbia, Mo.

April 7-8—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

April 7-9—*Broadcast Education Association* 24th annual convention, Convention Center, Las Vegas.

April 7-9—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7-9—*Women in Communications* meeting for Great Lakes region 2. Hollenden House, Cleveland.

April 7-9—*Women in Communications* meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

April 8—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

April 8—Educational journalism convention of *Rutgers University*. Brunswick, N.J. Information: Joe George Sherman Union building, Boston University, Boston.

■ **April 8**—Educational journalism convention of *Rutgers University*. Brunswick, N.J. Information: Joe Lasica, convention chairman, 266 Washington Avenue, Elmwood Park, N.J. 07407.

April 9—*Association of Maximum Service Telecasters* 22d annual membership meeting. Las Vegas Convention Center, Las Vegas.

April 9—*Society of Broadcast Engineers* annual

Major meetings

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

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

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

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

May 22-26—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

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

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

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

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

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

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

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

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

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

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

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

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



No Escape

Just hours after two youths robbed a fast food restaurant and its patrons in Indian River, Michigan, the pair was apprehended by Sault Ste. Marie police.

The swift arrest was made possible by a motel owner who had heard an account of the robbery on WWTV/WWUP-TV's Midday Report. Shortly after the newscast, two men checked into his motel. He recognized them as the suspects described on the WWTV/WWUP-TV news. The police were alerted and the two youths were arrested and taken to the Cheboygan County Jail.

Accurately reporting the news as soon as it happens is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

| | | | | | |
|-------------------------|-----------------------------------|-----------------------------|-----------------------------|--------------------------------|------------------------------|
| | WKZO Kalamazoo | WKZO-TV Kalamazoo | KOLN-TV Lincoln | KGIN-TV Grand Island | |
| WWTV Cadillac | WWUP-TV Sault Ste Marie | WJFM Grand Rapids | WKJF(FM) Cadillac | WWAM Cadillac | KMEG-TV Sioux City |

meeting. Las Vegas Hilton, Las Vegas.

April 9-11—Annual convention of *Illinois-Indiana Cable TV Association*. Forum Thirty hotel, Springfield, Ill.

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas Hilton, Las Vegas.

April 10-11—*New York State Cable Television Association's* spring meeting. Quality inn, Albany.

April 12—Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

April 12—Annual meeting of *New England Cable Television Association*. Meadowbrook Inn, Portsmouth, N.H.

April 13—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

April 13-14—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 13-14—Second annual *Texas Association of Broadcast Educators* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

April 14—Regional meeting and sixth annual broadcast journalism seminar, sponsored by *William Allen White School of Journalism, University of Kansas*, and *region 6 of Radio Television News Directors Association*. Kansas Union on campus, Lawrence, Kan.

April 14-15—*Radio Television News Directors* region one seminar. Seattle.

April 14-15—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

April 14-15—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

April 14-16—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort. Snowbird, Utah.

April 14-16—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

April 15—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

April 15—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

April 16-18—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

April 19-20—*Alabama Cable Television Association* annual "Citizen of Year" awards meeting. Honored will be Fred Sington, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

April 19-21—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will be the principal speaker. Executive West Inn, Louisville, Ky.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 1 conference. Hotel Hershey, Hershey, Pa.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Inn West, Oklahoma City.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 9 and *Radio Television News Directors Association* region conference. C'est Bon hotel, Park City, Utah.

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Davenport hotel, Spokane, Wash.

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

April 22—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists, SDX; Indiana Uni-

versity and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

April 22—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

April 23—*Iowa Associated Press Broadcasters* meeting. Ramada Inn, Ames, Iowa.

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

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

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

April 25—*Tennessee Association of Broadcasters* sales seminar. Hilton Airport Inn, Nashville.

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

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

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

April 29-30—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

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

April 30-May 2—*Action for Children's Television* seventh annual symposium on children's TV. Washington.

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

May

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

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

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

May 5—Second media law seminar, co-sponsored by *National Association of Broadcasters, Radio Television News Directors/Association, Reporters Committee* and *Society of Professional Journalists, Sigma Delta Chi*. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

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

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

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

May 11-13—*Louisiana Association of Broadcasters* spring convention. Diamond Head Resort. Bay St. Louis, Miss.

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

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

May 17-18—*Ohio Association of Broadcasters* spring convention. New Marriott East, Cleveland.

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

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

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

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

May 22-26—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

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

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

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union and UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

May 29-June 1—*Canadian Cable Television Association* 21st annual convention. Queen Elizabeth hotel, Montreal.

June

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

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

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

June 4-6—*National Association of Broadcasters* third children's TV programming conference. Hyatt-Regency hotel, Washington.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 21-23—Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fontainebleau hotel, Ocean City, Md.

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

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

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

June 23-24—Radio Television News Directors Association

board meeting. Atlanta Hilton, Atlanta.

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

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

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

July

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

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

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

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

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

Open Mike[®]

Sound judgment

EDITOR: I've always found it ironic that for a thousand dollars or less anyone can walk into a hi-fi shop and take home a receiver, turntable and pair of speakers that technically far exceed the capabilities of most radio signals received. While it's true that some radio broadcasters are putting out what approaches state-of-the-art signals, most of the stations I've listened to (even in large markets) leave a lot to be desired in the way of audio quality. This has resulted in some tuner manufacturers actually stopping further development of their electronic circuitry. Why put out something better when your current tuner is already far exceeding the capabilities of the received signals?

Let's face it, many broadcasters have just not kept their standards up to the same high level of the consumer-listener. It's true that record companies turn out some bad vinyl and noisy recordings, but that's only part of the problem. I wonder how many radio stations now on the air are operating out of buildings worth tens of thousands of dollars, have new transmitters but play their records through \$7.98 cartridges and have never even biased their tape machines for the brand they're using.—*Bud Andrews, program director, WXQR(FM) Jacksonville, Fla.*

Asking too much

EDITOR: The recent proposal to include on the FCC's form 395 salaries, employment-termination reasons for female and

minority employees and the stations' organizational chart causes one to stop for a moment to ponder the commission's reasons for demanding such information.

The payroll and organization of any broadcast company should certainly be of no interest or concern to the commission, as long as that licensee is in compliance with the commission's rules and regulations.

Suddenly, however, compliance is not the issue. Now it seems one must comply in a certain manner; one cannot have a successful, efficient organization, created from his own ability; one must standardize to comply, and then, also, comply.

To what constructive purpose could this information be put? Why should the commission, which by its own admission is overburdened and underfinanced, set forth to undertake still another area of regulatory intervention into the internal affairs of broadcasters?—*Gerald Clegg, general operations manager, WKDW(AM) Staunton, Va.*

Watching what they watch

EDITOR: Pressure groups have forgotten that it remains the primary responsibility of parents to censor for their children. The same parents that wouldn't dream of giving their 12-year-old \$2 for *Playboy* give no consideration at all to what their kids watch on TV.—*David H. Champoux, assistant professor, radio and television, Herkimer County (N.Y.) Community College.*

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Seattle is a great sports town. Always has been. That was true back when minor league baseball and hockey and University of Washington football were the only games in town. It's true today, on a far grander scale, for Seattle's four major league franchises.

The Seattle Supersonics, a serious contender just once in ten NBA seasons, have been surpassed in attendance only by New York in the past three years.

In 1977, the Sounders of the North American Soccer League averaged 24,000 for eleven home games and drew nearly 100,000 for two post-season games.

The expansion Seahawks of the NFL, while winning only twice in 1976, averaged over 60,000 fans at each of their 10 home games, 6th among the league's 28 teams.

Seattle's baseball Mariners, in their first American League season, drew 1,350,000 to home games while finishing near the bottom of the league standings.

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PHOTOGRAPHY BY BOB PETERSON

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Top of the Week

Trade-offs look likely for rewrite

Van Deerlin's subcommittee raises little argument over suggestions for spectrum-user fee or reduction in regulation for radio and TV

If discussions on Capitol Hill last week are an accurate barometer, it would appear that all the talk by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) about deregulating radio and TV but applying a tax on their occupancy of the spectrum is indeed to become a cornerstone of the subcommittee's rewrite of the Communications Act. In a series of rambling discussions of the rewrite, the subcommittee members showed themselves in no mood to attack the networks, but they want more diversity in programing and seem determined to knock down regulatory barriers to other technologies that might provide it.

Little objection was raised to Mr. Van Deerlin's suggestion to relieve TV and radio of burdensome regulations; the three-year license term, equal time and fairness doctrine obligations were mentioned as ripe for modification if not outright repeal. In this regard, attention focused more on radio than TV. Privately, Mr. Van Deerlin suggested TV might expect its license term to be lengthened to five years. But radio's term could be double that and the subcommittee chairman publicly proposed exempting radio from the FCC's ascertainment requirements.

But Mr. Van Deerlin continued to press for the creation of a "spectrum use fee" that broadcasters and other users of spectrum space would pay for the support of "social" programs, in broadcasters' case for the support of public broadcasting. This is the "trade-off" that broadcasters have been resisting, but Mr. Van Deerlin found no resistance to the idea from his subcommittee members last week.

Another indication of the unit's feeling toward broadcasting was its apparent apathy toward making changes in the structure of the networks. There was some discussion of requiring the networks to divest themselves of their owned-and-operated stations, as has been proposed in legislation by subcommittee member John Murphy (D-N.Y.). But the idea found no



NAB's Brenda Fox (standing) briefs last week's meeting.

War-gaming on the ad ban

Manufacturers, advertisers and broadcasters have tentatively agreed to form a liaison committee to combat the proposed children's advertising bans put forth by the Federal Trade Commission two weeks ago. Over 45 industry representatives met behind closed doors at the Washington headquarters of the National Association of Broadcasters last Thursday to formulate their strategy for the commission's upcoming rulemaking inquiry.

Officials attending the meeting said that the group considered forming a committee of six or seven members to coordinate the industry's attack on the proposal. Suggested at last week's meeting, according to one advertising industry official, were a major public relations effort aimed primarily at the print media, especially major newspapers, and a "big thrust" toward the Commerce and Appropriations Committees of the Congress.

Attending the hour-long conference last week were representatives from the three major television networks, the American Association of Advertising Agencies, the American Advertising Federation, several Washington law firms, the U.S. Chamber of Commerce, the National Association of Manufacturers, the Cereal Institute, the Nutrition Foundation, the National Soft Drink Association, the Grocery Manufacturers Association and the Foodservice and Lodging Institute.

One broadcaster who attended the meeting said that it was agreed to "further explore" the various avenues of resistance open to the industry—including the formation of a coalition that would take business's side of the children's advertising ban to the public. He said few specifics were agreed on, but cited a consensus that it was "prudent" to start planning and acting as soon as possible. He said a steering committee, which is certain to have representatives from AAAA, NAB and manufacturers, is likely to be formed in a "matter of weeks."

proponents last week. That should be reassuring to broadcasters, Mr. Van Deerlin said. "We're going to go for the possible."

What that means in terms of specific provisions for the rewrite—a draft of which is to be completed by the subcommittee staff by June 1, in accordance with a subcommittee vote two weeks ago (BROADCASTING, March 6)—is still anybody's guess. The subcommittee took no votes last week, and didn't try to

resolve the disagreements that were frequent among the members.

But the meetings were judged important nonetheless by close observers of the rewrite project because they provided the first public glimpse of where the members stand on major issues. Attendance last week was unusually high, considering the five sessions ran a total of 10 hours Tuesday through Friday, and opened the first day with 12 of 14 members present. If the sessions provided few fresh clues as to

specifics for the rewrite, it was by design. The subcommittee has accepted Mr. Van Deerlin's plan to proceed with a staff draft that at least Mr. Van Deerlin and subcommittee Republican Lou Frey (Fla.) would co-sponsor.

The meetings last week were to give the members an opportunity to have their say before the drafting begins and, according to one member who sought them, served their purpose. Representative Albert Gore (D-Tenn.) said afterward he was pleased with the result: "In almost every single area" he said "the staff has gotten a feel for the general direction in which the subcommittee wants to move."

Some of the high points of the discussion at last week's meetings:

■ On deregulation of radio and TV—While Representatives Frey, Thomas Luken (D-Ohio) and Timothy Wirth (D-Colo.) supported Mr. Van Deerlin's proposal for lifting ascertainment, equal time and fairness doctrine strictures from radio, a dissident view was expressed by Representative Henry Waxman (D-Calif.), who suggested that too much deregulation would "obviate" the notion that radio is a public resource. Mr. Van Deerlin's suggestion, he said, would amount to taking the commercial radio portion of the spectrum "and making it a property of the licensees instead of the public."

Subcommittee Counsel Harry M. (Chip) Shooshan subsequently said the spectrum-use fee "would answer Mr. Waxman's concern about returning some of the value to the public."

Representative Gore took a middle-of-the-road approach on the deregulation question, saying that "as a general rule I think we need to move in the direction of removing restrictions on radio outlets." But, he added, "I would be opposed to complete removal of licensing restrictions" from radio. He suggested the staff keep in mind the rewrite proposal of the United Church of Christ (BROADCASTING, Jan. 2), which would have the FCC set quantitative standards for both radio and TV governing the kinds and amounts of programming stations would have to carry to fulfill the public interest.

The members who spoke on the issue seemed unanimous in the view that there should be different regulation for radio and TV. "It's quite clear," Mr. Van Deerlin said at one point, "that we would regard radio licensing differently from TV, at least in multistation markets."

Mr. Frey suggested, in addition, that the staff may want to consider assigning values to radio and TV licenses, one way he suggested to make it easier for new minority owners to get loans from banks.

■ On program diversity and the networks—Representative Wirth made the strongest appeal for more diversity in TV, saying he objects to the "general junk that we see on TV as a steady diet for kids . . . It seems we want to move toward greater diversity, toward greater choice beyond the three networks," he said. But he rejected the option of regulating the networks or

removing their substantial income producers, the O&O's. "Let's leave the networks alone. Let's not mess with them," he said, a point with which Mr. Van Deerlin concurred.

Mr. Wirth said he preferred the alternative of encouraging other programming outlets; he mentioned bringing UHF to parity with VHF, better management of the spectrum and encouraging cable and public broadcasting. Mr. Van Deerlin added satellite-to-home broadcasting to that list.

Representative Carlos Moorhead (R-Calif.), however, raised doubts that opening the marketplace to new media would bring about diversity. In radio, where there is presumed diversity now, he said, "you're down to music and sports and talk programs and that's it."

■ On pay cable—Representative Frey advocated barring pay cable access to major sports now on over-the-air television, saying he foresees the time when pay cable will be able to outbid the networks for some events. "I feel strongly that I don't want to see the National Football League end up on pay," he said. That drew an argument from Representative Gore, who said he can find no justification for government telling cable—pay or conventional—what it can or cannot program.

■ On clear channel radio—Representative Moorhead called for changes in the allocation of clear channel radio frequencies. He said it makes no sense that local radio stations occupying clear channels should have to go silent at night to protect a signal from hundreds of miles away. Mr. Van Deerlin seconded the thought. "I couldn't agree more," he said.

■ On crossownership restrictions—Representative Frey said he thinks rules barring crossownerships of broadcasting and other media have been "overly restrictive" and would support relaxing them. Representative Gore disagreed, saying: "Where there's concentration of power, there's trouble. It doesn't take a social scientist to tell you that. It's common sense."

Allbritton deal again clears FCC; court appeal is still a hang-up

Reconsideration turns up no reason to revoke approval of trade with CCC; parties lift deadline for closing, but are free to walk away

The exchange of Joe L. Allbritton's WJLA-TV Washington for Combined Communications Corp.'s KOCO-TV Oklahoma City and \$55 million in CCC nonvoting preferred stock was given its second 5-to-2 vote of approval by the FCC last week. But the question of when and even whether the exchange will be completed remains.

The court appeal of four citizen groups seeking to block the exchange remains an obstacle; because of it, the parties are not rushing to close the deal.

The commission last week, in reaffirming its original Jan. 12 decision, denied the groups' petition for stay pending review of the approval order by the U.S. Court of Appeals in Washington. However, the groups had said they would, if necessary, ask the court for a stay, and the parties were awaiting the outcome of such a move. As of Friday, no request had been filed.

What's more, none of the attorneys involved had seen the text of the commission's order. And lawyers for Mr. Allbritton indicated they wanted to assure themselves of the likelihood of the order surviving a court challenge before advising their client on whether to close. CCC spokesmen continue to indicate strong interest in completing the transaction.

The contract, whose deadline was extended twice to accommodate the commission's schedule on the matter, now remains in effect until either of the parties withdraws.

Mr. Allbritton is disposing of WJLA-TV in accordance with a condition the commission in 1976 attached to its approval of Mr. Allbritton's acquisition of Washington Star Communications Inc. He was to comply with the commission's media crossownership rule by selling either the *Washington Star* or the station within three years.

The commission decided to reconsider the Jan. 12 vote after Mr. Allbritton announced on Feb. 3 the sale of the *Star* to Time Inc., since the financial benefit that the station sale would mean for the troubled *Star* had been a factor in the minds of several voting for approval.

But after reconsideration, the commission said Mr. Allbritton had not committed himself to keeping the *Star*. And a reevaluation of its approval order without regard to the viability of the newspaper or its continued ownership by Mr. Allbritton, the commission said, disclosed no reason to reach a different result.

The first commissioner to speak in favor of reaffirming the original decision was James H. Quello, who had urged the commission to reconsider its action. After reading all of the material provided by the parties, he said he is satisfied there was "no misrepresentation or lack of candor proved . . . Mr. Allbritton's a shrewd businessman, but a legal one."

The two dissenters, as on Jan. 12, were Commissioners Joseph Fogarty and Tyrone Brown. They do not agree with the commission on the nonvoting preferred stock issue; they contend ownership of the stock places Mr. Allbritton in violation of the multiple ownership rules. And Commissioner Fogarty contends that there is a question as to whether Mr. Allbritton kept a promise to citizen groups to make an effort to negotiate with minority and women's groups interested in buying WJLA-TV.

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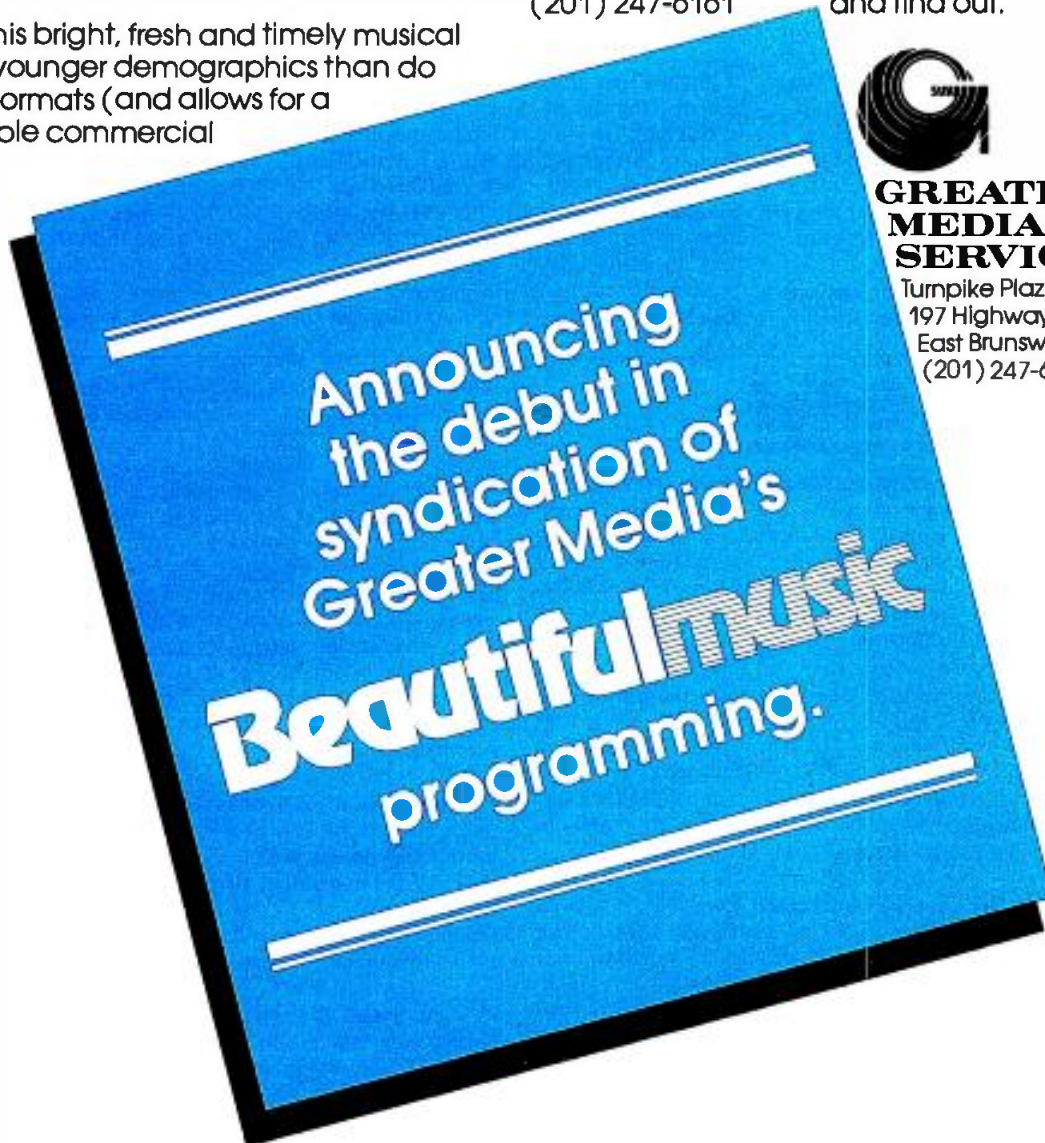
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FCC sets renewal for hearing on program grounds

WQAL Cleveland in the hot seat for its under-6% nonentertainment proposal; vote was unanimous

The FCC last week struck off on a new regulatory tack with an order designating for hearing a station's renewal application on programing grounds alone. The action, which was adopted by a unanimous commission, was unprecedented.

The station is SJR Communications Inc.'s WQAL(FM) Cleveland, a top-rated station. The questions to be explored in the hearing involve both past and proposed programing: whether the station has met—or will meet—the ascertained problems, needs and interests of the community.

The action was the end product of a renewal-application processing system under which the staff is required to submit for commission review FM renewal applications proposing to devote less than 6% of a station's airtime to news, public affairs and other nonentertainment programing, exclusive of sports. (The percentage for AM is 8%; for television, 10%). The staff is authorized to renew the licenses of stations proposing more than the minimum.

Never before has the process led to a hearing order, or even a recommendation of one. Stations queried about their percentage of nonentertainment programing either amend their applications to eliminate such questions or offer justifications.

Last week, six FM renewal applications were before the commission on the 6%

issue. Four are owned by SJR Communications: WQAL, WJMD(FM) Bethesda, Md.; WKLS(FM) Atlanta, and WYSP(FM) Philadelphia. The other stations on the list were Greater Media Inc.'s WMJC(FM) Birmingham, Mich., and the Evening News Association's WWJ-FM Detroit.

All had declined to increase their proposed percentage of nonentertainment programing to 6% despite two letters of inquiry from the commission staff. But five had satisfied the staff and the commission with the justifications they offered.

But the renewal application of WQAL, a good-music station which proposed a total of 2.9% nonentertainment programing, raised questions. The commission said it is unable to determine from its analysis of programs WQAL described as public affairs how the station met, or will meet, ascertained problems.

Scheduling also raises a question. Two of the programs are five minutes in length and broadcast daily at 8:25 a.m. and 6:25 p.m. But one is a half-hour program broadcast sometime between 4:30 and 6 a.m. on Saturday and Sunday (it is scheduled for the same time frame on Sunday only in the new license period). And the commission said the licensee has not explained how the early morning hour contributes to the effectiveness of the program.

If there was any question in the minds at the meeting last week as to the seriousness of the path on which they have embarked, Richard Shiben, chief of the Renewal and Transfer Division, removed it. "If the licensee is found not to have treated problems, a certain needs and interests, we'll have to deny renewal," he said.

And according to its general counsel, Robert Bruce, the commission is proceed-

ing on sound constitutional ground. "If we were too explicit [in the commission's requirements], we would be invading a licensee's discretion," he said. "This [action] doesn't do that. It simply says we have to look at other factors. We have a responsibility to make a showing that the public interest is being served by renewal."

But Commissioner Joseph Fogarty, who along with Commissioner James H. Quello concurred in the commission decision, expressed uneasiness over the lack of standards as to the nonentertainment programing broadcasters are expected to provide. He said the commission should establish such standards to assure members of the public their First Amendment rights.

Mr. Bruce also touched on a matter that is now in dispute when he said the licensee is "challenging" the commission's responsibility to find that a renewal would serve the public interest. Commissioner Fogarty, noting that four of the stations are owned by SJR said, "Obviously, [the owner] is telling us the policy is not rational." And the staff told the commission that SJR stations' responses to inquiries about their programing "amounted to a challenge to the commission's authority."

But according to SJR's counsel, Jason Shrinky, challenging the commission is the last thing SJR has in mind. Mr. Shrinky said SJR "may petition for extraordinary relief" and ask the commission for oral argument, in which he added, SJR could tell its side of the story—that it has, for instance, met or exceeded every promise made to the commission.

But more than that, he said, SJR is prepared to amend its application to suit the commission. "We'll amend up to 6%," he said. "We don't want to go to hearing."

In Brief

Board of **Starr Broadcasting Group**, Westport, Conn., rejected new offer from **LIN Broadcasting** to acquire all Starr stock for \$15 per share, cash deal that would have totaled about \$24,750,000. LIN had previously offered \$14 per share for about 30% of stock (BROADCASTING, Feb. 6). LIN officials said Friday they had no plans to raise offer above \$15 but expected to look for other acquisition possibilities. Starr shares have traded recently in \$10-\$12 range.

Felony charges that two employes of **KHOW(AM)** Denver **tampered with Arbitron ratings diaries** (BROADCASTING, Jan. 9, et seq.) were **dismissed Friday**. Attorneys for Harold Moore, program manager, and Bud Stambaugh, news director, successfully filed motion in court that grand jury's indictment did not clearly spell out alleged criminal conduct. District attorney must now decide whether to pursue new indictment or drop case entirely, according to attorney for Mr. Moore.

New bill to renew expired **sports antiblackout law**, which would require that professional sports games sold out 48 hours in advance (old law had it at 72 hours) be made available for local TV broadcast has been introduced by Senate Communications Subcommittee ranking Republican Robert Griffin (Mich.). Senator Griffin said he wanted to send message to National Football League on eve of its annual owners meeting in Palm Springs, Calif., this week.

Showtime, Viacom International's pay cable programing service, began

satellite distribution last week (BROADCASTING, Oct. 31, 1977) with systems in Oklahoma, New York, Alabama, Michigan and California taking feeds.

Managers of heavyweight championship contender Ken Norton **accused CBS-TV of "promoting" fight** between new champ Leon Spinks and former champ Muhammad Ali. **CBS Sports Spectacular** carried press conference with Mr. Ali on March 5 during which Mr. Ali argued he should be given first chance at challenging Mr. Spinks for title. "Giving a guy air time to make a promotional pitch is not a very ethical thing to do," said spokesman for Mr. Norton. CBS, which has contract for Mr. Spinks's next fight, did not know in advance what Mr. Ali's announcement would be, spokesman for network said, but insisted he appear in live press-conference setting. Mr. Norton later refused offer to make his own case on camera.

FCC **deferred effectiveness** of July 13, 1977, order that three Seattle cable systems must **protect KIRO-TV** there from **prereleased network programing** of Canadian stations. Commission said station had failed to show "that a substantial amount of network program duplication was occurring" but directed KIRO-TV to submit current information on amount of duplication and asked for comments from systems on appropriate standard for evaluating information.

FCC last week affirmed its decision to **renew license of WSYR-TV** Syracuse, N.Y., over objections of group called **Free Flow of Information** in the Broadcast Media. Commission also rejected petitions to deny renewal of Gaylord Broadcasting's **KHTV(TV)** Houston and sale of McCormick Communications's **WEZE(AM)** Boston to New England Conti-

Computer snafu throws Niensens off the track

Programing foul-up creates errors of upwards of two points in ratings; scramble is on to issue corrections; SRI, meanwhile, finds no fault with figures showing HUT drop-offs

A computer-programing error in Nielsen's television ratings machinery resulted in incorrect reports being issued for dozens of programs airing from Jan. 9 through Feb. 26. The figures in most cases are off by only fractions of ratings points, Nielsen said, but in some cases there are differences of two or more full points.

Nielsen was working last week to complete revised reports for the affected weeks as network and agency researchers pored over corrections already issued and made recalculations. The attitude in those circles generally seemed to be one more of irritation than of panic, and most sources doubted any significant financial disruption would result.

The error occurred when Nielsen instituted a new "enhancement program" to improve the efficiency of the service's computer-processing chores. A Nielsen spokesman said that because of a human error, a necessary computer program instruction was not written into the new system and all programs were registered as though they were live feeds. That left delayed broadcasts and late ratings reports in different parts of the country unaccounted for. Thus, the households universe was increased in some cases and

reduced in others, and viewers weren't always watching what the computers said they were.

One of the more glaring examples inflated ratings of the *ABC Evening News*, which has three nightly feeds compared to two for the nightly newcasts on CBS-TV and NBC-TV. For the week of Feb. 6-10, for example, Nielsen reported a 13.3 rating for ABC when the show actually pulled an 11.1, and for Feb. 13-17 Nielsen gave it a 12.6 when it again had an 11.1. An ABC News spokesman said the division had credited the weather for the extra sampling, and he expressed relief that the higher numbers hadn't been ballyhooed as evidence of a real ratings turnaround.

Nielsen's mistake was discovered after the networks began questioning some significant discrepancies between the daily national figures and the "fast weekly households" reports. NBC, for example, wondered about the performance of its Feb. 6 showing of part two of the movie "Midway," which had a number of late-arriving reports because of a heavy snowstorm that night, according to William Rubens, vice president of research and corporate planning for the network. Nielsen's correction for that show increased its rating by almost five points and its share by seven points, NBC said.

Isolated instances of that nature "raised our consciousness," Mr. Rubens said. He and others were anxious to discuss with Nielsen how the bias entered the system undetected. "It's rather ludicrous that this has gone on for several weeks," said Steve Laff, director of television programming for McCann-Erickson. "Everybody makes mistakes, but this is a whopper."

Affected by the error were the two-week

"pocketpieces" for Jan. 9-22, Jan. 23-Feb. 5 and Feb. 6-19. A corrective bulletin has been issued for the first of those reports (numbers for about 18 programs in it were changed); the second was to be reprinted for mailing March 10 (the networks received a volume of corrections last week which reportedly contained about 80 corrections), and the third, due out March 6, was delayed until March 11. Also containing incorrect data are the fast weekly household reports for the weeks ended Jan. 29, Feb. 12 and Feb. 26, plus the fast evening persons reports for the biweekly intervals from Jan. 22 through Feb. 12. These will not be reissued.

Nielsen did receive some welcome news last week, however. The independent firm, Statistical Research Inc., was to have completed its report for the three commercial networks on the drop in homes using television from March through November of last year compared to the same period in 1976 (BROADCASTING, Oct. 31, 1977, et seq.). Statistical Research had been examining Nielsen's sampling procedures to determine if any changes in them might have created a false decline. But sources said it found no Nielsen errors to blame.

As reported, HUT levels compiled by Nielsen since November have shown viewership is back on the rise. Latest reports show the leveling trend has continued into the first two months of 1978, with both prime time and daytime viewing back to within statistically acceptable levels of deviation from a year ago. (For January, Nielsen reports no change in daytime and a 1% drop in prime time; for February, daytime gained by 4% and prime time showed no change. All fringe periods also were reported to be within the statistically acceptable range of variation.

mental Media for \$1.7 million. Sale was first approved last year (BROADCASTING, Oct. 3, 1977).

□

National Weather Service and Agriculture Department, at request of **Senator Walter Huddleston** (D-Ky.), former broadcaster, have developed system for farmers to see **latest information** on weather, crop pests and prices **on home TV screens**. Ready for experimental use in Kentucky, Florida, Mississippi, Maryland and Washington state if funds are approved, system relies on box, size of attache case, through which farmers can receive data from county computers via telephone, which can then be hooked up to television set for playback at users' leisure. Box can now be produced for about \$100; Senator Huddleston thinks with widespread demand price will drop to about \$35.

□

Richard Wald, former president of NBC News, **may join Times-Mirror Co.**, Los Angeles. Spokesman for conglomerate would only acknowledge that "there have been discussions regarding a position." Besides its newspaper interests, which include *Los Angeles Times* and *Newsday*, Times-Mirror owns KDFW-TV Dallas and KTBC-TV Austin, Tex.

□

Doubleday Broadcasting Co. announced **sale of KRIZ(AM) Phoenix** to nonprofit, religious organization—Family Life Broadcasting System—for price reported to exceed \$700,000. Warren Bolthouse is director of buyer, which also owns KOPO(AM) Tucson, Ariz. and WUFN(AM) Albion, WUNN(AM) Mason and WUGN(FM) Midland, all Michigan. KRIZ is on 1230 khz with 1 kw day and 250 w night. Broker: Richter-Kalil & Co.

□

Preliminary reports from 97 public television stations show almost \$2

million pledged in viewer contributions for first weekend of Public Broadcasting Service's **Festival '78 annual fund-raising event**. *Live from the Grand Ole Opry* (7-10:30 p.m. NYT, March 4) saw "record levels" of contributions, PBS said, and *National Geographic Special*, "The Living Sands of Namib" (8-9 p.m. NYT, March 6), was second highest rated show in PBS history. "Sands" got 13.7 rating and 18.7 share in Chicago on broadcast delayed one hour, 10.7 and 15.3 in New York and 9.3 and 13.2 in Los Angeles, according to Nielsen overnights.

□

CBS-TV will get another season out of **All in the Family**. Carroll O'Connor and Jean Stapleton have agreed to return for ninth season, with general format to remain same, although co-stars Sally Struthers and Rob Reiner are leaving.

□

National Association of Broadcasters has **petitioned FCC to reconsider** its refusal to adopt rules requiring **cable systems to carry local radio signals**. NAB says commission action is "arbitrary and discriminatory." NAB, in petition filed on Friday, said commission's action is at odds and urged adoption of rule which would require cable systems which retransmit radio signals to carry all local signals of service (AM or FM) being carried.

□

FCC has overruled Administrative Law Judge Reuben Lozner in case in which he called for revocation of BHA Enterprises Inc.'s licenses for **KAVR-AM-FM** Apple Valley, Calif. Instead of death penalty, commission imposed \$1,000 fine on licensee for misstatements regarding finances of BHA and one of its applicants. Commission said Broadcast Bureau had not proved misconduct warranting revocation.

NATPE Convention

NATPE creates fourth market for TV program distributors

It joins the television networks as outlets for widening range of productions for all dayparts

Bigger is better, NATPE found out last week.

The National Association of Television Program Executives celebrated its 15th annual conference last week by drawing 2,819 persons to Los Angeles's Bonaventure hotel for five (or six or seven or in some cases, 10) days of conventioning—buying, selling, seeing being seen and otherwise engaging in the business of television programming. The total was up 27.5% over last year's (in Miami) 2,211. Next year, at Las Vegas's MGM Grand, the figure is expected to break 3,000.

As dramatic as the statistics—and even more significant for the television industry as a whole—is that this year's NATPE demonstrated that the fourth marketplace in television is no longer to be anticipated, but is here today. It's no longer just a matter of prime-time access, although that program category still dominates the dollar action at NATPE. But the factors that made access work are encouraging still other program ventures. No longer is the focus on game and animal shows (the latter fading ever farther from the access forefront). Now there are situation comedies, specials, children's programs, documentaries, dramas, co-productions, barter vehicles, movie packages—almost every program type available in the TV spectrum.

It may have been a sense of that growing nonnetwork muscle that prompted Bob Wood, a former president of CBS-TV, to warn one NATPE luncheon about straying too far from the flock. "If you keep picking at this turkey [through refusal to clear for network programs] you will do damage to the muscle tone of the station," he said (see story page 34).

That theme—it was referred to later as "Wood's worry"—didn't impress many in the NATPE audience. Speakers at one session the next day remarked that the networks and their owned stations accounted

for some 45% of the entire television industry's profits. That, they said, was cushion enough to sustain the national system. The producers, especially, were rejoicing in the prospect of a more-than-three customer market.

Little was said about the prime-time access rule that many credit for the upsurge in nonnetwork program possibilities—until the closing minutes, that is, when Sandy Frank, the distributor, sent Mailgrams to the NATPE board asking that the association adopt a resolution supporting PTAR at its final session Wednesday. The initiative was put aside for "procedural reasons"—such resolutions are supposed to reach the board in advance of the annual meeting—but is sure to surface again. Mr. Frank's approach was two-pronged: (1) that NATPE must divert any effort to repeal the prime-time access rule, and (2) that an additional half hour should be made available by 1980. The board will consider Mr. Frank's proposal at its next meeting, at the end of May.

Wednesday's business meeting did proceed to several agenda items, primarily the election of officers for the coming year. A.R. Van Cantford of wsb-TV Atlanta was named president, to take office April 1. Tay Voyer of wtvj Miami was named first vice president, and Chuck Gingold of KATU Portland, Ore., was elected second vice president. Conference chairman for the 1979 Las Vegas convention (March 10-14) will be John Goldhammer of KABC-TV Los Angeles. Lucie Salhany of wlvi-TV Boston will be chairman of the Iris awards.

Why is bigger better? One authority's answer last week: "Because all the important people who wouldn't come when it was tiny are coming now because it's big."

In program suites brisk trading at higher prices

Among new syndication trends: more program stripping, greater diversity of program types

From practically all selling points at the National Association of Television Program Executives conference last week, the word was that the programing business was bigger and better.

In the suites at the Bonaventure hotel in Los Angeles, buyers were talking more buys and sellers more sales, from an inventory that seemed to wipe away some of the old stereotypes of what belonged in the syndicated marketplace.

A preliminary NATPE breakdown of series (entries with at least three episodes), turned up the following numbers of first-run syndication: comedy, 12; drama, 9; music-variety, 16; games, 11; talk-interview, 14; sports, 11; documentaries, 24; children's, 11; instructional, 16; science fiction, 3. Off-network series new to syndication, ranging from T.A.T./Tandem's *Good Times* and *Sanford & Son* to Warner Television Distribution's *Chico and the Man*, were still growing at 14.

And that was with only 140 entires counted. After the final tabulation was completed, NATPE expected the over-all total to surpass 200, up at least 54% over last year's 130 new series offered.

There was intense concentration on the access time but by no means exclusive attention. Across the dayparts



On to 1979. This is NATPE's new executive committee, pictured during last week's conference in Los Angeles. L to r: Jim Major, wjtk-TV Detroit, outgoing president; Tay Voyer (this year's conference chairman), wtvj Miami, first vice president; A. R. Van Cantford, wsb-TV Atlanta, incoming president, and Pat Evans, Lancaster, Pa., secretary-treasurer.

there were new forms ranging from Magnavox Productions' and M.A. Kempner's video game offerings to Group W Productions' *EveryDay*. Foreign interests in the U.S. marketplace were on the rise.

Although there was disappointment among the 16 Biltmore hotel exhibitors that had to set up shop four blocks from the center of action, the over-all beat was up—and included promise of new projects to come.

From the Operation Prime Time steering committee came word of unanimous approval of a project calling for five half-hours for 26 weeks, at an estimated cost of \$40 million.

Under the plan to be developed by MCA TV/Universal, there are seven different series with a common action/adventure theme. If any of the five series to be launched in fall 1979 fails to attract audiences, there will be two in reserve.

After likely play by network affiliates at 7:30 p.m. and independents during prime time, the 100 best episodes would be available for stripping from 4 to 6 p.m.

Details were still being worked out last week. Known to be definitely on board by midweek were steering committee stations KCOP-TV Los Angeles, KTVU(TV) San Francisco, WGN-TV Chicago, WPIX(TV) New York, and Gaylord's seven TV's. According to MCA TV President Lou Friedland, each half-hour will be budgeted higher than the average network half-hour.

MCA TV also was breaking ground with offers of time-trading through syndication in late night for *The Rockford Files* and *Kojak*. For independents, commercial minutes are being generally split down the middle, with MCA TV reserving half for national advertisers. To draw affiliates, however, MCA TV plans to give a better deal since the 50/50 formula is currently used by the networks in late shows.

Columbia Pictures Television also expects to take an unusual sales route with *Barney Miller* for fall 1980. According to CPT's Norman Horowitz, the "possibility/probability" is that market exclusivity will be based on daypart when sales begin in about another six weeks. He added, however, that this would not be a "rigid approach for all markets."

Mr. Horowitz explained that exclusivity for one station in the market could be for sign-on until 5 p.m. and for another, from 5 p.m. until sign-off. "If the program is right, the audience is there no matter how many times it plays," he said.

To the dismay of those syndicators offering only once-a-week access vehicles, there was an increase in strip shows. ITC Entertainment's Abe Mandell said that he has a network owned-and-operated proposal for a very expensive access show for 1979 and "I'm very worried." Had the trend toward stripping been as strong six months ago, he added "I don't know whether *Bonkers* [ITC's new access entry] would have happened."

Of the success of *Newlywed Game*, Worldvision's Kevin O'Sullivan said it "looks like there's never going to be a

To page 30



Wbtv's Hutchinson gets an Iris from Dina Shore.



Daughter Boone



Father Boone



Presenters Suzanne Somers and Ed Asner

No business like it. There was a time—as recently as two or three years ago—when the National Association of Television Program Executives had a hard time getting delegates to stay for the end of the lunch at which it handed out awards for local TV programing. Then the organization caught on: The name of the game is show business. So it came up with a handle ("Iris"), a statuette and the idea of having stars who are national household words present the awards to program executives whose names rarely reach as far as their own stations' signals.

How well it worked was evident at the second annual Iris awards banquet that was the first major event of the NATPE conference this year (on Saturday, March 4). Some 2,180 delegates took up every seat in the hall—and left hundreds of late-arriving colleagues unhappily outside—to watch stars of such magnitude as Carol Burnett, Suzanne Somers, Jean Stapleton and Ed Asner (BROADCASTING, March 6) march onstage, with master of ceremonies Dick Clark, to hand out the 15 Iris statuettes. And to hear Debby and Pat Boone stop the show with this year's hottest daughter-father act. And to cheer Jerry Lewis as NATPE's "Award of the Year" recipient for his successful annual telethons in behalf of muscular dystrophy. It was, all agreed, a stunning success for the convention planners, who are already beginning to talk of making it an on-air television event.

And the winners were (category, station, title and responsible programing executive):

Performing arts □ top 25 markets: WJLA-TV Washington, *Catch a Rising Star*, Linda Des Marais; all other markets: Wbtv Charlotte, *The Rowe Strong Quartet Play on Your Imagination*, John Hutchinson. **Children's programing** □ top 25 markets: WCAU-TV Philadelphia, *The Great Metric Mystery*, Elizabeth Hayter; all other markets: WHIO-TV Dayton, Ohio, *Mr. Manime—Silly Names—Silly Games*, John Clark. **Sports** □ top 25 markets: KTTV Los Angeles, *Walter Alston—The Quiet Man*, Robert O'Connor; all other markets: Wbtv Charlotte, N.C., *Diamonds Aren't Forever*, John Hutchinson. **Interview** □ top 25 markets: WCBSTV New York, *Channel Two Eye On: Media and the Son of Sam*, William Lacey; all other markets: WMT-TV Cedar Rapids, Iowa, *Paramount Back Stage: The Sound of Music*. **Public Affairs** □ top 25 markets: KING-TV Seattle, *Uncommon Cold*, Bob Guy; all other markets: WJXT Jacksonville, Fla., *Nobody Ever Asked Me*, Lon Lee. **Variety** □ top 25 markets: KYW-TV Philadelphia, *Evening Magazine*, Jack Fentress; all other markets: KUTV Salt Lake City, *Extra*, Bob Temple. **Other** □ top 25 markets: WBBM-TV Chicago, *Once a Priest*, Ed Spray; all other markets: KETV Omaha, *To Ordain or Not to Ordain*, Gary Nielsen.

divorce," with a "fairly good number" of stations playing the show during the 7:30 p.m. time period. The Worldvision suite was handling renewals and new pick-ups. Metromedia Producers Corp.'s *The Cross-Wits* picked up stations and toward the end of the convention claimed a tally of 92. Going into the convention, MPC claimed an 88-station line-up, with 42 in prime-access periods. Colbert Television Sales said its list of stations for *The Joker's Wild* was up to 60 markets. Sandy Frank Film Syndication's *Liar's Club* was said to be in close to 50 markets.

The Colbert suite also was offering a new much-talked-about vehicle for stripping, *Tic Tac Dough*, said to be already committed for 15-20 markets, among them some Combined Communications and RKO General stations. Jack Barry, owner of the show and host of *Joker's Wild*, claimed he expects networks eventually to be stripping. "I think it will happen," he said.

Firestone Program Syndication by Tuesday claimed to have its *New Dating Game* strip in 29 markets, with almost all for prime-time access periods. A dozen sales of the new show were said to have been made at the Bonaventure.

Beyond its *America 2Night*, original strip interest also increased at TAT/Tandem Syndication, where *All-Star Charades*, not having made it on a network owned-and-operated TV deal, was being talked about for five nights weekly. "The harder you look at the [ratings] books," said TAT/Tandem's Gary Lieberthal, the more stripping seems to be the way to go.

20th Century-Fox Television's weekly *The Cheap Show* drew buyers looking for a once-a-week vehicle, but, according to Fox's Russ Barry, there may be half-hour first-run strips in the suite next year or earlier. Two ideas are "on the drawing board" one for daytime or late night and the other for 6-8 p.m., he said without going into other details.

Viacom also was offering first-run strip programming but not geared toward the prime-time access slots. Its *Love Experts* was said to have 21 stations on board by the end of the conference with interest both for the late night and pre-3 p.m. afternoon slots. The youth-oriented *Soupy Sales Show* was said to have been well-received. Viacom also is hoping to bring back *You Don't Say* as a strip but, according to Jamie Kellner, vice president, first-run syndication and sales, not for affiliates during prime-time access. Mr. Kellner has been on the record as opposing stripping there (BROADCASTING, Feb. 27).

Access shows at the NATPE convention with the sought-after security of a network O&O deal behind them were ITC's *Bonkers*, 20th Century-Fox's *The Cheap Show* and Time-Life's *World War II: a G.I. Diary* (slated for CBS's stations) and Viacom's *Please Stand By* and Sandy Frank Film Syndication's \$1.98 *Beauty Contest* (for NBC's).

Until convention time, it didn't look as if any new barter product would be making it on the network-owned stations' access



In season. It was almost all in jest when Garry Marshall, the creator of *Happy Days* and *Laverne and Shirley*, addressed NATPE's Monday luncheon in Los Angeles last week ("There aren't going to be any more jobs open for network programmers. After Fred Silverman wins the triple crown at NBC, they're going to put him out to stud"). But he was serious about one thing: what it takes to make a hit. One third, he said, was creativity. The second third was the time slot. But perhaps the most important third, he said, was "the time in history—when is the right time?" His advice: watch the climate and watch the country.

schedule. Coming through, although not across an O&O board, was Worldvision's *The Next Step Beyond* (Procter & Gamble) which was taken by WCBS-TV New York. By midweek Worldvision also claimed a commitment from sister station KNXT(TV) Los Angeles but said that the time period had not been chosen. The NBC O&O's earlier had renewed Lexington Broadcast Services' bartered *Sha Na Na*.

Two syndicators claiming unusually high production investments in access product were saying that it paid off. Viacom said so far it has 46 stations for its *Please Stand By* situation comedy, with eight of the top-10 markets. And, according to Viacom Enterprises President Henry Gillespie, there had been a "tremendous recognition" by stations of the cost involved. He said they are paying prices they generally would for a series that's already a hit.

ITC Entertainment's *Bonkers*, sold in more than 50 markets before the convention, was said by Mr. Mandell to be commanding prices "30-40-50% higher" than ITC's *The Muppets* brought in when it was first released.

Among movie packagers, Paramount Television Distribution was claiming all-time record prices for its "Portfolio VIII" of 37 films ranging from "Chinatown" to "Death Wish." Paramount said it had beat the top figures the press reported for the "MGM 11" package (\$125,000 in Los Angeles; \$90,000 in New York and \$30,000 in San Francisco).

In the Warner Television Distribution

suite, Charles McGregor was calling *Welcome Back Kotter* still the "hottest item" there and also was reporting sales for *Chico and the Man* (said to have been picked up by the Metromedia group) and for the 30 one-hour off-network "David L. Wolper Specials of the 70's."

From United Artists Television, where this year's offerings ranged from the "MGM 11" movie package to the off-network *Rat Patrol*, came word to expect a lot more activity in new series by next year's NATPE conference. Said Martin Robinson, president and chief executive officer: "Over the years people came to us with properties" and "nothing ever happened... Don't make the mistake of thinking we're the same." He attributed the revived interest to high-level management changes.

In other suites:

Sandy Frank was claiming that the \$1.98 *Beauty Contest* "probably would be bigger" than *The Gong Show*. He said that more than 30 markets already had been sold and that he expected to get 45 out of the top 50. And at one point during the convention, he said he was not taking orders for his animated half-hour *Battle of the Planets* because there was the possibility of that it would be taken by a network.

Aside from *World War II: A G.I. Diary*, Time-Life also was showing *The Americans*, 13 one-hour shows it co-produced in the U.S. with the BBC. It was said to be the first syndicated series sold on a nationwide basis where full sponsorship was going to institutional advertisers. Among those listed on sponsors was the Southeast Bank for stations in Florida. Time-Life also was offering *Dr. Who*, said to be the longest-running series in Britain.

Despite the movement away from animal shows, American International TV said its *Last of the Wild* was holding up in its fourth year. Philip J. Leopold said it's booked in 83 markets and "we haven't lost any." American International TV was also starting to build a line-up for its new access entry, *Comeback*.

Metromedia Producers Corp. said that its new *Donna Fargo Show* was brought up to 27 markets. Columbia Pictures Television was taking "contingent orders" for its *New Quiz Kids* and claimed that it was talking with the National Education Association and the Parent-Teacher Association about getting educational endorsements. Gold Key/Vidronics reported rapid movement with its *Krofft Superstars* and added that its "Beta" movie package was bringing in "a lot more money" than the earlier "Alpha" films.

Y&R Ventures was at the convention with its *High Hopes* syndicated soap opera. Introducing its own soap vehicle was JWT Syndication with *Gold Coast*.

Lexington Broadcast Services, claiming that "substantial pilot changes" were made, was reporting 60% of the country covered for *Hee Haw Honeys*, with expectations of 80%. Jim Victory Television brought out an off-network action hour, new to syndication, *The Streets of San Francisco*.

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The congressman and the three FCC members

Van Deerlin, White, Quello and Washburn meet the press at NATPE; high points: fee for spectrum users likely feature of Communications Act rewrite; criticism of sex on television

"If we can't come up with a better definition [of broadcasters' obligations] than 'the public interest, convenience and necessity,' then we will have failed."

So said Representative Lionel Van Deerlin (D-Calif.) in what was almost the final word of a NATPE press conference in which he and three FCC commissioners were grilled on a wide range of current broadcasting issues. He was speaking of his House Communications Subcommittee's attempt to rewrite the Communications Act of 1934—an effort to which he and his colleagues buckled down in earnest last week (see "Top of the Week"). Mr. Van Deerlin led off the conference by reaffirming his belief not only that there would be a revised act but also that it would be enacted "well before the end of the century" (as a questioner had suggested). "How does 1980 sound to you?" Mr. Van Deerlin responded.

It was clear that he already has one new concept ready for embodiment in a draft measure (which probably will bear both his name and that of Representative Lou Frey [R-Fla.], the subcommittee's senior Republican) that Mr. Van Deerlin wants to have in the House hopper by June 1. That is a "spectrum use" payment (he avoids the word "tax") that would be levied against all users of the electromagnetic spectrum—not just broadcasters—the proceeds to be used to fund public broadcasting and operations of the FCC. Mr. Van Deerlin believes he will be backed in that recommendation by the ongoing re-examination of public broadcasting by Carnegie II.

Mr. Van Deerlin's plans for the spectrum use fee were more definite than the specifics of it. He said it would be based on "some kind of a sliding scale" that would "not be based on profits but on a reckoning of value" and would "not be based on revenues" but probably would amount "to no more than 2% of revenues."

A surprise endorsement of the spectrum-use levy came from another of the press conference's participants, FCC Commissioner James H. Quello. Although he reserved final judgment until seeing the specifics of such an idea, Mr. Quello said he favored the idea "right down the line." Later he said that such fees might not be as onerous as broadcasters feared, and that there might be potential advantages in such "trade-offs" as longer license terms and lifting of fairness doctrine restrictions. Mr. Van Deerlin had

referred to another rewrite feature that might be considered a "trade-off": what he termed "pretty widespread deregulation of radio" in most areas.

Another surprise of the late-night session (it rambled for almost two hours, from 10 until midnight on Sunday, March 5) was FCC Commissioner Margita White's volunteered criticism of escalating sex in television programming. "Something ought to be said about the trend we're seeing in television today," she began unexpectedly. "We're over the hump on violence and now we're coming up on... the titillation sweepstakes."

Mrs. White described the current trend as "a race to see who can expose most of the female anatomy." She allied herself with parents "who don't want to see such values" exposed in the home, and commended the Parent Teachers Association's effort to mount a nationwide monitoring of TV programming.

"After all the concern over stereotyping of women," Mrs. White said, "we now have all this programming that can only be called 'sexploitation.'"

At several times during her initial remarks on the subject, and in response to questions, Mrs. White referred to "all that she had been reading" about it in the press. Asked whether she had personally seen programs that she felt were objectionable on sexist grounds, she replied, reluctantly, yes. Pressed as to whether she felt ABC's *Charlie's Angels* was in that category—she had mentioned that series in referring to the types of programs under discussion—she again replied, reluctantly, yes.

The reluctance, Mrs. White told BROADCASTING later, was occasioned by discomfort at singling out specific shows. But she admitted that it was after seeing an episode of *Charlie's Angels* that dealt with lesbians in prison that "I just got mad."

Mrs. White stressed that she felt it was up to public pressure, not FCC action, to correct programming abuses. "It worked in the case of violence," she said. FCC Commissioner Abbott Washburn, the session's fourth participant, added to that theme later in the press conference when he remarked to a questioner, "You wouldn't have us pass a rule on jiggle, would you?"

Commissioner Washburn voiced another major concern about network pro-

gramming—but about its volume, not its content. There has been a "steady encroachment" in the amount of the broadcast day devoted to network shows, he said—up from about 50% some years ago to 67% or 68% now. If the trend is allowed to continue, he said, it will change the entire broadcast system. "You could do it all by satellite to home," he said. Mr. Washburn offered the comment as justification for the network inquiry about to be undertaken by the FCC.

Mr. Washburn's statement triggered a discussion of localism that touched upon dissatisfaction with the programming results of the prime-time access rule. "I don't think that it has accomplished what it set out to do," said Commissioner Quello. "If I had my way I'd say 'Let's require them to do an hour or a half hour of public affairs.' It's in their own self-interest to do more local programming." But the commissioner said he had to back down from that impulse because "I'm worried that the government cure is going to be worse than the industry disease."

Some hindsight and foresight

Moore, Wood and Werner—all ex-network programmers now out on their own—talk about TV now and TV in upcoming years

Three men from network television's past talked about its present and future during the NATPE conference last Tuesday. They came on as "The Class of '63" (the year of NATPE's founding): Tom Moore, former ABC-TV president, now head of Tomorrow Entertainment, an independent production company; Bob Wood, former CBS-TV president now also in independent production, and Mort Werner, who once headed NBC-TV's programming department and now, in retirement, operates a radio station in Hawaii.

It was Mr. Moore, whose years at ABC were marked by almost as much struggle to hold on to third place as to escape from it, who took the firmest stand on what will happen next in television. "ABC caught a wave of audience interest in the mid-70's," he said. Leadership in the



The Washington connection. The chairman of the House Communications Subcommittee and three FCC commissioners faced the press at a late night news conference March 5. L to r: Lionel Van Deerlin (D-Calif.), Margita White, James Quello and Abbott Washburn.

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ASCAP



Class reunion. Three who know how it was in television programming, as well as how it is and may be, came together at NATPE last week. L to r: Tom Moore, ex-ABC; Bob Wood, ex-CBS, and Mort Werner, ex-NBC.

future, he said, "will go to the network that identifies the next big wave of situation comedy producers."

"You're not going to see dynasties again," Mr. Moore offered, referring to CBS's and NBC's long reigns at the top of television popularity. "ABC has always been volatile, and still is . . . but the audience is volatile, too. They're going to turn those dials."

Mr. Wood voiced concern for erosion in the network-station relationship. He said there were two different scenarios at work in the industry today, and a growing "adversary relationship between the purpose of a network and the purpose of station." The situation is evident, he said, in the growing number of pre-emptions—a trend he saw as eventually threatening all of television. "If you keep picking at this turkey you will do damage to the muscle tone of the station," he said, advising stations to strike a balance between their own economic self-interest and the viability of the network.

As for the future, Mr. Wood said that "ours is not the kind of business that lends itself to long-range planning. Trends begin and end with a hit show. The only way any network can make a quantum leap is to find that hit."

Mr. Werner expressed the hope "that we will remember that we invented something called live television." He said a return to more of that format could prove "a hell of a shot in the arm" for the medium—particularly in enlisting new comedy talent now in their 20's. His point

of view found little favor with Messrs. Wood and Moore, however; both held to the opinion that most of television will continue to be principally on film and tape.

What would they have done differently? Mr. Moore said there was "a list of 125 shows that I wouldn't have put on." Mr. Werner: *My Mother the Car*. Mr. Wood: "I wouldn't have done a thing differently because I was perfect."

NATPE session is pressure valve for program makers

Hollywood producers sound off on networks and groups such as PTA

Six Hollywood producers got a few things off their chests at last week's NATPE conference.

The sentiments coming out of a "Hollywood Fights Back—Revisited" session weren't new but seemed as strong as ever when it came to pressure groups, namely the national Parent-Teachers Association, and the effects of network competition.

In response to on-stage questions from Steve Scheuer of *TV Key*, Dan Lewis of *The Bergen (N.J.) Record* and Ciji Ware of noncommercial KCET(TV) Los Angeles, the producers lashed out.

"I disregard all the pressure groups. I pay no attention to them," said Lee Rich,

president of Lorimar Productions and the most vocal of the Hollywood participants. He claimed that no one dictates to him what should go on the air.

"There is no wrong in society that isn't blamed on television," said David Wolper of Warner Bros., arguing that the PTA, instead of spending its time improving the educational system, has gone after television. He later added: "The best censor is the audience shutting us off, not the PTA."

At the heart of the producers' complaints seemed not so much the criticism but pressure-group lobbying efforts directed at advertisers. PTA activists use "fear tactics" against the networks, said David Gerber of David Gerber Productions. Turning to the successful efforts of church groups, he said "I'm not proud of this country" when General Motors can be talked out of sponsoring a program like *Jesus of Nazareth*.

Frank Price, president of Universal TV, expressed no problem with groups speaking out but said organized campaigns directed toward stations and advertisers were "dangerous." He was worried about what the next issue would be.

The producers' estimation of current program quality varied. Mr. Wolper saw it as balanced among the good, fair and bad. Grant Tinker, president of MTM, however, claimed it generally "leans to the lousy or at best to the fair."

Mr. Tinker claimed that the content of programs is influenced by pressure groups. In referring to program quality, he said the best of all possible programming worlds would have the networks handling most of the marketing and scheduling, letting the producers produce "with as little" network influence as possible.

Charging that there is a "growing amount of witless programming," Mr. Tinker said if all three networks started seeking high-quality shows, the same amount of dollars would still be flowing from them.

Also weighing heavy on the producers' minds was pressure from the networks for audience-grabbing material, and, the shorter life spans of series that don't attract audiences from the start.

Mr. Rich said that short orders received from the networks are nothing new but more prevalent today. He said the practice "will continue to happen . . . Everybody's battling for that rating point." Mr. Gerber



The creators. Six men who are responsible for much of what Hollywood produces for television came together for the panel titled "Hollywood Fights Back," in which they faced the questions of three newspaper people from the print and broadcast press. L to r: David Gerber of David Ger-

ber Productions, Frank Price of Universal TV, Lee Rich of Lorimar Productions, Grant Tinker of MTM, Paul Junger Witt of Witt/Thomas/Harris Productions and David Wolper of Warner Bros. And they did fight back (see story, above).



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called the competition "absolutely brutal."

Mr. Rich said, his own production of *The Waltons* wouldn't have survived if the trend for immediate results was as strong when the show was launched. He said network executives should be ready to stick with their programing decisions and perhaps take a "beating" to begin with.

Mr. Price said that although a better product would be possible if the networks set their schedules in February, this year "we'll be lucky" if fall schedules are out in May.

Mr. Rich argued that "permanent [programing] decisions are being made by nonpermanent employes." He said the demand for ratings has caused "a tremendous fright" at the networks and could lead to attempts to take the "easy way out": imitations of high-rated shows.

Paul Junger Witt, of Witt/Thomas/Harris Productions, and the executive producer of ABC-TV's *Soap*, said that increased competition and rapidly changing schedules are "going to enforce [the trend toward] softer programs."

As to new program directions, Mr. Gerber said that "things are discouraging for reality programing." A series such as *The Defenders*, he said, wouldn't make it today. For the past two years, the public has wanted more fantasy and soap-opera program types and said it is "too bad we can't get a balance of more serious work." Mr. Gerber, however, said there has been "tremendous encouragement" toward that goal through miniseries.

Asked whether the ratings failure of *King* boded poorly for the future of quality programs, Mr. Wolper, who produced *Roots*, didn't think so. Among the prob-

lems he cited with it was that it didn't have the promotional advantages of *Roots*, and it didn't have enough television stars, perhaps giving the impression it was a "black history show."

Who were those masked people?

Participants are disguised at NATPE session to encourage interchange between buyers and sellers of programing; price leaks are big complaint

Handed masks as they entered the closing session of last week's National Association of Television Program Executive conference, the buyers and sellers were encouraged to speak out freely. In close quarters and from close association, the goal of anonymity may have been impossible. But whether masks were up or down, and despite some humor, the antagonisms between those on opposite sides of the program cash register came through loud and clear.

Complaining about leaks of program prices to the press was Lucie Salhany, of WLVI-TV Boston, who accused syndicators of revealing them in order to drive prices up in the next market.

Countered Norman Horowitz of Columbia Pictures Television, who claimed to have no secrets if asked: "What they paid in Los Angeles and New York has absolutely nothing to do" with prices in other places. He said syndicators treat each market as a separate entity, and when

pitched about the going prices elsewhere, stations should take a so-what attitude.

Pierre Weis, the star of the show with an undisguisable French accent, claimed that, realistically, the concept of "price confidentiality is ridiculous." Paramount's Rich Frank said "if you don't want to pay our prices," don't buy the product. Another syndicator said, however, that he didn't like price leaks any more than Ms. Salhany.

NATPE President Jim Major, of WJBK-TV Detroit, complained about having had a show and then losing it because of a subsequent arrangement the distributor made with a network owned-and-operated group. "I think it's a rotten way to do business," Mr. Major charged.

To that a distributor responded that station people tend to think they're entitled to make money while the sellers aren't. Given the chance for a better deal, he said stations would jump at it "in a minute." And as for renewals, another distributor said there's no rule that a show has to be given back to a station just because it has had it.

SFM Media's Stan Moger griped about lack of station response to advisories of new program. In the case of his *When Havoc Struck*, Mr. Moger said letters went out eight months in advance of the series to 178 stations and 62 never responded one way or the other.

Mr. Major said he cannot answer every piece of mail, and that no answer is an answer. Unless it's a personal letter, Mr. Major said, "to me it's a form letter."

Mr. Moger then said that the follow-up calls to the stations also weren't answered. Ironically, he added, 14 of those stations have asked him during the convention why they were never contacted. He also wasn't pleased with the number of tape cassettes that he said aren't returned.

Another distributor said one of the best ways station executives could help a salesman is to "learn how to say no to him. A man needs to know where he stands in the marketplace." Answered a station executive: "I know a few people on the selling side who won't take no for an answer."

From the station side there was a call for products to be made available to all stations in the market and for more time to make decisions. One station man said that sometimes a telegram comes in asking for an answer within three days, and a decision can't be made that quickly.

The masked panel of two buyers and two sellers that frequently participated in the audience interchange urged understanding of the frustrations on both sides. A buyer, for example, asked for realistic prices to start with, and not to have sellers consummate deals with two stations in the market only later to tell one it's off. A seller, for example, talked about getting calls from stations demanding a product at once and other calls asking for extensions of time to make decisions. A buyer complained about being distracted from his work by a salesman; a seller complained about the difficulties in getting to the stations.



The masked men and women of NATPE. The doors were open but the faces were covered—at least for part of the time—as the buyers and sellers of syndicated programing had at each other during the closing session last Wednesday. The only one officially allowed in without a mask was moderator John Goldhammer of KABC-TV Los Angeles, whose "cover was blown" when his picture was published in the convention program.

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Momentum of efforts for fourth network continues at NATPE

Masini, Rich describe latest attempts at programing independent of the three majors

The possibility of a \$40 million commitment to a five-times-weekly series of half-hour action shows, aimed for the access market as well as for independents, was announced to NATPE last week by Al Masini of TeleRep. It was perhaps the most dramatic example yet of what can happen "Beyond the Three Networks," the title of the Wednesday morning panel at which the news was broken.

Mr. Masini had begun by describing the reasons for and progress of Operation Prime Time, which debuted last year with *Testimony of Two Men* and continues this year with three more long-form vehicles: *The Bastard*, *Evening In Byzantium* and *The Immigrants*. Then he reported that the steering committee of OPT had decided to proceed, in cooperation with MCA TV, to the strip concept. "They would be high-budget shows comparable in quality to *Emergency* or *Adam-12*," he said. Although each would be individual, there would be "some unifying theme"—it's understood that characters from one show also would appear in one or more of the other series.

The two key ingredients, Mr. Masini reported, were that, to remove the risk of program failure, MCA TV would develop

seven programs for every five slated for air: "If one of the five shows showed weakness in four or five weeks, one of the two shows in reserve would be put in." At that point, another series would be brought up to the reserve line-up. Mr. Masini said the commitment was for 130 shows to be repeated once in either access or prime time.

Mr. Masini said the project was designed to help the 4 to 6 p.m. area as well, with the best 100 of the 130 shows available for stripping in that time period. "Instead of buying shows years in advance and paying extremely high prices on half-hour network reruns, a station could generate its own 4 to 6 p.m. program product," he said.

While the Operation Prime Time extension was the most ambitious of the "fourth network" concepts discussed that morning, it was not alone. Rich Frank of Paramount Television reviewed that company's plans for a three-hour, once-a-week night comprising new *Star Trek* shows, TV movies and specials. Paramount says its target is to cover 70% of all TV homes, and Mr. Frank said 58 stations (30 independents and 28 affiliates) are already committed, representing 65% of the U.S. Another dozen or so stations are ready to commit, putting the target "easily at hand." The holdup: advertiser caution.

Dick Cox, whose Dick Cox Associates is affiliated with Y&R, spoke of his high hopes for *High Hopes*, a daytime serial ("of the traditional, not the Norman Lear variety") that will go on air April 3 on stations covering 50% of the country. The great advantage of winning with a soap, Mr. Cox said, was that "if it gets by the first year you can't kill it with a stick."



Snyder's sally. Television seems to have lost sight of its purpose. Talk shows aren't talking about how people relate to one another. Broadcast journalists "all seem to be cloned" from the same mold. News programs are "force feeding people ... graphic portrayals" of society's lower depths. Taking this posture—to the surprise of some attending last week's keynote session at the NATPE conference—was Tom Snyder, host of NBC-TV's *Tomorrow*. He admitted that "I'm just as guilty as anybody else" of making talk shows "a plug machine" for guests and probably of having made a contribution to happy news. Compared to the early days of television, he said, present-day offerings have taken TV "away from the public" and given it "tits and ass" and "blood and guts." Mr. Snyder lashed out at news emphasis on "kiddie porn, violence" and the like. He encouraged all concerned to start talking to one another about "what this toy, this television thing is."

Home grown or store bought?

The question of "Programing: Buy It or Produce It" was examined, if not resolved, on three levels during the NATPE conference last week—for markets from 1 to 20, from 21 through 50 and from 51 through 211. The answer was remarkably similar regardless of market size: It all depends.

In all classes of markets, the most popular alternative to buying programing was to produce a magazine show. Bill Hillier, executive producer of Westinghouse Broadcasting's *Evening* magazine, said that venture ranks first in its time period on all but one of the group's stations. His budget was put at \$2.5 million a year for five stations, excluding promotion costs. By contrast, one programmer for a station in the 51-211 category reported his budget at \$15,000 a year.

One of those speaking for the "buy it" proposition was Jamie Kellner of Viacom, who said that after a 14.1 national rating was achieved last year for that company's *A Cosmic Christmas*, it "proved that we could pay network dollars for prime time access." Mr. Kellner said syndicators are attempting to put back into production some of the money they have made from access, citing Viacom's *Please Stand*

By as an example. Pure production costs, he said, come to \$120,000 an episode.



Markets 1-20. L to r: Bill Hillier of KPX San Francisco; moderator Don Azars of KGO-TV San Francisco; Jamie Kellner of Viacom and Bruce Marson of WCVB-TV Boston.



Markets 21-50. L to r: Pat Cramer of WTVN-TV Columbus, Ohio; Reg Dunlap of Show Biz; moderator Bill Thrash of KTVY Oklahoma City; Charles Gerber of Gerber/Carter Communications, and Irwin Starr of WJLA-TV Washington.



Markets 51-211. L to r: Moderator Lon Lee of WJXT Jacksonville; Judy Girard of WBNG-TV Binghamton, N.Y.; Ted Kohl of WEX-TV Richmond, Va.; George Back of Hughes Television Network, and Jane Cohen of the National Association of Broadcasters.

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| WRFD Columbus | WQSA Sarasota (Fla.) |
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Anderson Beuth Boaz Gray Salhany Herlihy Ladizinsky Peyton Schultz Towle

Creative coexistence. Representatives of nine other disciplines that interface with the program director came together at NATPE to suggest ways to improve the relationship. The session was called "Nine Opinions in Search of the Program Executive" and was moderated by Lucie Salhany of WUVI-TV Boston. The essence of each of the representatives' messages follows:

- Gene Anderson of Forward Communications and president of the Broadcast Financial Management Association, for the business manager: Be part of what the station is trying to be. Plan ahead. Don't expect the business office not to be shocked when you ask for an unexpected extra million for programming; prepare the way in advance.
- Phil Beuth of WKBW-TV Buffalo, representing the general manager: Have the discipline to reassess yourself, to identify where you are at any point in time. Have flexibility; be all things to all people. Have tenacity of purpose; hang in there when you're right. ("And share some of that fun you have with your general manager. We don't have much any more").
- Jim Boaz of WTOP-TV Washington, for the sales manager: Find the time to dream. Avoid being so bound by administration that you can't function creatively.
- Stephanie Gray of KNBC(TV) Los Angeles, for the production manager: Don't forget what it was like when you were a producer or director. Set the direction but delegate the execution. Be open to ideas. Occasionally give credit to those who make the programs.
- Ed Herlihy of KTLA Los Angeles, for the chief engineer: Programming

supplies, but engineering delivers. It's a two-way street between our departments. Travel it.

- Ivan Ladizinsky of KTVU Oakland, for the promotion manager: Remember that it's easy to promote a sure-fire winner, but that most of us work most of the time with marginal product. And remember to keep your sense of humor.
- Bob Peyton of Katz Television, for the national rep: More and more bases have to be touched in making program decisions. The marbles we're playing with are greater than ever before; access time alone amounts for 16% of an average station's revenue. Call your rep for advice.
- Ernie Schultz of KTVY Oklahoma City, and president of the Radio Television News Directors Association, for the news director: The program director should always be part of the news team. Respect the news director's judgment as a journalist and he will listen to you as a programmer. Yes, we suffer from living in an "ego area." The reason most news directors are defensive is that they can't define what they do. Neither programming nor news should have carte blanche to make any decision; strive for mutual decisions mutually arrived at.
- Scott Towle of Worldvision, for the distributor: It makes our job easier when we can identify the programmer of a station. Remain accessible. Do your homework about our product before we come in. The program director who can move quickly and decisively to make a buying decision has the competitive edge.

those overruns in February? Because of the sweeps, he responded.

CBS also reported that those sweeps found the network up 17% from the year before—at 19.5—while ABC was off 6%—at 21.9—and NBC was the same—at 17.7.

But that didn't stem the discussion. There were overruns of sports events on 17 of 26 Sundays, said Jim Major of WJBK-TV Detroit (and NATPE president). James Rosenfield, the new president of CBS-TV, said it was a matter for long discussion within the network. The compensation policy, he said, is to give the station one spot minute for every 10 minutes of overruns, up to a maximum of 25 minutes. After that it's negotiable.

At CBS, as at the NBC affiliate meeting, the subject of 15-second spots was raised. Mr. Rosenfield said he understood the problem and that the network was trying to nip it in the bud.

Among the announcements concerning CBS programming:

- Carroll O'Connor still has not signed on the dotted line, but the network was confident that *All in the Family* would return.

- There would be no big shakeup in daytime programming, according to Bud Grant, program vice president. He said the series are stable and that there is a trend toward more soaps. *Tic Tac Dough* has been picked up for the daytime schedule.

- Strong contenders for the 1978 fall line-up include *Return of Captain Nemo*, *Baby I'm Back*, *Ted Knight Show* and *Dallas*.

- There are plans for Mary Tyler Moore to return in a weekly comedy hour.

NATPE session forecasts increase in license fights

Holtz, Bonk and Marshall note increased sophistication of citizen groups, urge stations not to be caught off guard

An upsurge in petitions to deny station renewals was predicted last week by Ed Holtz, president of the Federal Communications Bar Association, in remarks to a session on that subject during the NATPE conference in Los Angeles last Tuesday. There had been about 70 a year from 1970 through 1975, he said, but the number fell off as the license renewal process "moved through mid-America," where public agitation with broadcasters has been less acute. "Now it's on the rise again," Mr. Holtz advised.

Moreover, he said, this time around the petitioners are more skilled and sophisticated than ever. He advised broadcasters to be equally able on their side of the bargaining process.

Mr. Holtz got no argument from his two fellow panelists, Kathy Bonk of the National Media Task Force of the National Organization for Women and Pluria Marshall of the National Black Media Coalition. That is, not to the suggestion that broadcasters have reason for continued concern over threats to their licenses. Both, however, noted they had other weapons in their arsenal. Ms. Bonk

noted, with favor, the informal complaint route, which doesn't require a lawyer on the petitioner's side of things. And Mr. Marshall, expressing impatience with the fact that most petitions to deny are themselves denied, said his organization and others representing minority groups would increasingly avail themselves of economic boycotts as a means of getting their messages through to broadcasters. "It was one of the best weapons blacks used in the turbulent 60's," he said. "It's perfectly legal." Added the minority activist: "We're not going to use the things that lawyers can get you out of."

Ms. Bonk indicated that NOW would be looking at stations' editorial-programming performance on the Equal Rights Amendment as an indicator of whether to file petitions against them. She emphasized that the question would not be whether stations support NOW's position in favor of the amendment, but whether they had done an adequate job of studying the issue and its legislative history, and of advising audiences. Particularly subject to such NOW scrutiny, she said: stations coming up for renewal this year in states that have not ratified ERA, or where earlier ratifications must be extended.

For Mr. Marshall's NBMC, too, the major issue is programming. He said that current portrayals of blacks on television "fall short of the mark. Our life is not a joke and a junk man. But our life can be put forth by black writers who haven't had a chance."

Petitions to deny, he said, are often filed just to force stations to agreements. "A handshake and 'Take my word, buddy,'

just isn't good enough."

Mr. Marshall urged broadcasters to talk with minorities without the intermediary services of "high-priced interpreters"—the FCBA members represented on the panel by Mr. Holtz. "We're trying to get the lawyers out of your business," Mr. Marshall said.

Mr. Holtz agreed with part of Mr. Marshall's statement, but differed on a station's ability to avoid legal assistance. Yes, he said, "it is time to accept certain truths. You should listen to what [minorities and public interest groups] have to say. Too many broadcasters have stood on principle alone . . . I view that [approach] very skeptically." He remarked later that Mr. Marshall's wanting to avoid lawyers "is the best reason you need one—often, just to tell you to talk to [the protesters]. They have learned a lot and we have learned a lot."

Mr. Holtz described the typical reaction of a station hit with a petition to deny:

1) Shock, anger and amazement.

2) Introspection, wondering how it could have been avoided. If a broadcaster is totally surprised, "it means you haven't been doing your job [in terms of ascertainment and other community contact]." If a station had been, he suggested, "you should have gotten the vibrations."

The change in character of petitions to deny he described in this fashion: "The days of rhetoric and emotion are no longer with us. Today they're dealing with facts. You've educated them." The station's first line of defense: "Know yourself and your own product," Mr. Holtz advised.

Mr. Holtz said that the demands made by protestors fall into three categories: programming, employment and economic. Keep an open mind on the first two on that list, he advised, but on the third, "I say 'no way.'" Mr. Holtz said he hoped the FCC would some day "get the backbone or courage" to tell broadcasters not to yield to economic demands (such as putting their deposits in black banks, or dealing with minority advertising agencies). But he didn't expect such a message soon, and said broadcasters in the meantime must say no on their own.

Ms. Bonk told the broadcaster audience that another of NOW's projects would be to look for misclassification of job catego-

ries filed with the FCC as part of the renewal requirements.

The NOW representative suggested that broadcasters considering holding "access days" in which various leaders of community groups meet with station personnel—not just once, but every six months or a year, "when your staff turns over"—so that each may get to know the other. She suggested stations maintain files on community leaders who might be contacted for comment on issues in their field of interest or expertise.

One delegate asked Mr. Marshall if he could expect support on the matter of dismissing minority employees who prove incompetent. The response was a qualified yes: "If your act is together"—that is, if the station's over-all employment posture regarding minorities has been comprehensive and thorough. Both he and Ms. Bonk stressed they would back reasonable handling of such personnel problems: "The women's movement can't afford many more Sally Quinns either," she said (a reference to the *Washington Post* reporter who failed to make the grade as a morning news commentator for CBS after a virtually overnight transfer to that medium).

Mr. Holtz was emphatic in his opinion on that issue. "That person can be fired if he's incompetent," he said. But he advised that records be maintained to document such job nonperformance.

Mr. Marshall, who the week before had attacked National Association of Broadcasters President Vincent Wasilewski as "racist" (BROADCASTING, March 6), avoided that word but returned to the attack last week when he said that "Many of you pay your dues to the NAB. You should encourage them to stop sounding the alarm about revolutionaries." Mr. Marshall thanked NATPE for inviting him and Ms. Bonk to participate in the annual conference, and contrasted that action with what he considered the NAB's inhospitable attitude. Ms. Bonk seconded the notion: "You're really between a rock and a hard place when you talk to them . . . They're really out of it," she said.

(Bob Sutton of wwj-TV Detroit, the panel's moderator, interjected that "We invited NAB and only one person came. This is going to be the convention from now on, not the NAB.")

Katz sidebar at NATPE looks to future of TV programming

New media are going to compete for software and drive up prices of programming, says one panelist; others direct themselves to access time, news consulting

"Do not be misled into assuming that program prices are coming down. They will continue to go up because as time goes by, the competition will not be just between a few top shows, or between stations in the local market, but between your stations and other [video] media."

That advice was offered last week by Mike Gould, vice president of Taft/H-B Program Sales, during Katz Television's annual programming seminar, held independently of but during last week's National Association of Television Program Executives conference.

Sharing the stage with Mr. Gould were Robert Peyton, Katz programming vice president, who discussed trends in access programming; J. Philip Oldham, Katz associate director, programming, who talked about afternoon schedules, and George Skinner, vice president, Katz News Service, who spoke on TV news.

The basis of any program director's buying choices, Mr. Gould said, should be "know who your suppliers are and what motivates them." MCA, he noted, is developing video disks; among the other examples he gave was Warner's heavy involvement in cable. "Basically you folks are in the arena business, and they are in the business of providing Christians and lions," he said. He said that to make more money, suppliers would turn to other arenas for some programming.

Mr. Gould noted that 20th Century-Fox is the first studio to sell movies on video cassettes for home use, and cited a report quoting Robert Vandergrift, manager for entertainment products of Fox-licensed Magnetic Video Corp., as saying that cassettes may now be third in line for films after theaters and television but "I think that within two years, video cassettes will be the second most profitable way for studios to show films."

Mr. Gould said that Mr. Vandergrift's statement was "self-serving from the gentleman" but gives "an indication as to where the other media may come from." On the optimistic side, however, he said he doesn't foresee the "immediacy" of media shifts and when they occur "I simply cannot accept the possibility of a programming vacuum." But, he added, "the entire nature of programming and its costs will be definitively altered."



Mr. Gould said there will be a "greater flow of advertising agency, barter and cash programs"; more local production; major station group combines for programming,



Message for the medium. The fact that petitions to deny not only are not things of the past but are likely to be even more evident in the immediate future was carried forcefully to NATPE at this panel. L to r: Kathy Bonk of NOW, Pluria Marshall of the National Black Media Coalition, moderator Bob Sutton of wwj-TV Detroit and Washington attorney Edgar Holtz of Hogan & Hartson (and president of the Federal Communications Bar Association).

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and, most significantly, competition among media.

As for some "potential examples of what might happen," Mr. Gould said MCA could ask for 20% of station revenues for an Operation Prime Time-type project; Paramount could ask for \$2,500 for *Laverne and Shirley* "versus 40% of the revenue in the time period with restrictions that would prevent you from tying those sales into other spot sales," and Warner Brothers "ultimately ... might deal with you the way they do with the theaters"—guaranteeing station overhead and a 10% profit from films but taking 90% of the gross revenues.

Nevertheless Mr. Gould closed positively: "I do think the future will still be fun and that there will be lots of money for all of us."

The more immediate program marketplace was discussed by Mr. Peyton, who said that as "the supply is shrinking," and "prices are skyrocketing," station talk about finding new program sources "is beginning to turn into action."

Specifically, he cited access time periods and said that "syndicators with one-a-week shows have a very tough row to hoe this year with strips flourishing and more on the drawing boards." He said that in fall 1978, in the top-50 markets, there will be "more strip shows than have been present since day one of the prime-time access rule."

In markets below the top 50, he said, the 7 p.m. (NYT) period has seen "a distinct move toward off-network half-hour strips" over the past two seasons, increasing from 28 to 48. A half hour later (among those stations not affected by the prime-time access rule), he said, the number has gone up from 40 to 59.

He said that strips "have a high acceptance factor owing to their solid ratings." Mr. Peyton also said he "wouldn't be surprised" if the question of multiple exposure during access time again comes to the forefront but "only this time with a broader base of support."

Of over-all new access fare this year, Mr. Peyton said he was "bullish" about *Bonkers* (distributed by ITC Entertainment), *The \$1.98 Beauty Contest* (Sandy Frank) and *Please Stand By* (Viacom), in that order. Returning shows he was especially positive about were *Family Feud* (Viacom) and *\$100,000 Name That Tune* (Sandy Frank). Mr. Peyton, after questions from the audience, said he was not impressed by *The New Quiz Kids* (Columbia Pictures Television), *The Cheap*

Show (20th Century-Fox) and *The Next Step Beyond* (Worldvision).

For Mr. Oldham, "the major programming problem facing stations today" is "finding affordable product to program afternoon schedules that will also deliver salable ratings and demographics." It is the off-network situation comedies, he explained, that are the most in demand because they can bring both children and women into the station's viewing fold.

Among the vintage ratings winners, he said, are the *Munsters* and *I Love Lucy*. Others, particularly for children, that are "delivering high ratings if not the perfect demographic profile" are *Little Rascals*, *Gilligan's Island* and *Bugs Bunny*. Mr. Oldham provided scheduling profiles of certain stations that showed, for example, how programming flow can shake up the competition when "having a strong half hour isn't always enough."

Offering success stories and a defense of news consultation was Mr. Skinner, who cited changes in local news, often motivated by consultants, that make "newscasts more palatable to the audience and therefore, more profitable for the station." While critics of consultants may claim the changes are just "cosmetic" and interfere with news, Mr. Skinner said "this presumes, of course, that news must be dull, sterile, unimaginative."

Hardware talk for software executives

Engineers tell NATPE conferees how equipment factors into programming

"Every move you make [as TV programmers] is strained through this technical morass," CBS-TV's Joseph Flaherty, the network's vice president for engineering and development, told his NATPE audience last week as partial justification for why he and three engineering colleagues were speaking to them that morning. "These days," he said, "we're winning more than we're losing" at the "roulette" of research and development, and that means technological change is going to

come faster and faster.

The two primary reasons, he said, were solid state components (including LSI's, or large-scale integrated circuits) that have made possible dramatic miniaturization of television equipment, and digital signal technology that permits all sorts of manipulations of the TV signal. Both those technological advances have combined to produce such items as time base correctors, noise reducers, electronic frame stores and the like.

This year's most dramatic advance, as described by Charles Anderson of Ampex, is the standardization of one-inch helical recording of the nonsegmented format backed principally by Ampex and Sony. That development is making possible improved editing techniques at the same time it lowers new equipment costs: "Fully loaded," Mr. Anderson said, a one-inch system can come in at \$60,000, whereas the latest model quadraplex (two-inch) recorders are approaching \$200,000.

But film is advancing too, put in Ed DiGiulio of Cinema Products Corp. ("I'm the token film person here," he said. "FCC rules require it".) Camera equipment has come down to the under-15-pounds range, film is faster and finer grained. (The latest film, he said, can be pushed to ASA 3200, enough to photograph at night by the dome light of a police car.) And just as tape is moving from two-inch to one-inch, so is film moving from 35mm to 16mm. NBC's *Grizzly Adams* series now is shot in 16, he reported.

Julius Barnathan, president of ABC's operations arm, told the programmers to look for three things from new equipment: (1) Does it give a new, better look on the air; (2) does it improve reliability; (3) does it save people? "If not," he advised, "keep what you've got."

The new one-inch technology he found fitting all three criteria. He cautioned, however, that the next step down—to three-quarter inch equipment—was right for news but not for more elaborate productions.

Mr. Barnathan also offered counsel on how programmers should approach their engineering departments: "Don't take no for an answer," he said.



Closing the gap with technology. Four men on the leading edge of "how things work" in television shared their vision of the state of the art with NATPE's programmers last Monday. Pictured here with panel moderator A.R. Van Cantfort (1) of wsb-tv Atlanta: (1 to r) Charles Anderson of Ampex, Ed DiGiulio of Cinema Products Corp., Joseph Flaherty of CBS-TV and Julius Barnathan of ABC.

Van Deerlin likely obstacle to Carter's funding bill for public broadcasting

House Communications head says five-year provision doesn't go far enough to insulate medium from government interference; he prefers support from spectrum-use fees

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and the White House may be on a collision course over a five-year funding bill for public broadcasting. Not only that, but the congressman appears ready to press ahead, in the subcommittee's rewrite of the Communications Act, with the potentially controversial idea of imposing a fee on commercial users of the radio spectrum.

Representative Van Deerlin has gone on record as opposed to five-year funding, which the administration proposed in its public broadcasting bill, until public broadcasting is assured of "effective insulation" against congressional or White House pressure. And such insulation, he says, is impossible as long as public broadcasting is required to depend on Congress for funds.

(Actually, the administration is seeking a five-year authorization as a protection against undue influence being brought to bear on public broadcasting as well as a means of permitting the system to engage in long-term planning. However, the White House would still have to seek annual appropriations for the system.)

It was against the background of those remarks, in a speech to the Public Radio Conference in San Francisco, on March 3 (BROADCASTING, March 6), that Representative Van Deerlin noted that the Communications Subcommittee is considering in its rewrite project a spectrum-users charge that would be levied on broadcasters, land mobile operators and satellite services, among others. (He later told a National Association of Television Program Executives convention press conference much the same thing; see page 32.) The charge would be designed to encourage efficient spectrum use, he said. But he also said the funds collected could be used for various purposes, "including a trust fund or endowment for public broadcasting . . ."

To adopt the administration's bill, he said, "would commit us to operating under the current funding mechanism through 1985—a full eight years under a support system whose weaknesses are already becoming obvious."

Lack of sufficient insulation against government interference with public broadcasting programming is not the only weakness that concerns him. He said there are problems within the system that need at-

tention. But, he said, the goal of long-range funding appears "to take precedence over the goals of system excellence and development that were established more than a decade ago." And, he added, "It is my belief that the extension of long-range funding as proposed in the bill would actually be a disservice to the system at this time."

Although opposed to a five-year bill, Mr. Van Deerlin said he feels Congress should keep the commitment it made in 1975 to a five-year authorization system. But he said that commitment can be honored by enactment of a three-year bill since two years remain of the authorization enacted three years ago. "The assurance of five years of funding," he said, "would provide the system with the stability necessary to do some long-range planning, while at the same time preserving the opportunity to introduce reforms at the earliest possible time."

Whether the bill will encounter the same kind of opposition in the Senate that Mr. Van Deerlin is promising in the House remains to be seen. Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, has indicated in statements over the past several months that he does not believe a five-year authorization is necessary or justified. However, aides last week said they did not know whether he had developed a firm position on the question.

An immediate White House concern is that Congress act on the authorization bill by May 15, a deadline set by Congress's budget-making process. And indications are that the White House is prepared for a serious effort to get its bill through without major changes. The White House is understood to have decided to seek a continuation of the congressional authorization-appropriation system of funding after concluding that any other method—such as a tax on broadcasters or a spectrum-users charge—would not be politically viable, at least this year. Aides say the White House is not likely to endorse the Van Deerlin suggestion.

And the White House aide principally concerned with public broadcasting matters, Robert Sachs, a consultant to the Office of Telecommunications Policy, said the White House would "actively work for five-year funding." One White House concern, he said, is that, if Congress should enact a three-year bill, persuading it in the future to resume five-year funding might be difficult. Rick Neustadt, another White House aide who has helped shape the bill and lobby for it, said the White House is still concerned, too, with the First Amendment benefits it feels a five-year bill would afford.

Moreover, both noted that the administration proposal is structured to accommodate changes that might be regarded as desirable after the second Carnegie Commission report on public broadcasting is issued; it is expected early next year. The bill would provide for \$180 million in fiscal year 1981, then \$200 million for each of the next four years. The money would be provided on a matching-funds basis.

Reflections of a former tax lawyer turned FCC commissioner

As newest of seven members, Tyrone Brown reveals some thoughts about the commission, what's good about it and what he'd like to see changed

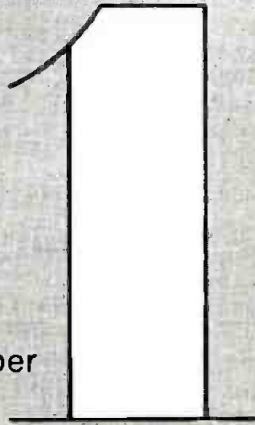
After four months on the job, the FCC's junior commissioner, Tyrone Brown, last week shared his impressions of the commission with students at the University of Pennsylvania's Annenberg School of Communications in Philadelphia. The impressions were a mixture, both good and bad but generally favorable. And they may reveal as much about the new commissioner as they do about the agency.

He is, first off, happy in the job. And that in itself appears to strike him as a surprise. He had been reluctant to take the FCC post, in part because he liked the intellectual stimulation of the tax law he was practicing in Washington, and because he had developed a "low opinion" of the commission in his 12 years in Washington, three of them as general counsel of Post-Newsweek Stations. (Another reason, he said, was that a commitment not to practice communications law for two years after leaving the commission went with the job. That, he said, "sounded like a recipe for future unemployment.")

But, he said, he finds the work "thoroughly challenging, useful and I consider it a rare privilege to have my voice count in the decision-making process on a wide range of complex issues that affect every American." His colleagues on the commission, he added, "are intelligent, dedicated and hard-working people." And the staff, he said, "includes more than its



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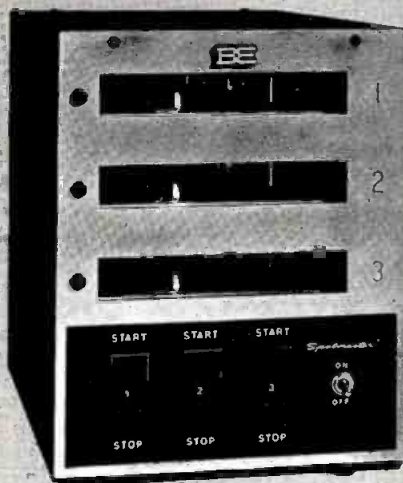
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But not everything is rosy. For instance, the staff members, while dedicated, "sometimes place too much emphasis on their role as advocates to the detriment of their role as analysts and advisers." He said he has told top staff members he is "most interested in getting an objective presentation of the facts on the issues, and a series of options."

A second complaint is that the commissioners usually hear formally from parties in proceedings only in an indirect manner—through staff summaries of the arguments. While the commission cannot hear oral argument on most matters, he said, "we should have more oral arguments." Scheduling more of them, he said, would make the commissioners "less the 'captives'" of their own staffs and would provide a check "on over-advocacy by the [commission] staff."

There would be another benefit, too: More formal oral arguments would "help to dispel the desire of interested parties to communicate with the commissioners individually and informally." Existing procedures generally do not permit parties to contact commissioners in a formal manner. And that leads to a third complaint. It involves "social lobbying"—courtesy visits by the officers of companies we regulate, repeated invitations for luncheon or dinner or an evening at the Kennedy Center by their Washington representatives, requests to "shake hands" with representatives of the various state associations when they happen to be in Washington. These contacts," he added, dryly, "seldom, if ever, contribute to a reasoned analysis of issues before the commission."

Commissioner Brown said he knows that in his position he will probably develop "lasting friendships," including ones with representatives of industries regulated by the commission. But at the moment, he said, he is "overwhelmed" by people who want to be his friends "because I happen to have a vote at the commission." He said he has begun "to minimize the social lobbying" through his control over his schedule.

Another complaint is that the commission has not found "an effective way" to communicate with the public. Except for its actions in broadcasting, he said, the commission does not adequately inform the public of the importance of the matters with which it deals or of the manner in which the public can participate in the deliberative process. Furthermore, he said, too often commission decisions are not presented to the public in easily understood language. He cited as an example a series of decisions in the common carrier field that, he said, "may have life-or-death impact" on companies competing with AT&T and that will "have an impact on every American." Yet, he said, the rulings received virtually no attention in the general press, and only passing mention in the financial pages of some newspapers.

Commissioner Brown said he plans to make proposals to the other commissioners as to how public involvement in

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W. Allen Wallis, Chancellor, University of Rochester
with John Charles Daly, moderator.

GOVERNMENT REGULATION — WHERE DO WE GO FROM HERE?

Panelists: Sen. William Proxmire (D-Wis.)
Paul W. MacAvoy, Professor of Economics, Yale University
Sen. John C. Danforth (R-Mo.)
Harrison Wellford, Office of Management and Budget
with John Charles Daly, moderator.

THE FUTURE OF URBAN CENTERS: WHAT ARE THE POLICY OPTIONS?

Panelists: Sen. Richard G. Lugar (R-Ind.)
Sen. Mark O. Hatfield (R-Ore.)
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and awareness of commission matters can be enhanced.

And he said that, in general, he intends during his tour at the commission to focus on matters of procedure and on the process itself. "If the process itself is open—if the general public is aware and involved and in a position to hold the commission accountable—the commission will reach better decisions, our rulings will have broader acceptance and the commission itself will be perceived in a better light."

But the commissioner, like most of his colleagues, also intends to concentrate on some areas of substance. As he has made clear in his first four months, his areas of particular interest are common carrier and minority group interests.

He said he settled on the common carrier field as an area of interest because he knew little about it and because he believes common carrier issues "are among the most important any government agency will face well into the 1980's."

As for the second, he said: "I have inherited the mantle of the first black commissioner and a truly great American, Benjamin Hooks. I welcome the responsibility that goes along with that position."

He said the "rightful expectations" of minority groups and women, particularly in broadcasting, will receive considerable attention from him and his staff. He mentioned three areas on which he will concentrate—broadcast station ownership, employment in the broadcasting industry and employment at the commission.

Commissioner Brown, whose approach is low key, also revealed a sense of humor that may catch listeners unaware. Early in his remarks to the students, he said he had brought with him to the commission some apprehensions, and said he would discuss one of them. "In joining the commission," he said, "it was evident that I was a member of a distinct minority and many assumed that situation would color my views and perhaps even affect the treatment I would receive from other commissioners."

But happily, he said, the fears were unfounded. The fact that he is one of only three lawyers on the seven-member commission, he said, "has had no visible effect on my dealing with the majority of the commission."

CCC clears at least some buys at FCC

While its biggest deal hangs fire
company gets other buys approved

In a series of station sale approvals announced last week, the FCC cleared the \$13.8-million merger of Globe Broadcasting Co. into Combined Communications Corp., the \$2-million purchase of WLDN(FM) Detroit by Combined Communications and a \$1,550,000 spin-off of Globe's WMGC(AM) Cleveland.

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bined agreed to purchase Globe's 2.7 million outstanding shares for \$13.8 million. Globe is principally owned by its vice chairman, George N. Gillett. The stations to be transferred include: wvon(AM)-wgcI(FM) Chicago, wDEE(AM) Detroit and wdok(FM) Cleveland. Combined acquired wwve(AM) Cleveland last year, and the spin-off of wmgc was necessitated by the FCC's duopoly rules. The buyer of wmgc, Embrescia Communications Corp., is owned by Thomas J. and James T. Embrescia (brothers), the former owners of wwve.

Mr. Gillett, too, has been actively expanding his personal broadcast holdings. He recently received FCC approval of his \$1.5-million purchase of kxon-TV Mitchell, S.D. (BROADCASTING, Jan. 30), and is awaiting commission action on applications to buy waeo-TV Rhinelander, Wis., for \$723,625 and kjtV(TV) Bakersfield, Calif., for \$2.2 million (BROADCASTING, Nov. 11, 1976; Aug. 8, 1977).

The seller of wldm, Lincoln Broadcasting Co., is owned by Harold Tanner and John A. Ross, who have no other broadcast interests. The approval of that sale and the Globe merger gives Combined Communications its permissible complement of seven AM and seven TV stations. It owns six FM's, only one station short of the FCC's seven-station ceiling on that category of ownership. Combined is also awaiting final disposition of its application

to swap its KOCO-TV Oklahoma City for Washington Star Communications Inc.'s wjla-TV Washington in a \$100-million deal (see "Top of the Week").

In addition to KOCO-TV, the Combined Communications station group now includes: wxia-TV Atlanta; KBTv(TV) Denver; wpta(TV) Roanoke, Ind.; wLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; ktar-AM-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KIIS-AM-FM Los Angeles, and wwdj(AM) Hackensack, N.J. The company also owns the *Oakland* (Calif.) *Tribune*, the *Cincinnati Enquirer* and an outdoor advertising firm. Karl Eller is president and largest stockholder of the publicly traded company.

A new budget for a new set of initials

Geller tells Congress he needs almost \$12 million to run new NTIA; that's almost \$2 million more than the current allocation for the two agencies it replaces

Henry Geller has presented a House Appropriations subcommittee with a proposed budget of \$11,981,000 for the new National Telecommunications and Information Administration (NTIA), of which he is to become head April 1.

At a hearing on Capitol Hill two weeks

ago, Mr. Geller (currently a consultant at the Department of Commerce, where NTIA will be located) sketched the department's plans for the budget request. It represents a \$2,052,000 increase over the combined budgets of the current Office of Telecommunications Policy and Commerce's Office of Telecommunications, the two entities NTIA is to replace. Most of that, Mr. Geller said—\$1,265,000 precisely—is to be devoted to common carrier policy.

The rest will go to NTIA's participation in encouraging minority ownership in broadcasting, its support of the President's public broadcasting bill now before Congress, and, Mr. Geller added, its consideration of issues in broadcast and cable television deregulation, also currently before Congress and the FCC.

Mr. Geller placed no price tags on these or other projects he discussed—involving studies of data processing, citizen band radio, international communications, electronic mail and privacy—but \$533,000 is to be set aside for the establishment of an Office of Telecommunications Applications, which, he said, is to look at telecommunications developments from the user's perspective and see that public service organizations get the full benefit of new technologies—in the area of rural communications, for instance.

Mr. Geller added that the budget request includes \$150,000 for research into "economic techniques for spectrum valuation," a project that he said "should have considerable impact in increasing the responsiveness of spectrum assignments to social needs and changing technology," and \$50,000 for a project that looks to the potential of sharing TV channels with other services, such as land mobile and off-shore oil communications.



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Changing Hands

Announced

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

■ KRRX(AM) San Jose, Calif.: San Jose Broadcasting Co., licensee, sold by Joe E. Levitt to Sterling Recreation Organization for \$1,375,000. Seller has no other broadcast interests. Buyer, principally owned by Fredric A. Danz, also owns KSJO(AM) San Jose, Calif.; KASH(AM) Eugene and KSND(FM) Springfield-Eugene, both Oregon; KUUU(AM)-KZOK(FM) Seattle; and KBFW(AM) Bellingham-Ferndale, KEDO(AM)-KLYK(FM) Longview and KALE(AM) Richland, all Washington. KRRX is on 1500 khz with 10 kw day and 5 kw night.

■ KHAK-AM-FM Cedar Rapids, Iowa: Sold by Communications Properties Inc. to Stoner Broadcasting System Inc. for \$675,000. Seller, principally owned by estate of Hart N. Cardozo Jr. (82%), owns WDBQ(AM)-KIWI(FM) Dubuque, Iowa; WDBC(AM)-WFNN(FM) Escanaba, Mich.; KFGO(AM) Fargo, N.D.; KATE(AM)-KCPi-FM

Albert Lea, Minn., and WNFL(AM) Green Bay, Wis. Deal is part of reorganization of company's ownership that will eventually result in transfer of control of CPI to present minority stockholders—Philip Kelly, Richard C. Voight and others. Buyer, principally owned by Tom Stoner and his family, owns KSO(AM)-KGGO(FM) Des Moines, Iowa; WGNT(AM) Huntington, W. Va.; WBNF(AM)-WQYT(FM) Binghamton, N.Y., and WVEZ(FM) Louisville, Ky. Glenn Bell is president. KHAK is 1 kw daytimer on 1450 khz. KHAK-FM is on 98.1 mhz with 6.8 kw and antenna 210 feet above average terrain.

■ WDEW(AM) Westfield, Mass.: Sold by Radio Westfield Inc. to Celia Communications Inc. for \$350,000. Seller is owned by Alan W. Roberts, owner of WARE(AM) Ware and WUPE-AM-FM Pittsfield, both Massachusetts. Buyer is owned by Curtis Hahn and his wife, Celia, of Birmingham, Mich. Mr. Hahn is station manager of WJR(AM) Detroit. Mrs. Hahn is education and public relations administrator. WDEW is 2.5 kw daytimer on 1570 khz. Broker: Keith W. Horton Co.

■ Other station sales announced last week include: KTGR(AM)-KTGC(FM) Columbia, Mo. (see page 72).

Approved

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

■ Globe Broadcasting and WLDM(FM) Detroit: Sold to Combined Communications Corp. for \$13.8 million and \$2 million, respectively, and Globe's WMGC(AM) Cleveland: Sold to Embrescia Communications Corp. for \$1,550,000 (see story page 52).

■ WKIX(AM)-WYYD(FM) Raleigh, N.C.: Sold by Southern Broadcasting Co. to Mann Media for \$3.2 million. Sale is spin-off from intended sale of Southern's 11 other stations (four AM's, six FM's and one TV) to Harte-Hanks Communications for \$57 million (BROADCASTING, Aug. 29, 1977). Buyer is owned by Bernard Mann, owner of WGLD-AM-FM High Point, N.C., and of Carolina Marketing Group, agency there. WKIX is on 850 khz with 10 kw day and 5 kw night. WYYD is on 96.1 mhz with 98 kw and antenna 930 feet above terrain.

■ WYEA-TV Columbus, Ga.: Sold by Eagle Broadcasting Co. to American Family Corp. for approximately \$1.5 million. Seller is 50% owned by Gala Broadcasting Co. which is owned by Charles E. Grisham, Aaron Aronov, Tine W. Davis and Bryghte D. Godbold (25% each), who are also principal owners of WHNT-TV Huntsville, Ala. Messrs. Grisham, Davis and Godbold also own (51%, 29% and 5%, respectively) WSLA-TV Selma, Ala. Remainder of WYEA-TV stock is owned by David Rothschild II, J. Kyle Spencer (20% each), John H. Swift (7.5%) and S. Douglas Smith (2.5%), none of whom has other broadcast interests. Buyer is publicly traded, Columbus-based holding company of American Life Assurance Co. John Amos is president and chairman of AFC,

which is new to broadcasting. Company has also announced purchase of WYUR(TV) Huntsville, Ala., for approximately \$3,350,000 (BROADCASTING, Feb. 13). WYEA-TV is NBC affiliate on ch. 38 with 1,070 kw visual, 209 kw aural and antenna 1,310 feet above average terrain.

■ KSGR(AM)-KDOT-FM Scottsdale, Ariz. (Phoenix): Sold by Central Arizona Broadcasting Inc. to First Media Corp. for \$750,000, plus \$250,000 covenant not to compete. Seller is subsidiary of Sun World Corp., which is principally owned by Fred Hervey and Sam Hawks. Sun World also owns KSET-AM-FM El Paso and KPAR-AM-FM Albuquerque, N.M. Buyer is owned by members of Marriott family of Washington, substantial owners of publicly held Marriott Corp., hotel, restaurant and airline catering chain. Principals in First Media are Richard E. Marriott, his wife, Nancy, and his brother, Jay. They also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah, and WZGC(FM) Atlanta. KSGR is 5 kw daytimer on 1440 khz. KDOT-FM is on 100.7 mhz with 50 kw and antenna 170 feet above average terrain.

■ WCEM(AM)-WESP(FM) Cambridge, Md.: Sold by Community Radio Corp. to Ver Standig Broadcasting Inc. for \$665,000. Seller is owned by Joseph I. Goldstein, owner of Washington excursion boat line now in bankruptcy. Mr. Goldstein has no other broadcast interests. Buyer is subsidiary of M. Belmont VerStandig Inc., Washington jewelry firm owned by members of Helen VerStandig family. Her son, John D., attorney and jeweler, will vote family interests. WCEM is on 1240 khz with 1 kw day and 250 w night. WESP is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ KISD(AM) Sioux Falls, S.D.: Sold by Deck Communications Corp. to Red River Valley Broadcasting Co. for \$550,000. Seller is principally owned by Stanley Deck, owner of KDIX-AM-FM Dickinson, N.D. Buyer is owned by Thomas E. Ingstad, who also owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D., and KQDI(AM)-KOPR-FM Great Falls, Mont. Mr. Ingstad also owns 25% of KOVC(AM) Valley City, N.D.; KBMW(AM)-KKWB(FM) Breckenridge, Minn., and KWAD(AM)-KKWS(FM) Wadena, Minn. KISD is on 1230 khz with 1 kw day and 250 w night.

■ Other station sales approved last week included: WRBI(FM) Batesville, Ind.; WRAQ(AM) Asheville, N.C., and KYNG(AM) Coos Bay, Ore. (see page 72).

Northeast stations hit with denial petitions

Petitions to deny the license renewals of several New England broadcast stations were filed at the FCC last week. Among them was a petition by a Boston-area citizen group protesting format changes at Plough Broadcasting Co.'s WACQ(AM)-WTTK(FM) Boston.

The group said that a May 1977 switch

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from a standard country and western format on WACQ to adult contemporary and a switch of WTTK from progressive country to album-oriented rock deprived a significant number of area listeners of country music. The group suggested, too, that the format changes "may represent a premature transfer of control," of the stations' entertainment formats to their intended purchaser—General Cinema Corp. The sale of the stations for \$3.7 million was announced two months ago (BROADCASTING, Jan. 2).

Other petitions were filed contesting the renewals of Robert L. Williams Broadcasting Co.'s WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass.; Amherst Broadcasting Inc.'s WTTT(AM) Amherst, Mass., and WQRB(FM) Pittsfield, Mass.

ABA turns down 'principles' on fairness doctrine

Among resolutions rejected is one calling for introduction of system of citizen access

Unheralded in the outside world, resolutions affirming the constitutionality of the FCC's fairness doctrine and proposing public access as an alternative to case-by-case fairness rulings have been rejected by the American Bar Association. Although prepared by an ABA committee containing a number of prominent members of the Washington communications bar, the resolutions were opposed by the Federal Communications Bar Association. The resolutions were defeated at the ABA's winter meeting in New Orleans last month.

The resolutions were the product of the Communications Law Committee of the ABA's Science and Technology Section and were advanced as an effort to eliminate or reduce government involvement in broadcasters' day-to-day editorial decisions. But some elements of the committee's report had been a source of controversy within the broadcasting community since the report surfaced in June 1976 (BROADCASTING, June 14, 1976).

For instance, one of eight "principles" suggested substitution of a system of access programming—under which members of the public would be assured an opportunity to present their views on radio and television—for the fairness doctrine, as well as adoption by the FCC of a policy of reviewing fairness complaints only at renewal time rather than as they are filed. (The commission rejected both proposals in drafting its fairness report in 1974, but is reconsidering both in response to a court order.)

Another principle, aimed at focusing increased attention on the first requirement of the fairness doctrine—that broadcasters devote a reasonable amount of time to the discussion of controversial issues of public

importance—urged the commission to adopt a percentage minimum for informational programming.

Other principles called on the commission to ease its personal-attack and editorializing rules, to ignore charges of news slanting except where there is extrinsic evidence of wrongdoing, and to refrain from imposing fairness and equal-time obligations on cable television systems where access channel capacity exists.

Two principles were designed to free public broadcasting from the constraints imposed by Congress. One described as a violation of the First Amendment the provision in the Communications Act prohibiting public broadcasting stations from editorializing or supporting or opposing political candidates. The other urged repeal of the statutory requirement that public broadcasting stations adhere strictly to "objectivity and balance" in all programs.

In their original form, the resolutions were opposed both by the Federal Communications Bar Association and the ABA's Administrative Law Section. The FCBA, which was represented by its delegate, Linda Cinciotta of the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn, was opposed, she said, because there was "a great difference of opinion" among FCBA members as to many of the issues involved, and because some of those issues were pending before the courts. Richard Keatinge, a Los Angeles attorney representing the Administrative Law Section, expressed reservations about several of the principles, but endorsed the over-all effort made by the Science and Technology Section and said the commission should consider the principles.

That led to a proposed amendment by John Bracken of Philadelphia: Instead of approving the principles, the ABA would recommend them to the commission. And Lee Loevinger, of the Washington firm of Hogan & Hartson, who had been a member of the committee that drafted the report and who presented it on the floor of the ABA House of Delegates, said the Science and Technology Section would accept the amendment.

But the delegates were not persuaded. They rejected the amended proposal by a vote of 95 to 67.

Double danger for Stamford licensee

Western Connecticut Broadcasting Co., which has been struggling since 1972 to hold on to its license for WSTC(AM) Stamford, Conn., now find the license for its WYRS(FM) Stamford in danger—and from the same source. Radio Stamford Inc., challenger for the AM license, has filed an application for the frequency on which WYRS operates.

At the moment, Radio Stamford, of area residents, is doing well in its efforts to gain entry to broadcast ownership. An FCC administrative law judge last year

issued an initial decision recommending a grant of Radio Stamford's AM application and a denial of Western Connecticut's renewal (BROADCASTING, Jan. 24, 1977).

Radio Stamford, which proposes a "sophisticated middle of the road" format for the FM, also says in its application it will "contribute to the over-all diversity of program service available by providing the finest quality programs" without duplication of its proposed AM station. WYRS operates separately from the AM except in cases of some special programming.

Radio Stamford is headed by Alphonsus J. Donahue, an official of the Tectron Co. He owns 25% of the application and is its president. And although none of the new applicant's principals has other media interests, one who is well known in broadcasting is Andrew Rooney, writer, producer and occasional on-air personality of CBS News. He owns 12.5% of the applicant.

Cable request prompts FCC to take another look at horse races

Qube wants to report from track; over-all policy to be reviewed

The FCC plans to take another look at its policy governing the live broadcast of horse races and, at the same time, decide whether it should or could, apply it to cablecasting as well.

The policy, adopted in 1964 and slightly modified in 1972, makes it clear the commission frowns on live broadcasts of full race cards and is concerned about broadcasts that would encourage illegal gambling. Airing of major races of national interest, like the Kentucky Derby, is permitted under the policy.

The commission decided to review the policy as a result of a request for a declaratory ruling it received from Warner Cable Corp. It wanted the commission's view on a plan to cablecast horse races from two tracks in Franklin, Ohio, on its Qube system in Columbus, Ohio. The cablecast would be an attraction for the system's pay service.

Although some commissioners including Chairman Charles D. Ferris seemed, at their meeting last week, inclined to offer some guidance, the commissioners ultimately accepted the staff's recommendation to deny the request for a declaratory ruling. The commission has generally denied requests for advance rulings on the propriety of particular programs.

However, to deal with the questions the petition raised about a policy first enunciated in 1964, the commission decided to take another look at that statement, and to determine whether it applies to cablecasting. A key question to be addressed is whether the commission has the authority to apply it. Commissioners Joseph Fogarty and Tyrone Brown said they do not think it does.

Meanwhile, the advice to Warner Cable is: Proceed at your own risk.

Media Briefs

Granted. Winners of 1977-78 competition for research grants from National Association of Broadcasters: Robert K. Clark and Donald P. Hinman, Bowling Green State University, for study on sales productivity in small market radio; Thomas R. Donahue, University of Hartford, improving children's evaluative ability as alternative to regulating TV advertising; Marilyn Diane Fife, Stanford University, impact of black ownership on news operation of one TV station; Mary Ann Heller, University of Washington, usefulness of ascertainment data; Dalton O. Lancaster, Indiana University, Indiana's experience with cameras in courtroom; Robert D. Leffingwell, Ohio State University, AM stations that failed between 1962 and 1976; David E. Payne, University of North Dakota, effects of U.S. TV on Canadian viewers; Charles Winick, City College of New York, how people deal with TV deprivation; Donald E. Zimmerman, Union Graduate School-West, analyzing DuMont Television Network kinescopes. Winners get out-of-pocket expenses for their projects.

SMRC minutes. Meeting in Washington March 1, National Association of Broadcasters small-market radio committee: (1) urged that NAB petition FCC to prohibit degradation of radio signals in retransmis-

sion by cable systems; (2) continued its support for permitting broadcast of citizen band radio transmissions to relay information, for instance, about highway conditions or disasters; (3) urged that NAB press FCC to allow small-market stations to hire engineers on part-time rather than full-time basis.

Off. Announced \$2-million buy of WQHI(FM) Jeffersonville, Ind. (Louisville, Ky.), by Multimedia Inc. (BROADCASTING, April 25, 1977) has been called off by sellers, Charles R. Legette and John T. Rutledge. According to Mr. Rutledge, contract's March 2 deadline for FCC approval passed without commission action. (Petition to deny sale was filed last year.) In year since announcement, station "has become one of the most popular and financially successful" in market, said Mr. Rutledge, and "we wouldn't sell it for \$3 million now."

Schurz memorial. University of Notre Dame has established professorship in management in honor of Franklin D. Schurz, pioneer South Bend, Ind., broadcaster and publisher and former president of Schurz Communications Inc. there. Schurz Communications is parent company of South Bend Tribune Corp., licensee of WSBT-TV South Bend and WDBJ-TV Roanoke, Va., publishes newspapers in Indiana, Maryland, Kentucky and California and owns cable television systems in Hagerstown, Md., and Coral Springs, Fla.

Programming

Chances are slim for new product on ABC-TV's new fall schedule

Development proceeds at fast pace despite expectations that only about four hours will be replaced

Getting a program on ABC-TV's prime-time schedule next fall is going to be like joining the New York Yankees—with so many heavy hitters in the line-up, openings will be few, but the company is very desirable.

The network's program executives have been talking about replacing between three and a half and four hours. Stephen Gentry, vice president of programs on the West Coast, said last week that one of those hours will be filled by two shows already guaranteed berths on the schedule. Both are half-hour comedies from producers with excellent batting averages—Garry Marshall, (*Happy Days* and *Laverne and Shirley*) and the Brooks/Weinberger/Daniels/David Group (associated with *The Mary Tyler Moore* and *Bob Newhart* shows). Add to those programs

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the six or more contenders to be given tryouts this spring plus the 35-40 pilots on order for other potential series, and the schedule begins to look very tight.

Still, Mr. Gentry said, the four-hour figure is not necessarily the limit, and it will be remembered that several fairly strong shows were discarded last fall as the network pursued its never-be-complacent philosophy. "It will all depend on the strength of our development projects and the latest information we have on the shows on the air," Mr. Gentry said. "Anything can happen."

He also doesn't rule out the possibility that ABC may sustain more damage at the hands of its competitors than it did this season. "It's a simple fact that if you're putting four hours of new shows in, you have fewer opportunities for new hits," he said. "With all the [new] shows coming from the other networks, some will probably be hits. I think next fall is going to be very competitive."

For that reason, ABC plans to give the shows it does bring back as much of a new look as possible. "We're very conscious of one thing we must do," Mr. Gentry said, "and that is to make sure those returning shows are fresh and exciting."

Anthony Thomopoulos, the new president of ABC Entertainment, told a meeting of his network's affiliates at the National Association of Television Program Executives convention last week that every returning show would be fitted out with new plot elements or new characters, and that frequent use would be made of extra length episodes revolving around special events in characters' lives or around holidays (this technique will be particularly evident during premiere week). "We want an extra zing in every show," Mr. Thomopoulos said (also see story, page 40.)

As of the middle of last week, three ABC shows had been renewed for certain, according to Mr. Gentry—*Happy Days*, *Laverne and Shirley* and *Three's Company*, the top three shows on the air. He also mentioned that *Family* and *Soap* are almost sure to be among the returnees,

while *Six Million Dollar Man* has joined *Baretta* in the least-likely-to-return group.

Asked last week to review the projects vying for ABC's favor, Mr. Gentry offered the following list:

Series hopefuls to be given short-run tryouts this spring include: *Having Babies*, which started its six-week run on Tuesday, March 7, in *Family's* time period (10-11 p.m. NYT). After those six weeks and a special or two, *Family* will return in reruns some time in May. *AES* (Adult Emergency Service) *Hudson Street*, a Danny Arnold show set in a hospital emergency ward, is to start a five-week run March 23 in *Carter Country's* 9:30-10 p.m. Thursday time period. *Carter Country* is to return with a few original episodes and then rerun through the summer. *The Harvey Korman Show*, a sit-com will replace *Soap*. *Soap's* serial style has been deemed unsuitable for reruns. In early April, *Young Pioneers* will go in for the *Hardy Boys/Nancy Drew Mysteries* at 7-8 p.m. on Sunday. *Hardy Boys* is slated to return after three weeks with original and rerun episodes.

A minimum of two other half-hour shows are also expected to be showcased this spring: a variety show starring country singer Mel Tillis and Susan Anton, a new discovery, and *Free Country*, about immigrants coming to America near the turn of the century, starring Rob Reiner, whose company is producing the show. Another series possibility to see more air time this spring is the comedy show, *That Thing on ABC*. Also in the works for a June debut is ABC's one-hour news magazine, tentatively titled *Twenty/Twenty*.

In development are two shows promised spots on the ABC schedule next fall: *Taxi* (this and many other titles are subject to change), about drivers for a cab company, from the Brooks-Davis Group; and *Blue Collar Bride*, Garry Marshall's show about a poor girl who marries rich.

Pilots ordered for potential half-hour series include: *Apple Pie*, a TV version of the film, "What's Up, Doc?"; about a woman in the days of the Depression who advertises for a family; a version of the

movie, "Mother, Jugs and Speed," about a group of ambulance drivers; *Five Women*, about what women who live in a subdivision do while their husbands are at work; *Three on a Date*, about a female chaperone for winners of *The Dating Game*, and *Jackie and Darlene*, about two black women who share an apartment and work together in a police station.

Pilots on order for potential hour-long shows (all dramas unless otherwise indicated) include: *Friends*, a comedy/drama about three families as seen through the eyes of their children; *The Pat Boone Family Hour*, a variety show; *The Osmond Brothers*, described as a sort of contemporary *Ed Sullivan Show*, with guests ranging from tumbling acts to big-name singers: *Vegas*, about a private detective who works there; *Lassie*, an update of the family classic; *Wonderland Cove*, about five orphaned children who live by themselves on a beach in Hawaii; *Lucan*, the wild-boy show that has popped in and out of the ABC schedule throughout this season; *Doctors' Private Lives*, a medical drama focusing on the personal experiences of doctors and nurses; *The Two-Five*, a comedy-drama featuring two cops who work for an unorthodox precinct commander; *True Grit*, based on the John Wayne movie; *Maverick*, another update, with James Garner recreating his original role in the opener to introduce his nephew, who will be the focus of the new version; and *Keefer*, starring William Conrad as an Allied agent operating a "Casablanca"-style restaurant in Lisbon during World War II.

Another possible hour series in development is a science-fiction spectacular called *Galactica*, about a group of aliens looking for a replacement for their destroyed planet (earth is the place they have in mind). ABC has ordered one three-hour movie and two two-hour movies of this show, which could end up being used in a number of ways.

Miniseries, made-for-TV movies and specials are also in the works. ABC has run only one major "novel for television," as it calls them, this year—*Washington: Behind Closed Doors*—plus a couple of two-parters. Plans for next year are to run probably three miniseries: *Ike*, six hours about Dwight D. Eisenhower to run in the fall quarter (Mr. Gentry said no plans have been made as yet to open the season with *Ike*, as *Closed Doors* did last year); *Donner Pass*, seven hours on the pioneers trapped by a California blizzard in 1846, and *Roots: The Second Hundred Years* (12-15 hours). Mr. Thomopoulos also mentioned at the NATPE convention that a re-run of the original *Roots* would be announced "very shortly."

Mr. Gentry places ABC's made-for-TV movie needs at about 15-20 for next year. Approximately 100 projects are in various stages of preparation, he said, with eight now on their way to production. As reported, specials on ABC will be maintained at about the same level as this season—100 hours or so (BROADCASTING, Feb. 27).

In no uncertain terms. CBS Sports President Robert Wussler has issued employees of his division a detailed set of procedural guidelines intended to plug the communications gaps that, Mr. Wussler has said, were responsible for the incorrect on-air promotion of several "winner take all" tennis matches ("Closed Circuit," March 6). The 10-page memorandum is an updating—occasioned by the establishment of CBS Sports as a separate division of CBS Inc. last fall—of standards issued last summer after problems in the tennis promotions came to light (BROADCASTING, May 16, 1977, et seq.). The division's employees are required to sign a statement indicating they have read the revised rules and to return the statement to Mr. Wussler.

The basic machinery set out by the guidelines calls for a "fact sheet" to be prepared for each event broadcast, which is to include such information as agent or licensor involved, prize money and appearance fees supplied and any special scoring rules in force. From that fact sheet is to be drawn a "guideline memorandum" with specific instructions to producers and announcers of the event, describing, among other things, what announcements need be made "legally or otherwise." Also included in the over-all guidelines is a back-up procedure to be used to insure the correction of any misstatements made in the course of the broadcast.

Mr. Wussler's instructions give a long list of executives who are to receive both the fact sheet and the guidelines memorandum.

NBC-TV does some spring planting with more specials

James at 16' may not make it to 17; 'Class of '65' could be expelled after reruns

NBC-TV has issued a revised prime-time program schedule for March and April that takes *James at 16* and *Class of '65* off the air and creates a fifth night of specials or movies programming from 9 to 11 p.m. NYT.

The new events slot is on Wednesday, leaving just two days, Thursday and Friday, on which NBC will have any regular series airing after 9 p.m. The two-hour Wednesday time period was opened up with the moving of *Black Sheep Squadron* and *Police Woman* into the Thursday time periods now occupied by *James* (9-10 p.m.) and *'65* (10-11 p.m.). Those changes are effective March 23.

NBC programmers said last week it has not been determined whether either *James* or *'65* will return for reruns later this spring (*James* has two original episodes left; *'65* has none.). As for next season, though NBC has been high on both programs, viewers have been less enthusiastic and the programs' returns seems unlikely.

Most of the specials to be plugged into the new Wednesday events slot are laid out through April 26. A decision as to what will happen beyond then has not yet been made, according to NBC. On tap are *All You Need is Cash*, a Beatles satire by some of the Monty Python and *Saturday Night Live* talents (March 22); *Stedman*, a pilot about a skier turned sheriff (March 29); *The Largest Indoor Country Music Show*, featuring various singing stars (April 5), and the last segment of the miniseries, *Holocaust* (April 19).

Program Briefs

No exit. Barry Frank, former president of CBS Sports, now executive vice president, programming, there, has decided to remain with division, according to its president, Robert Wussler. Mr. Wussler said Mr. Frank reached decision after much "agonizing" over production offers from outside company ("Closed Circuit," Feb. 27).

'Holocaust' heat. NBC-TV President Robert Mulholland has dismissed as anti-Semitism threat by Baton Rouge-based Christian group to challenge license renewals of affiliates that clear NBC-TV miniseries, *Holocaust*, scheduled for spring broadcast. Group, Christian Defense League, had written all NBC-TV affiliates that *Holocaust*, which concerns persecution of Jews in World War II period, was "Zionist propaganda." Mr. Mulholland said league officials had never seen program, which other religious

leaders had commended.

Diamond for Lizzie. Ford Motor Co. will present two-hour special on CBS-TV next fall celebrating Ford's 75th anniversary. Project is being coordinated by Kenyon & Eckhardt and produced by Steve Pouliot through Bob Banner Associates. Ford's announcement said show would "utilize the talents of entertainment world stars, international celebrities and creative giants in an entertainment spectacle of herculean proportions."

Duffy gives formula. Four basic elements were cited by James E. Duffy, president of ABC Television Network, as contributors to rise of ABC in television programming. He told meeting of Sales and Marketing Executives Club of Charleston, S.C., that ABC's ratings surge resulted from heavy investment in product; sustained and strong effort in sales, marketing and promotion; firm corporate commitment to staff, and determination to be responsible and responsive.

Six talkers. Gladney Schrag Communications, New York, is producing and distributing group of six talk radio programs in daily two- and five-minute formats under heading, *Talkies*. Personalities featured are Admiral Elmo R. Zumwalt, former chief of naval operations; Judith Crist, film critic; Gloria Swanson, actress, writer and nutritionist; Walter Schirra, pioneer astronaut; Lowell Thomas, reporter and commentator, and Stanley Kramer, motion picture producer.

ABC-TV grabs three more

ABC-TV continues to make inroads on its competitors' affiliated station list, having landed two outlets from CBS and one from NBC.

Joining ABC-TV as primary affiliates on April 15 are KOB(TV) Medford, Ore., and KOTI(TV) Klamath Falls, Ore., which have been with CBS for almost 25 years and seven years, respectively. Leaving NBC-TV after 21 years is KTW-TV Casper, Wyo., which becomes a primary affiliate of ABC-TV on Sept. 5.

The addition of the three stations raises the number of ABC-TV affiliates to 198, according to James E. Duffy, president of the network.

Suzanne certainly sells well

The "Sex on TV" issue of *Newsweek* may have set an all-time record in newsstand sales for the magazine. First sales reports on the Feb. 20 issue, which featured the star of ABC-TV's *Three's Company*, Suzanne Somers, in a provocative pose, indicate more than 300,000 issues were sold off the stands (at \$1 each). According to a *Newsweek* spokeswoman, that figure was "at least" 50,000 above average. When all the sales data is in, she said, the issue would "certainly be among the contenders" for the all-time best seller, if not

the clear winner. (Incidentally, ABC executives say they've been taking some flack from people who didn't realize that the cover shot of Ms. Somers was not taken from the show. *Newsweek* posed it.)

Second-season shows are tested

CBS finishes first week in March with stronger-than-usual 19.5, but not enough to beat ABC

The prime-time ratings pattern continued to hold steady for the week ended March 5, and attention increasingly turns to second-season entries as the networks probe one another's weaknesses or cover their own.

As usual, ABC-TV won the week, scoring a 20.5 average rating. But CBS-TV was closer than usual with a 19.5 average garnered with the help of several strong specials and movies in addition to some of its dependable series regulars. NBC followed its habit of plummeting when its "event" entries failed. In this case it was the miniseries, *Loose Change*, which scored only 24 and 22 shares on Monday and Tuesday, leaving the network with a 16.9 average rating for the week.

Looking at new series and new time slots, ABC's *Six Million Dollar Man* on Monday (8-9 p.m. NYT) continued to falter with a 22 share, while *What's Happening*, in its new slot on Saturday (8-9 p.m.), also remained shaky with a 23 share. *Starsky and Hutch* is still healthy with a 38 share in its new slot following *Charlie's Angels* on Wednesday, and *How the West Was Won* also had a 38 on Sunday (8-9 p.m.). Against *West*, CBS's *Rhoda* and *On Our Own* came in poorly for the second week in a row of face-to-face competition, with each pulling 25 shares after a 41-share lead-in from *60 Minutes*. ABC's special two-hour presentation of the upcoming series tryout, *Having Babies*, scored a 27 share on Friday (9-11 p.m.) against strong competition from both the other networks (the movie "Ski Lift to Death" on CBS and *Rockford Files* and *Quincy* on NBC).

For CBS, its new Monday night lead-offs, *Good Times* and *Baby, I'm Back*, scored so-so 27 and 28 shares respectively. But the second half of the night had its best performance since the new line-up came in—*M*A*S*H* with a 45, *One Day at a Time* with a 41 and *Lou Grant* with a 36. *Celebrity Challenge of the Sexes* and *Shields and Yarnell* showed no signs of reviving on Tuesday, with 16 shares each, but the new Tuesday movie slot held up with a 41 share from Clint Eastwood's "Magnum Force." The network's entire Saturday line-up continued to limp in, as *Bob Newhart*, *Tony Randall*, *The Jeffersons*, *Maude* and *Kojak* all scored sub-30 shares (with the exception of *Newhart's* 29, in fact, all scored sub-25 shares).

NBC premiered its new *Chuck Barris Rah Rah Show* on Tuesday (8-9 p.m.),

when it pulled a 24 share. The second episode of *Quark* had a 27, three points down from its premiere. There might be the temptation to conclude that the 29 share turned in by the *National Love, Sex and Marriage Test* on Sunday (9:30-10 p.m.) proves the appetite for "sophisticated" subject matter is not insatiable after all, except that its competition was not only CBS's strong comedy block but also ABC's rerun of "The Way We Were," which pulled a 35 share. Of NBC's other midseason entries—*CPO Sharkey*, *Black Sheep Squadron*, *James at 16* and *Class of '65*—*CPO Sharkey* turned in the highest score of the week, a 27.

ABC-TV denies twisting arms of TV producers

It submits point-by-point answer to Justice's antitrust suit

ABC has thrown another 400-plus pages into its defense against the antitrust suit the Department of Justice has filed against it. The two-volume document comprises a point-by-point denial of allegations that the department made in September in a 200-page volume containing the evidence it said would be used in U.S. District Court in Los Angeles to support the charge that ABC violated the Sherman Antitrust Act (BROADCASTING, Sept. 19, 1977).

ABC denied, among other allegations, that before the FCC adopted rules prohibiting the practice, it forced producers with whom it dealt to relinquish rights to their programs, that it makes programming decisions favoring programs in which it has an interest, or that it conditions the license of programs on "unreasonably restrictive contract terms."

The general denials were accompanied by specific denials of accusations drawn from memoranda and letters from and interviews with independent producers and advertising executives.

For instance, an accusation that ABC "generally conditioned access" to the network on relinquishment by the independent producers of subsidiary rights in the programs was based on testimony of eight producers. ABC said the phrase "conditioned access" is "meaningless" in the industry and that it sometimes but not always acquired subsidiary rights. It denied coercing such rights, the nature and extent of which, it added, "varied." Furthermore, it added, the Justice Department does not claim that the rights "were obtained for less than good and valuable consideration"—a statement that crops up often through the response.

One of the pieces of evidence on which Justice relies in charging ABC with making decisions favoring programs in which it has an interest was a statement by James Aubrey, who was ABC programming vice president from 1956 to 1958. He said fully sponsored programs were often refused

because the network had an interest in a different show.

ABC said it has "consistently endeavored" to pick superior programs for showing, regardless of whether it had subsidiary rights. "Fully sponsored programs have not been refused" because ABC had an interest in another program, it said.

One allegation purporting to support the charge that ABC conditions the licensing of programs on "unreasonably restrictive contract terms" came from Jerry Perenchio, Tandem Productions, who said that, in negotiations for a two-pilot development project in 1973, ABC refused to agree to an option limited to three years.

ABC denied that the allegations supports the proposition that it forces producers to accept long-term renewal options. It said the options it obtained were the result of "arm's-length negotiation and were reasonable in the context of this industry."

The project at issue eventually developed into the *Hot l Baltimore* series, which was a failure. Only 13 episodes were aired, and ABC never exercised any of the renewal options.

Another charge contained in the Justice Department suit is that ABC requires independent producers to agree to use ABC production facilities as a condition for licensing their programs.

In that connection Justice quoted Nick Vanoff, an independent producer, as saying that ABC required him to use its Hollywood facilities for the production of a vaudeville-variety show he had proposed. He also said he was required to use the same facilities for another program, *Night Life*, and to absorb costs that exceeded the budget.

ABC, which said it "has never required" independent producers to use its facilities, specifically denied the Vanoff charge. It said it had rejected Mr. Vanoff's original idea for a variety show, but later approached him, after refurbishing the El Capitan theater in Hollywood for *The Jerry Lewis Show*, with a proposal he produce an ABC show at the theater, which had been renamed the Hollywood Palace. ABC said "all rights in the program" belonged to it, and that it furnished the title and format. ABC also said Mr. Vanoff was not required to use its facilities for *Night Life*, which was originally done live. "Mr. Vanoff's use of these facilities resulted from negotiations between the parties," ABC said.

Justice's presentation of evidence last fall contained the same kind of allegations against CBS. That network's response was expected to be filed with the court late last week.

Justice maintains that the evidence demonstrates that the two networks "restrained and monopolized trade and commerce in the prime-time television entertainment programming" that they offered.

NBC, which settled the suit Justice filed against it with a consent decree already accepted by the court, is free of the need to respond to such allegations.

DDB's triple play

New shape, new name, new president coming up for New York agency

Doyle Dane Bernbach Inc., New York, operated on a whirlwind basis last week: It converted the publicly held corporation to a holding company, proposed to shareholders that the new firm's name be changed to Doyle Dane Bernbach International Inc. and elected Neil R. Austrian as president and chief operating officer (BROADCASTING, Feb. 13).

The present shareholders are to remain the stockholders of the new company, which in turn will own the New York-based Doyle Dane Bernbach Inc. and the 16 worldwide offices in the DDB system. (In 1977 the agency had total billings of an estimated \$500 million, of which about \$340 million came from clients in the U.S. [\$186 million in broadcast]).

Joseph R. Daly, who has been chairman and chief executive officer of DDB Inc., will serve in the same capacities with the holding company and the domestic agency. Mr. Austrian will be president and chief operating officer of both organizations.

Mr. Daly said the purpose of the holding company is "to manage more effectively the operations of the various agencies in our group as well as to facilitate the implementation of our long-term growth plans, which include the acquisition of other marketing and advertising service organizations."

The Doyle Dane Bernbach International Inc. board of directors, subject to stockholder approval, will consist of Mr. Daly, Mr. Austrian and William Bernbach, Maxwell Dane, Ned Doyle, Ted Factor, Thomas Gallagher, Marvin Honig, Robert Levenson, Nicolai von Dellinghausen, and, from outside the agency, Stephen Greyser, professor of marketing at the Harvard Graduate School of Business.

Mr. Austrian, who has been executive vice president and chief financial officer of DDB, replaces Mr. Gallagher, who has resigned as president but remains on the agency's board.

Kramer gives new spin on the revolving door

Can a Madison Avenue account executive find happiness with the Federal Trade Commission? He could, suggested Albert H. Kramer, director of the commission's Bureau of Consumer Protection, in a speech last week to the Atlanta chapter of the American Marketing Association. Mr. Kramer endorsed the idea of a "revolving door" between industry and government for advertising and marketing professionals.

Mr. Kramer—who described himself as a critic of the long-time Washington practice of lawyers shuttling between govern-

ment and private practice—said that advertising and marketing, “unlike the practice of law,” are not set up so that “government service in midcareer is inherently mutually beneficial.”

“I would think that both government and industry would benefit by the diverse perspectives on policy matters that executives from those professions would bring,” Mr. Kramer said. “It is in our mutual interest to shoot for rational regulation.”

Mr. Kramer said such a new revolving door would give advertising people “the perspective that sometimes industry ought not blindly presume that there is no need for regulation” while making the commission’s job of “rational regulation much easier.” Mr. Kramer said the FTC was “ready to learn much more than in the past about those whom we regulate.”

Toy maker agrees to drop ad under pressure from FTC

Mego International Inc., a New York toy manufacturer, has signed a Federal Trade Commission consent order agreeing to withdraw a controversial television commercial that showed a young girl using an electrical appliance next to a water-filled lavatory. The commission said the commercial for the company’s “Cher” doll had the “tendency or capacity to influence children” to engage in unsafe use of electrical appliances.

According to the commission, the commercial showed a very young girl seated on a stool next to a bathroom sink filled with water as she washed the doll’s long black hair. The girl’s mother entered the picture, gave the child an electric blow-dryer for the doll’s hair and left the room. The commission said the commercial tended to “induce behavior” that was harmful to children—specifically the use of an electric hair dryer near a water-filled sink.

Mego agreed to withdraw the commercial and further agreed to abstain from presenting commercials in the future that showed children using electrical grooming appliances without adult supervision or in potentially dangerous places.

Advertising Briefs

Anderson optimistic. Majority leader of New York state senate predicts that legislation to ban advertising by utilities will not pass state legislature this year. Warren Anderson said in letter to William O’Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., that he thinks utility advertising, rather than encouraging energy waste as proponents of advertising restrictions argue, probably accomplishes reverse—encouraging energy conservation. Such legislation passed state assembly last year, but not senate.

Teeling off. Seventeen advertisers are participating in NBC-TV telecast of \$125,000 *Family Circle Magazine Cup*, tournament

It was a very good year. Network television advertising spending of \$3.6 billion in 1977, a 21% rise over 1976, was reported last week by the Television Bureau of Advertising. Citing figures compiled by Broadcast Advertisers Reports, TVB said weekday daytime climbed 23.9% to \$848.5 million; weekend daytime rose by 21.1% to \$412 million and nighttime grew by 20% to \$2.4 billion. In December network advertisers invested \$332.3 million, a 15.4% increase over the same period of 1976.

| | December | | | January-December | | |
|-----------|---------------|---------------|----------|------------------|-----------------|----------|
| | 1976 | 1977 | % change | 1976 | 1977 | % change |
| Daytime | \$98,269,600 | \$116,361,600 | +18.4 | \$1,025,254,000 | \$1,260,480,600 | +22.9 |
| Mon.-Fri. | 62,115,500 | 73,792,500 | +18.8 | 685,052,400 | 848,454,400 | +23.9 |
| Sat.-Sun. | 36,154,100 | 42,569,100 | +17.7 | 340,201,600 | 412,026,200 | +21.1 |
| Nighttime | 189,550,900 | 215,905,000 | +13.9 | 1,966,357,100 | 2,358,994,800 | +20.0 |
| Total | \$287,820,500 | \$322,266,600 | +15.4 | \$2,991,611,100 | \$3,619,475,400 | +21.0 |

| | ABC | CBS | NBC | Total |
|------------|-----------------|-----------------|-----------------|-----------------|
| January | \$94,200,500 | \$91,887,200 | \$99,965,200 | \$286,052,900 |
| February | 94,540,600 | 90,311,100 | 87,540,600 | 272,392,300 |
| March | 108,733,500 | 104,889,000 | 97,701,300 | 311,323,800 |
| April | 100,399,400 | 104,159,800 | 97,659,700 | 302,218,900 |
| May | 99,494,900 | 104,905,000 | 101,676,100 | 306,076,000 |
| June | 86,132,200 | 84,957,800 | 93,397,200 | 264,487,200 |
| July | 72,745,100 | 74,175,700 | 75,394,400 | 222,315,200 |
| August | 77,382,600 | 77,791,400 | 73,919,200 | 229,093,200 |
| September* | 100,478,100 | 96,805,600 | 88,427,100 | 285,710,800 |
| October* | 151,093,200 | 129,648,900 | 122,412,000 | 403,154,100 |
| November* | 144,258,400 | 135,456,400 | 124,669,600 | 404,384,400 |
| December | 112,586,900 | 111,717,000 | 107,962,700 | 332,266,600 |
| Total 1977 | \$1,242,045,400 | \$1,206,704,900 | \$1,170,725,100 | \$3,619,475,400 |

* Revised

to be carried on April 15 (5-6:30 p.m.) and April 16 (2:30-4 p.m.). Each advertiser has purchased between one and five \$66,500 units (unit consists of two 30-second commercials and one four-color page ad in magazine). Advertisers are Armstrong Cork Co., Ball Corp., Bayer, Helene Curtis Industries, Equitable Life Assurance Co., General Electric Co., Hoover Co., George A. Hormel & Co., L’eggs Products Inc., Lehn & Fink Products Co., Libby, McNeill & Libby Inc., Mazda Motors of America, Michelob, PF Industries, Rose Milk, S&H Green Stamps and United Van Lines Inc.

Off-line. Christal Co., New York, has formed Christal Radio Networks, which will consist of series of networks on regional and demographic basis.

Arbitron spreading wings

Arbitron Radio will implement its “extended measurement” concept next month, beginning in New Orleans and Seattle/Tacoma, Wash. Under its “extended measurement,” the current survey period for markets measured twice yearly will be extended to cover 24 weeks throughout the year rather than the present eight weeks. Markets measured three times will cover 36 weeks and those measured four times will span 52 weeks. The initial phase in 1978 will involve New Orleans and Seattle/Tacoma, twice-a-year markets. Under the concept a Monthly Station Programmer’s Guide and the Standard Market Report will be issued.

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Cablecasting®

Colorado Springs TV gains, loses in two appeals court decisions

Pike's Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, won one and lost one in two brief, unsigned orders issued by the U.S. Court of Appeals in Washington. The court remanded to the FCC its order permitting Colorado Springs Cablevision Inc. to carry signals of KBTv(TV) and KMGH-TV, both Denver, on its systems in three communities in the Colorado Springs-Pueblo market. But the court rejected a Pike's Peak appeal of a commission decision denying the broadcaster's plea for restoration of same-day, as against simultaneous, nonduplication protection.

The court remanded the distant-signal case to the commission for another look because of "the possible confusion that may have resulted from the commission's inordinate delay"—one of six years—on a petition for reconsideration by the cable system.

The petition was filed on Dec. 16, 1970, and was directed at then-operative interim processing procedures that precluded carriage of stations that did not place at least a grade-B signal over the communities involved. When the commission adopted its revised cable rules on March 31, 1972, it said pending requests for reconsideration of decisions regarding the interim procedures had become academic.

Four and a half years later, in November 1976, the commission took up the Colorado Springs Cablevision petition, saying it felt the fundamental questions underlying it should be addressed. And it did so—and granted the request—but only after declaring it would treat the petition for reconsideration as a petition for waiver of the new signal-carriage rules.

One of Pike's Peak's complaints on appeal was that the commission effected the transformation of the petition for reconsideration to one for waiver without notice. (Asked why it took so long to dispose of the matter, a Cable Television Bureau staff noted that the commission had requested, and received from Colorado Springs Cablevision, supplemental pleadings in 1974 and 1975. But, he conceded, it was simply a "difficult case that didn't seem to warrant a high priority." He said the bureau now is attempting to dispose of reconsideration matters within 90 days.)

The order dealing with Pike's Peak's request that cable systems be required to afford KRDO-TV same-day nonduplication protection grew out of the commission's order July 22, 1975, restoring simultaneous nonduplication as the standard for cable systems in the mountain time zone. Previously, the nonduplication protection afforded a program extended to an entire day.

The commission, in rejecting Pike's

Peak's request, said the broadcaster had not met the "substantial burden" of proof of economic harm that stations must meet to warrant special relief from the simultaneous nonduplication rule.

Cable Briefs

Half-million mark. Cox Cable Communications, Atlanta-based cable TV multiple system operator, connected its 500,000th subscriber last month in Roanoke, Va. Cox operates 41 systems in 17 states and is wholly owned subsidiary of Cox Broadcasting Corp.

Q-M deal with Viacom. Agreement has been reached for Quinn Martin Productions to produce made-for-pay-TV movie for Viacom's Showtime pay programming subsidiary. Film would run on cable late next year (vehicle has not yet been chosen) with worldwide syndication to follow.

Locals come first—AMST

The Association of Maximum Service Telecasters has asked the FCC to require all cable television systems to carry all local TV stations, even if it means the system must increase its channel capacity.

That proposal was contained in comments received in advance of the deadline in an FCC rulemaking on problems in complying with the FCC's signal carriage rules.

"CATV systems must not be relieved of the obligation to carry local stations simply because cable operators desire to use the channels that would otherwise be occupied with local stations for the carriage of distant stations or cable originations such as pay cable," AMST said. It went on to state that "where a cable system cannot meet its obligations to carry all local stations because of limited channel capacity . . . the system must be required, as a condition of any carriage of any broadcast signals, promptly to increase its channel capacity."

AMST said that such FCC authority over cable was not pre-empted by the recent Midwest Video case in which an appeals court said the FCC's rules governing cable access channels were beyond the commission's jurisdiction (BROADCASTING, Feb. 27, Mar. 6). In the access matter the court said the commission, according to AMST, was delving into the realm of "pure regulation of cable systems in attempting to regulate 'activities having no bearing, adverse or otherwise, on the health and welfare of broadcasting.'"

AMST went on to claim that the FCC has the jurisdiction to require its proposed rule since "it has long been recognized that carriage of local broadcast signals on cable systems is vitally important to the 'health and welfare of broadcasting,' and that jurisdiction to regulate carriage of broadcast signals on cable systems is reasonably ancillary to the commission's regulatory responsibilities for broadcast television."

Justice says FCC protects status quo in VHF allocations

In drop-in comments, department claims commission's engineers don't give enough consideration to terrain in spacing channels

The Justice Department last week accused the FCC of using an outmoded VHF allocation system that is really "an economic protectionism scheme that masquerades as the product of engineering." That comment was made in the department's reply filing in the commission's VHF drop-in inquiry.

According to the Justice Department, "Virtually every significant competitive problem in commercial television derives from the fact that the engineering rules the commission adopted in 1952 created, and have perpetuated, an economy of scarcity in this industry."

The Justice Department said, for example, that the commission's 1952 allocations table is based on outmoded engineering principles that did not adequately consider terrain in the spacing of stations. "The commission has traditionally assumed that the world—or at least the United States—is quite flat." The department urged the commission to eliminate or modify the present allocations system in order to allow for more VHF stations in the country.

On the other side of the argument, the Association for Maximum Service Telecasters said that comments filed in the inquiry "show that there is no reason for the commission to authorize the first short-spaced VHF drop-in in any of the 50 states." AMST also repeated its position that any enhancement of service "could be more effectively achieved by using existing UHF allocations."

Other replies were filed by the National Association of Educational Broadcasters, Cox Broadcasting Corp., Bonneville International Corp., Storer Broadcasting Co. and others.

Technical Briefs

In charge. Society of Motion Picture and Television Engineers has appointed John Zeman of Eastman Kodak Co. as program chairman for 1978 SMPTE Technical Conference, scheduled for Oct. 29-Nov. 2 in New York. Edward J. Messina, director of film services, ABC, was named associate chairman for film topics. L. Merle Thomas, associate director, technical operations, Public Broadcasting Service, and C. Robert Fine, president of Fine Communications, were named associate chairmen for video topics.

Upgrading in Canada. RCA Broadcast Systems, Camden, N.J., reports that CKY-TV Winnipeg, Man., has ordered color TV

studio, transmitting and outside broadcast systems valued at about \$1.4 million. Included in purchase are TT-35FH 35 kw VHF transmitter, mobile outside broadcast van equipped with studio/field cameras and two TR-600 quadruplex video-tape recorders.

Add on. Videomedia, Sunnyvale, Calif., is offering audio-video kit that it says expands standard JVC 4400 portable VTR to full broadcast capabilities including external sync and subcarrier, XLR connectors, microphone/line switch, individual gain pots for each audio channel and balanced

audio/low impedance. Kit costs \$750 and adds two-and-half pounds to VTR.

On Las Vegas agenda. George Jacobs, director of engineering for U.S. Board for International Broadcasting (BIB), is scheduled to address Monday, April 10, luncheon of National Association of Broadcasters annual engineering conference, which is to be held concurrently with NAB convention in Las Vegas, April 9-12. Mr. Jacobs is veteran of 1959 World Administrative Radio Conference and will participate in WARC 1979. BIB oversees Radio Free Europe and Radio Liberty.



Higher and stronger. Ground-breaking ceremonies were held for a new antenna tower for two Cincinnati TV stations that will increase signal coverage. The new tower, 1,000 feet above average terrain, will support the antennas of WLWT(TV), channel 5, and noncommercial WCET(TV), channel 48. WLWT's signal will be increased as it gains 315 feet in height over its old tower. It will continue to operate at FCC maximum power of 100 kw. The Multimedia station had been using the lower antenna because as part of the Avco Broadcasting group of stations (WLWT's owner until 1976) it had to conform with the FCC's rule prohibiting the service areas of co-owned stations to overlap (at maximum height it will share some coverage area with the formerly co-owned WLWD(TV) Dayton, Ohio).

WCET's facility will also get a new transmitter, raising its power from 473 kw to 2 megawatts. Taking part in the ceremonies (l to r): Chuck Lutz, WLWT; Ed Dooley, WLWT; Bill Victor, chairman of the board of trustees, WCET; Gene Gaines, WCET; Walter Bartlett, Multimedia president; Charles Vaughn, WCET; David Mann, Cincinnati City Council; Ed Middleton, WCET; Clyde Haehle, WCET; James Hart, vice president-general manager, WLWT.

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Trespass liability of newsmen upheld by appeals court

A landmark ruling that newsmen can be held liable for trespass in pursuing a story on private property has been upheld by a New York state court of appeals. The decision, against WCBS-TV New York, may result in the award of significant punitive damages by a jury.

At issue is a 1976 incident in which a news team for WCBS-TV entered a Manhattan restaurant with cameras rolling in hopes of getting a story of health code violations there. A disturbance was reportedly caused among patrons of the establishment, and a jury later awarded the restaurant owners \$1,200 in compensatory damages and \$250,000 punitive damages (BROADCASTING, June 14, 1976). The trial judge later set aside the punitive damages on grounds that CBS should have been given more opportunity to demonstrate that its employees did not act with malice. Lawyers for CBS then asked the appeals court to overturn the decision.

Using strong language, the court refused to do so, thus affirming a decision that CBS's attorneys said would have "an impermissible chilling effect on the First Amendment." The court disagreed, saying that "the First Amendment is not a shibboleth before which all other rights must succumb." It also noted that the first trial judge had "pertinently observed" the aggressive manner in which the news team had entered the restaurant and the defensive reactions of the customers.

A new jury trial was ordered to establish whether malice was involved in the news team's approach and then to determine the amount of punitive damages to be awarded. One of the court's five justices issued a separate opinion that supported the basic issues in the majority opinion but held that a new trial should not be held. "The defendant [CBS] was merely pursuing a newsworthy item in an overly aggressive but good faith manner that characterizes the news media today," the judge wrote. "To the date of this opinion, it may be safely said that the news media have rarely been taken to task for the type of unwarranted intrusion presented in this proceeding. . . . In this sensitive and evolving First Amendment area, I would permit this precedent-setting opinion to stand as a warning to all news gatherers that future trespass may well be met with an award of punitive damages."

Black NPR reporter barred from South Africa

The government of South Africa has refused to grant an entrance visa to a black reporter on the staff of National Public

Radio, the network announced last week. Issuing its refusal "without comment," the South African government effectively barred Charlie Cobb, NPR's foreign affairs reporter, from covering events there first hand.

Frank Mankiewicz, president of the public radio network, said the government's action "makes a mockery of South Africa's recent attempts at human rights credibility. I think NPR and Cobb were turned down precisely because of our reputation for fair and balanced reporting."

According to an NPR spokesman, Mr. Cobb previously had held interviews with South African Foreign Minister Roelof Botha when the latter served as that country's ambassador to the United States. NPR issued a statement by Mr. Cobb to the effect that Mr. Cobb had asked hard questions of Mr. Botha "that sometimes weren't comfortable" for the foreign minister. The statement also quoted Mr. Cobb as saying, "The South African government has general hostility toward and fear of U.S. journalists, and is, I think, very much against the idea of a black journalist reporting from their country."

A-K offers help with news

Avery-Knodel Television, New York, is offering its represented stations a news consultancy service provided by Bob Hoyt, formerly a news executive with WABC-TV and WNEWTv, both New York, and WISH-TV Indianapolis ("Closed Circuit," Feb. 27).



Hoyt

The news service includes a preliminary critique of the clients' newscasts and a comparative analysis of the competition; meetings with station managers and news directors at which suggestions will be made; assistance in recruiting personnel and organizing promotional campaigns; seminars to help maximize the effectiveness of the news recommendations made, and consultation on a continuous basis.

Mr. Hoyt now runs Hoyt TV News, Ridgefield, Conn.

Crystal warns against improper focus of news

The technological advances in broadcast equipment and satellite communications were praised last week by Lester M. Crystal, president of NBC News, but he cautioned that increased international news coverage could also lead to disadvantages.

Mr. Crystal told an audience at the Overseas Press Club in New York that there is a danger that television will provide "too

much attention" to events that may not warrant substantial coverage. He raised the question whether television news in some instances may be playing a diplomatic rather than a journalistic role in covering certain international events—in some of its Mideast coverage, for instance—and added, "Does imagery get mistaken for substance?"

He said there is a need in TV journalism today of going beyond the basic elements of a story and supplying material that points up the significance of a particular event. Mr. Crystal noted that on NBC-TV's *Evening News*'s "Segment Three" there is an attempt to put an international or domestic story into focus by attempting to explain to viewers the ramifications not easily perceived.

Journalism Briefs

Union or no union? "Journalist's Freedom of Choice Act," to allow all broadcast journalists and print columnists, commentators and critics to negotiate own salaries and other financial arrangements with employers without having to be represented by union has been introduced in Senate by Jesse Helms (R-N.C.), Clifford Hansen (R-Wyo.), Paul Laxalt (R-Nev.), Strom Thurmond (R-S.C.) and William Scott (R-Va.). Senator Helms said, "the requirement of union membership in order to express one's own opinions and to present commentary on the news is an unreasonable restriction on a journalist's First Amendment rights." Bill is repeat of one introduced two years ago by former Senator Paul Fannon (R-Ariz.).

Sticking with it. National Public Radio marked 100th hour of live coverage of Senate's Panama Canal debates last Thursday (March 9) at 3 p.m. NYT. NPR spokesman said coverage would continue as long as debates last. Live gavel-to-gavel coverage is being carried by 111 of NPR's 211 affiliates. Forty stations are broadcasting evening summaries. "Our ratings are holding up," network's spokesman said.

Watchdogs. National News Council elected William Scott, vice president of radio news operations for Westinghouse Broadcasting Co., to council membership. Also joining were Margo Huston of *Milwaukee Journal* and A.H. Raskin, former assistant editor of *New York Times*, who becomes council's associate director.

On trial in D.C. Nuclear Regulatory Commission, Washington, has decided, on trial basis, to permit television and still cameras to be used by news media in covering proceedings before Atomic Safety and Licensing boards and Atomic Safety and Licensing appeal boards. Policy is to be reassessed "in about six months" to determine whether it can be carried on without disruption of proceedings or "unacceptable distraction" to participants.

NBC loses out to home electronics as top contributor to RCA profits

Although broadcasting revenues top billion dollars, after-tax profits for that division lag behind the other by \$3 million

NBC's 1977 sales rose to a record \$1,097,900,000 and its pre-tax profits reached a record \$152.6 million, according to the annual report released last week by RCA, its parent corporation.

The totals represented a gain of 27% in pretax profits on a sales increase of 15%, as had been announced earlier along with RCA's record \$247 million in net profits, up 39%, on sales of \$5.9 billion, up 10% (BROADCASTING, Jan. 23).

Despite its records, NBC apparently lost the distinction it had held for the past three years of being the biggest single contributor to RCA profits. In a change to "meet new accounting standards," profits in the 1977 report are shown on a pre-tax basis, rather than after taxes as in past years.

At RCA's 1977 effective corporate tax rate of 47.49%, NBC's after-tax profit would be about \$80.1 million, substantially up from its announced after-tax figure of \$57.5 million in 1976 but still behind the \$83.3 million that the 47.49% tax rate would leave for RCA consumer electronic products and services in 1977 (also see table.)

NBC represented 18.5% of RCA's 1977 total sales and 32.4% of its pre-tax profits. In 1976 the comparable figures—after restatement of profits on a pre-tax basis by RCA—were 17.8% and 35.1%.

In his letter to stockholders, RCA President Edgar H. Griffiths had good news and bad news about NBC:

"NBC's 1977 operations were successful," he said, "by two vital criteria: They handsomely fulfilled the company's public-interest obligations, and they delivered another year of record earnings.

"Yet the 1977-78 season saw a steady erosion in the television network's audiences, particularly in prime evening time—a danger signal for future earnings.

"Perceiving the problem as essentially one of programming as well as management, we succeeded in attracting to the NBC presidency, effective mid-1978, Fred Silverman, the number one program executive in the industry. Mr. Silverman, who is credited with major program successes at both ABC and CBS, will be responsible for all NBC operations, and we have high hopes that he will revitalize the company."

(Mr. Silverman is expected to join NBC immediately after his contract as president

of ABC Entertainment officially expires on June 8.)

As he has before, Mr. Griffiths alluded to the profits gap between NBC and CBS—and added another, presumably involving CBS Records:

"Like NBC, RCA Records produced its highest annual profit [in 1977] but fell short by the yardstick of competitive performance, in this case in the domestic record industry. The management of RCA Records, like that of NBC, is actively addressing this challenge.

"Taken together, these two units show a shortfall of an estimated \$75 million a year in net profit compared with their leading competitors. We regard the task of closing this gap as one of RCA's outstanding opportunities for profit growth in the years ahead."

The report said that NBC "benefited from a year of high advertiser demand in strengthening economy," with NBC-TV posting "a second year of record revenues in every program area, adding 64 new advertisers." In addition, the report continued:

"Increased billings in local advertising, up 10% over the previous year, helped the NBC Television Stations division reach a new high in sales. In the radio division, which completed the phaseout of its News and Information Service by midyear,

revenues also increased substantially: The NBC-owned AM and FM stations reached an all-time sales record as a group, and the NBC Radio network produced its highest sales level in 19 years."

Other highlights included:

For the first time, NBC News's use of electronic equipment—minicams and video tape—exceeded its use of film. In all, NBC News produced 845 hours of programming for television.

RCA is still undecided whether to market its SelectaVision video-disk home TV player system. The decision will depend on whether program suppliers make "attractive products" available and on whether RCA can manufacture disks and players "that can sell profitably at levels substantially below the price of home video-tape equipment." In the meantime, "significant new progress has encouraged us to press forward with our developmental program."

RCA's capital outlays totaled \$270 million in 1977 and are expected to reach \$280 million this year, without major financing.

NBC commitments for rights to TV programs, sports events, movies and the like totaled about \$900 million as of Dec. 31, 1977, with payments extending over an eight-year period. The unamortized costs amounted to \$207.3 million.

Breaking out RCA's billions

(figures in millions)

| | 1977 | 1976 | 1975 | 1974 | 1973 |
|--|-----------|-----------|-----------|-----------|-----------|
| Revenues and earnings by business segment † | | | | | |
| Sales and other revenue | | | | | |
| Electronics—consumer products and services | \$1,499.6 | \$1,376.4 | \$1,168.7 | \$1,135.8 | \$1,143.2 |
| Electronics—commercial products and services | 759.5 | 671.3 | 601.3 | 646.3 | 632.7 |
| Broadcasting | 1,097.9 | 955.2 | 795.7 | 725.1 | 674.2 |
| Vehicle renting and related services | 837.5 | 780.5 | 715.3 | 721.6 | 677.0 |
| Communications | 289.1 | 259.1 | 234.1 | 195.4 | 163.6 |
| Government business | 442.5 | 363.5 | 352.1 | 362.4 | 389.1 |
| Other products and services | 983.6 | 941.9 | 935.6 | 828.3 | 581.7 |
| Business segment total | 5,909.7 | 5,347.9 | 4,802.8 | 4,614.9 | 4,261.5 |
| Other income | 13.7 | 15.7 | 13.0 | 12.0 | 19.2 |
| Consolidated sales and other revenue | \$5,923.4 | \$5,363.6 | \$4,815.8 | \$4,626.9 | \$4,280.7 |
| Profit before taxes on income | | | | | |
| Electronics—consumer products and services | \$158.6 | \$142.0 | \$78.1 | \$80.2 | \$122.7 |
| Electronics—commercial products and services | 71.2 | 52.6 | (19.3) | 19.0 | 84.1 |
| Broadcasting | 152.6 | 120.4 | 106.9 | 94.2 | 101.2 |
| Vehicle renting and related services | 131.3 | 92.6 | 63.3 | 54.1 | 46.9 |
| Communications | 49.9 | 52.5 | 62.0 | 48.9 | 32.4 |
| Government business | 18.1 | 10.8 | 8.3 | 9.6 | 11.1 |
| Other products and services | 59.8 | 33.6 | 43.7 | 34.0 | 52.2 |
| Business segment total | 641.5 | 504.5 | 343.0 | 340.0 | 450.8 |
| Interest expense other than Hertz | (58.1) | (61.0) | (62.0) | (55.6) | (40.3) |
| Corporate administrative expense | (54.7) | (53.2) | (50.3) | (48.9) | (51.8) |
| Corporate research costs | (52.0) | (46.7) | (42.5) | (42.3) | (40.1) |
| Other income (expense) | (6.3) | (.5) | .4 | 8.5 | 16.8 |
| Consolidated profit before taxes on income | \$470.4 | \$343.1 | \$188.6 | \$201.7 | \$335.2 |

† Revenues and earnings by business segment for 1976 and prior years have been reclassified to conform with the presentation adopted in 1977. In prior years, the business segment profit information presented was after deduction of taxes on income and allocations of corporate expenses.

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 |
| BBDO..... | Year 12/31/77 | 99,000,000 | +13.1 | 9,305,000 | + 13.3 | 3.70 | 87,500,000 | 8,216,000 | 3.27 |
| Communications Properties..... | 3 mo. 1/31 | 7,886,000 | +23.9 | 1,058,000 | +155.5 | 22 | 6,366,000 | 414,000 | .09 |
| Doyle Dane Bernbach..... | Year 12/31/77 | 73,538,000 | +14.2 | 6,344,000 | + 12.5 | 3.43 | 64,387,000 | 5,640,000 | 3.10 |
| Foota, Cone & Belding..... | Year 12/31/77 | 83,763,000 | +27.3 | 6,683,000 | + 44.7 | 2.75 | 65,814,000 | 4,618,000 | 2.00 |
| General Electric..... | Year 12/31/77 | 17,518,600,000 | +11.6 | 1,088,200,000 | + 16.9 | 4.79 | 15,697,300,000 | 930,600,000 | 4.12 |
| MCA..... | Year 12/31/77 | 877,635,000 | + 9.3 | 95,115,000 | + 5.4 | 5.16 | 802,918,000 | 90,234,000 | 4.87 |
| Oak Industries..... | Year 12/31/77 | 151,075,429 | + 4.8 | 1,519,277 | - 42.1 | .58 | 144,183,398 | 2,625,430 | 1.39 |

Who earned what at RCA

Proxy statement for 1977 shows Griffiths and Goodman leading with salaries of \$275,000 and \$200,000, respectively, plus substantial bonus payments

President Edgar H. Griffiths was RCA's highest-salaried officer-director in 1977 at \$275,000, and Julian B. Goodman, chairman of RCA's NBC subsidiary and also a member of the RCA board, was second at \$200,000, according to the proxy statement issued last week in preparation for the annual meeting of stockholders on May 2 in New York.

Mr. Griffiths also was granted a \$200,000 incentive award, of which \$66,667 is to be paid this month and the rest to be earned out in equal installments over the next two years. In 1976 he received \$227,050 in salary, but he didn't move up to president until September of that year. He also received a \$150,000 incentive award in 1976, payable over three years. He'll be eligible for \$156,430 in annual company-paid retirement benefits if he continues to age 65 in 1986.

Mr. Goodman received, in addition to salary, \$33,333 incentive paid for 1977 and \$66,667 incentive to be earned out in the next two years. He'll be eligible for \$135,605 in annual RCA-paid retirement benefits at age 65 in 1987, assuming he continues until then. In 1976 he received \$199,569 in salary and \$100,000 incentive payable over three years.

Robert L. Werner, who retired the first of this month as RCA executive vice president and general counsel received \$175,000 salary in 1977 plus \$41,666 incentive paid and \$83,334 payable over the next two years. His annual retirement benefit from RCA was put at \$80,313. RCA has signed him as a consultant for one year from March 1, at \$4,167 a month.

Among other higher-paid RCA officers or directors as shown in the proxy statement were Julius Koppelman, group vice president, \$144,167 salary, \$33,333 incentive paid and \$66,667 incentive to be earned over two years; George H. Fuchs, executive vice president, industrial relations, \$136,752 salary, plus \$33,333 in-

centive paid and \$66,667 incentive to be earned; Howard R. Hawkins, who resigned as an executive vice president and a director last October, \$135,201 salary (last September, RCA signed an agreement with Mr. Hawkins whereby he would be paid \$100,000 and serve as a consultant for two years from his retirement date on May 1 this year at a rate of \$10,280 a month), and William C. Hittinger, executive vice president, research and development, \$130,000 salary plus \$33,333 incentive paid and \$66,667 incentive to be earned out (in February of this year, RCA also signed an agreement providing for Mr. Hittinger's employment from Feb. 1, 1978, to Jan. 31, 1981, at a salary of \$150,000 a year).

The proxy statement also reported that RCA in 1977 spent about \$74,000 to provide "certain" officers and employees, whom it did not identify, with company-owned automobiles for business and personal use, and spent about \$29,000 to reimburse them for fees and other assessments for club memberships used for business purposes.

One of the principal questions designated for the May stockholders meeting is amendment of the RCA Nonqualified Stock Option Plan. Under changes proposed by RCA management, employees holding such options would be permitted to surrender them, or any portion of them, and receive in exchange the amount by which the market value of the stock at that time exceeded the option price of the shares involved.

At present, RCA option holders may exercise their stock options only by paying the full option price in cash. This means, the proxy statement says, that "optionees often must incur sizable bank loans to finance exercise of their options and to make immediate payment of all or part of federal income taxes incurred as a result of the exercise."

In recent weeks RCA stock has traded in the \$24-\$26 range, below the option prices shown for most of the executives listed in the proxy statement. Mr. Goodman, for instance, is shown with options on 32,000 shares at an average of \$27.80 each. Mr. Griffiths has options on 89,000 at \$25.53 each. Neither man exercised options during the period covered by the report, from Jan. 1, 1973, to Feb. 6, 1978, although Mr. Griffiths received options on 82,000 shares (at \$24.77) and Mr. Goodman on

22,000 (at \$25.60) during this five-year period.

The May 2 meeting will be held at 10:30 a.m. in NBC Studio 8-H in the RCA building in New York.

Stock purchase plan cited in suit against Metromedia

Metromedia Inc. disclosed last week that it had been named defendant in a class action suit that claims Metromedia had not revealed all the details of a plan to purchase up to 500,000 of its common shares, starting last October and ending in January.

The complaint has been filed by Arthur and Grace Robson, who said they owned 1,000 common shares of Metromedia before selling them last December. They told the U.S. Southern District Court of New York that Metromedia planned, but did not disclose publicly, that it would, at the end of the stock-repurchase program, make an exchange offer for its common at substantially higher prices. The complaint seeks an unspecified amount of damages. Metromedia said it would contest the suit.

Metromedia also said that, as previously announced, it has filed a registration statement with the Securities and Exchange Commission covering a proposed offer to exchange subordinated debentures for up to 1.5 million shares of its stock (BROADCASTING, Feb. 20).

Chris-Craft buys into Fox

Chris-Craft Industries, New York, a diversified company active in TV station ownership, has purchased 407,000 shares of Twentieth Century-Fox Film Corp. stock for about \$9.4 million but denied it was interested in taking over Fox. The purchase amounts to about 5% of Fox's stock.

A Chris-Craft spokesman said the buy was an investment and the company had no plans to buy more Fox stock or launch an effort to take over the company. Motion picture industry sources recall that in the 1960's, before he became chairman of Chris-Craft, Herbert J. Siegel was in the forefront of an unsuccessful attempt to take over control of Paramount Pictures Corp.

The Broadcasting Playlist Mar 13

Contemporary

Playback

| Last This week week | Title □ Artist | Label |
|------------------------|---|-------------------|
| 1 1 | <i>Staying Alive</i> □ Bee Gees | RSO |
| 2 2 | <i>Love is Thicker Than Water</i> □ Andy Gibb | RSO |
| 6 3 | <i>Night Fever</i> □ Bee Gees | RSO |
| 4 4 | <i>Emotion</i> □ Samantha Sang | Private Stock |
| 5 5 | <i>Sometimes When We Touch</i> □ Dan Hill | 20th Century |
| 3 6 | <i>Just the Way You Are</i> □ Billy Joel | Columbia |
| 8 7 | <i>Can't Smile Without You</i> □ Barry Manilow | Arista |
| 10 8 | <i>Lay Down Sally</i> □ Eric Clapton | RSO |
| 7 9 | <i>Baby Come Back</i> □ Player | RSO |
| 23 10 | <i>Our Love</i> □ Natalie Cole | Capitol |
| 14 11 | <i>Short People</i> □ Randy Newman | Warner Bros. |
| 11 12 | <i>We Are the Champions</i> □ Queen | Elektra |
| 13 13 | <i>Peg</i> □ Steely Dan | ABC |
| 35 14 | <i>Jack and Jill</i> □ Raydio | Arista |
| 15 15 | <i>Theme from "Close Encounters"</i> □ John Williams | Arista |
| 16 16 | <i>What's Your Name</i> □ Lynrd Skynyrd | MCA |
| 34 17 | <i>Thunder Island</i> □ Jay Ferguson | Asylum |
| 18 18 | <i>Theme from "Close Encounters"</i> □ Meco | Millennium |
| 9 19 | <i>Dance Dance Dance</i> □ Chic | Atlantic |
| 22 20 | <i>The Way You Do the Things You Do</i> □ R. Coolidge | A&M |
| 17 21 | <i>I Go Crazy</i> □ Paul Davis | Bang |
| 29 22 | <i>Sweet Talkin' Woman</i> □ Electric Light Orchestra | UA/Jet |
| 24 23 | <i>Dust in the Wind</i> □ Kansas | Kirshner |
| 25 24 | <i>We'll Never Have to Say Goodbye</i> □ Dan & Coley | Atlantic |
| 21 25 | <i>Don't Let Me Be Misunderstood</i> □ L. Gomez | Casablanca |
| 19 26 | <i>Wonderful World</i> □ Art Garfunkel | Columbia |
| 27 27 | <i>Ebony Eyes</i> □ Bob Welch | Capitol |
| 26 28 | <i>Falling</i> □ LeBlanc & Carr | Big Tree/Atlantic |
| 38 29 | <i>If I Can't Have You</i> □ Yvonne Elliman | RSO |
| 28 30 | <i>Come Sail Away</i> □ Styx | A&M |
| 36 31 | <i>Running on Empty</i> □ Jackson Browne | Elektra/Asylum |
| 12 32 | <i>How Deep Is Your Love</i> □ Bee Gees | RSO |
| 33 33 | <i>Hot Legs</i> □ Rod Stewart | Warner Bros. |
| — 34 | <i>More Than a Woman</i> □ Bee Gees | RSO |
| 42 35 | <i>Thank You for Being a Friend</i> □ A. Gold | Elektra/Asylum |
| 39 36 | <i>Goodbye Girl</i> □ David Gates | Elektra |
| 32 37 | <i>Always and Forever</i> □ Heatwave | Epic |
| 31 38 | <i>Name of the Game</i> □ Abba | Atlantic |
| 37 39 | <i>Happy Anniversary</i> □ Little River Band | Capitol |
| 30 40 | <i>Poor Poor Pitiful Me</i> □ Linda Ronstadt | Asylum |
| 20 41 | <i>You're in My Heart</i> □ Rod Stewart | Warner Bros. |
| 41 42 | <i>Which Way Is Up</i> □ Starguard | MCA |
| — 43 | <i>Feels So Good</i> □ Chuck Mangione | A&M |
| 46 44 | <i>The Closer I Get to You</i> □ R. Flack/D. Hathaway | Atlantic |
| 45 45 | <i>Before My Heart Finds Out</i> □ Gene Cotton | Ariola |
| 47 46 | <i>Flashlight</i> □ Parliament | Casablanca |
| — 47 | <i>Count on Me</i> □ Jefferson Starship | Grunt (RCA) |
| 44 48 | <i>Lady Love</i> □ Lou Rawls | Phila. Int'l. |
| 48 49 | <i>Fantasy</i> □ Earth, Wind & Fire | Columbia |
| 40 50 | <i>Native New Yorker</i> □ Odyssey | RCA |

Shooting starship. After more than a year's silence, Jefferson Starship is back on the airwaves with a new single, *Count on Me* (Grunt/RCA). From the group's new album, *Earth*, this "Playlist" debut is "a big event," says Mark Lawrence of WGUY(AM) Bangor, Me. "They have always had that appeal. Although they don't have singles out too often ... they're very big." **Amalgamation.** Rubicon, a group composed of former members of Three Dog Night, Cold Blood, Sly & the Family Stone and Graham Central Station, is off to a good start with its debut single, *I'm Gonna Take Care of Everything* (20th Century). It's a rock ballad that Mr. Lawrence of WGUY added to that station's chart almost a month ago: "It did have a very slow start but this week it turned around. It looks like it's going to be a hit. There is a good sounding hook ... and the sales are solid." Sheila Taylor of WAIL(AM) Baton Rouge reports success with Rubicon, too: "It's got a nice sound. It's not loud and the words mean something. That record is a nice blend. It's not too hard or soft for anybody." **Flack's back.** Teaming up with Donny Hathaway, Roberta Flack sings *The Closer I Get to You* (Atlantic), a ballad that has "a very good mass appeal sound," says Jim Walsh of WNRK(AM) Newark, Del. But Mr. Walsh qualifies that by saying he doesn't "think it is a super pop hit." The record (at number 44 on "Playlist") is having success at some stations, though, and Ms. Taylor of WAIL calls it "a hot, hot record down here. They are talented as a team but she's been slack for a while."

Country

| Last This week week | Title □ Artist | Label |
|------------------------|--|----------------|
| 2 1 | <i>Do I Love You</i> □ Donna Fargo | Warner Bros. |
| 3 2 | <i>Woman to Woman</i> □ Barbara Mandrell | ABC |
| 4 3 | <i>Mamas Don't Let Your Babies ...</i> □ Waylon & Willie | RCA |
| 16 4 | <i>Someone Loves You Honey</i> □ Charley Pride | RCA |
| 1 5 | <i>Don't Break the Heart</i> □ Margo Smith | Warner Bros. |
| 6 6 | <i>What Did I Promise Her Last Night</i> □ Mel Tillis | MCA |
| 5 7 | <i>Walk Right Back</i> □ Anne Murray | Capitol |
| 9 8 | <i>Two Doors Down</i> □ Zeila Lehr | RCA |
| 8 9 | <i>God Made Love</i> □ Mel McDaniel | Capitol |
| 13 10 | <i>Yes Ma'am</i> □ Tommy Overstreet | ABC |
| 10 11 | <i>I Just Wish You Were Someone I Love</i> □ L. Gatlin | Monument |
| 14 12 | <i>If I Had a Cheating Heart</i> □ Mel Street | Polydor |
| 12 13 | <i>I Love You ...</i> □ Ronnie McDowell | Scorpion |
| 25 14 | <i>Running Kind</i> □ Merle Haggard | Capitol |
| 15 15 | <i>Ready for the Times to Get Better</i> □ C. Gayle | United Artists |
| 17 16 | <i>Bartender Blues</i> □ George Jones | Epic |
| 11 17 | <i>Return to Me</i> □ Marty Robbins | Columbia |
| — 18 | <i>A Lover's Question</i> □ Jacky Ward | Mercury |
| 7 19 | <i>I Don't Need a Thing at All</i> □ Gene Watson | Capitol |
| — 20 | <i>Soft Lights and Hard Country Music</i> □ Moe Bandy | Columbia |
| — 21 | <i>I Cheated on a Good Woman's Love</i> □ B. Craddock | Capitol |
| — 22 | <i>I've Got a Winner in You</i> □ Don Williams | ABC |
| 22 23 | <i>It Don't Feel Like Sinner's to Me</i> □ The Kendalls | Ovation |
| — 24 | <i>Hearts on Fire</i> □ Eddie Rabbitt | Elektra |
| 24 25 | <i>Bedroom Eyes</i> □ Don Drumm | Churchill |

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

Fates & Fortunes[®]

Media



Schafbuch

Richard M. (Mick) Schafbuch, VP-general manager, KOA-AM-TV-KOAO(FM) Denver, appointed general manager, Lee Enterprises'



Kennedy

KOIN-TV Portland, Ore. **Howard Kennedy**, general manager, co-owned KIMT(TV) Mason City, Iowa, appointed KOIN-TV station manager. **Donald G. Harrer**, Lee corporate executive, succeeds Mr. Kennedy as KIMT general manager.

Sallie Forman, administrator, government relations, NBC, Washington, promoted to manager, government relations.

Henry A. Kaplan, VP, marketing, CBS musical instruments division, New York, named director of CBS corporate planning office, succeeding **Dennis Devere**, whose appointment to another post at CBS will be announced shortly.

Stephen S. Miller, assistant VP for administration, Urban Institute, Washington, joins Public Broadcasting Service there as director of administration.

Don McGourk, administrative coordinator, WMAZ-AM-FM-TV Macon, Ga., named general manager, WCBI-TV Columbus, Miss.

Dick Shoudt, sales manager, KUFF(AM) Albuquerque, appointed VP-general manager.

R.W. (Skip) Schmidt, general sales manager, KOIL(AM)-KEFM(FM) Omaha, joins KWTO-AM-FM Springfield, Mo., as VP-general manager.

Victor Ives, program manager, Golden West Broadcasters' KSFO(AM) San Francisco, joins co-owned WCAR-FM Detroit as general manager.

Larry Grogan, general manager, WFMS(AM) Indianapolis, appointed VP-general manager.

John E. Harper, executive producer, WKAT(AM) Miami Beach, Fla., promoted to operations manager.

Joanna Dymond, former director of advertising, promotion and public relations, WNEW-TV New York, joins WNBC-TV there as manager, press and publicity.

Janice Thomas, reporter, WEBR(AM) Buffalo, N.Y., named director of minority services, WGR-TV there.

Broadcast Advertising



Landon
ABC Radio.

James A. Landon, corporate VP, Cox Broadcasting, Atlanta, joins Combined Communications Corp., Phoenix, as VP-marketing and research.

Linda Goodman, national marketing director, ABC Radio Spot Sales, New York, promoted to director of sales development,

James R. Guthrie and **Don Weakley**, management supervisors, Foote, Cone & Belding, New York, elected senior VP's. Elected VP's: **Len Daykin**, director of merchandising; **Michael Hoynes**, management supervisor, and **Jerry Fleishman**, **Robert F. Gregory**, **Bruce Guidotti**, **David Krels** and **Alice Magdol**, account supervisors.

E. Wyatte Hicks, former executive VP and managing director of New York office of J. Walter Thompson, named senior VP and management director, Compton Advertising there.

Budd R. Shehab and **Jon Yarbrough**, associate creative directors, Needham, Harper & Steers, New York, named VP's. **Larry Anan** and **John Welsh**, associate creative directors, Chicago office, also named VP's.

Bill Battaglia, **Mike Colt** and **Dave Moeller**, creative directors, Leo Burnett, Chicago, and **Jim Hillmer**, account supervisor, named VP's.

William J. McHale, account executive, Blair Radio, New York, joins Selcom, station representative, New York as executive VP.

Herman Stern, account executive, RKO Television Representatives Inc., New York, appointed manager of Los Angeles office.

Bob Warsowe, **Dave Williams**, **Hal Katz** and **Stan Silverman**, VP's-senior account executives, Vitt Media International, independent media buying firm, New York, named group VP's.

David E. Recher, Midwest region VP, Eastman Radio, Chicago, and **Mark S. Sutter**, VP-treasurer, New York, elected to Eastman executive committee.

Trina Catania, account executive, ABC's WLS(AM) Chicago, appointed assistant to manager of sales planning/proposals for ABC Television Network Sales, central division, Chicago.

Arthur Wagner, account executive supervisor, Tom Rubin Associates, Los Angeles, returns to Field Spot Sales, New York, as Eastern sales manager.

Rick Moeller, account executive, KGTV(TV) San Diego, joins Art Moore & Associates, station rep firm, Seattle, as account manager.

Antonio J. Guernica, staff writer-media specialist for *Agenda*, magazine, Washington, joins SIN, U.S. Spanish Television Network, New York, as sales development specialist.

Horst M. Busse, senior VP-account services, J.I. Scott Co., advertising and marketing firm, Grand Rapids, Mich., named executive VP.

George D. Skinner, director of Katz News Service, Katz Agency, New York, assumes additional post as VP of marketing division.

Byron Berkley, national advertising manager, Dr Pepper Co., Dallas, joins Jos. Schlitz Brewing, Milwaukee, as advertising manager for Old Milwaukee and Schlitz Light beers. He succeeds **Wes Parma**, appointed to handle Schlitz brand advertising.

Aaron Ehrlich, from McCann-Erickson, New York, joins Advertising to Women Inc. there as VP in charge of broadcast production.

Helen Renninger, media supervisor, Al Paul Lefton advertising, New York, joins VanSant Dugdale, Philadelphia, as account executive.

J. Douglas Cox, account executive, WCBSTV New York, named Eastern sales manager, co-owned WBBM-TV Chicago.

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Ron Leppig, general sales manager, WYEN(FM) Des Plaines, Ill., promoted to group VP for sales, WYEN and co-owned WAUK(AM) Waukesha, Wis.

Pat Argue, publicity director, WOR-TV New York, promoted to director of advertising and public relations.

Jerry Walsh, sales manager, WLVI-TV Boston, named general sales manager, succeeded by **Walter Gilbride**, account executive from WBZ(AM) Boston.

Bob Protter, manager of Field Spot Sales Detroit office, joins Field Communications' WKBD-TV there as sales manager.

Jess E. Peters, sports information director, Southern University, Baton Rouge, joins WTMP(AM) Tampa, Fla., as VP-director of marketing and sales.

Thomas M. Lewis, account supervisor, Vanguard Advertising, Minneapolis, joins KSTP-TV Minneapolis-St. Paul as manager of advertising.

Allan E. Bober, account executive, WKKD-FM Aurora, Ill., named sales manager, KUBA(AM) Yuba City, Calif.

Samuel B. Way, with KAPE(AM) San Antonio, Tex., named to sales manager.

Denny Christensen, account executive and sales development director, KOOO-AM-FM Omaha, named sales manager.

Programming

George J. Bernsten, associate director, feature film planning, CBS-TV, New York, named director, feature films and late night programs, CBS Entertainment.

Louis S. Israel, Eastern division manager, Paramount Television, New York, assumes additional duties as VP-sales planning and development.

Timothy H. Brooks, manager, audience measurement analysis, NBC, New York, named director, audience measurement analysis.



Larsen



Pike

Charles Larsen, program director, NBC's WKYC-TV Cleveland, appointed to same post, co-owned WNBC-TV New York. He is replaced by **John S. Pike**, program manager from WBZ-TV Boston.

Gary Stark, director of advertising and promotion, WEWS-TV Cleveland, appointed program director.

Bobby Rich, program director, KFMB(FM) San Diego, joins WXLO(FM) New York in same capacity.

Gloria Johnson, assistant program director, ABC's WRIF(FM) Detroit, named program director, co-owned KSFY(FM) San Francisco.

Charles T. Smith, VP of Wall Street investment firm of Moseley, Hallgarten & Estabrook, joins Video Corp. of America, New York, as VP-treasurer.

Joel Zneimer, manager of mechanical engineering, Hoffman Electronics, El Monte, Calif., joins MCA, Beverly Hills, Calif., as director of manufacturing, MCA Disco-Vision, video disk manufacturing subsidiary.

Gary Calvert, announcer, WHIO-FM Dayton, Ohio, promoted to program director, replacing **Ken Honeyman**, retired.

Mark Larson, production director, KFMB(AM) San Diego, appointed assistant program director.

Alan Burns, president, Media Insights, Chicago-based media research firm, joins WLS(AM) there as music director-air personality.

Nick Pond, sports director, WRAL-TV Raleigh,

N.C., named corporate director of sports development for parent, Capitol Broadcasting Co.

Ruth Pinedo, programming assistant, KLOS(FM) Los Angeles, named production manager, succeeded by **Valerie Faulconbridge**, music director, Drake-Chenault radio syndication division, Canoga Park, Calif.

Selma Perelman, public information associate, Pennsylvania Public Television Network, Hershey, Pa., named director of program information, noncommercial WHA-AM-TV Madison, Wis.

Broadcast Journalism

David Miller, weekend news manager, CBS News, New York, named producer, *CBS Morning News*. **Michele Dumont**, assistant producer, *CBS Evening News*, appointed associate

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producer of that program.

Al Buch, news director, KMJ-TV Fresno, Calif., named to same post, KTAR-TV Phoenix.

Ron Martzoff, assistant program manager, WKBW-TV Buffalo, N.Y., named acting news director.

Jay Newman, executive news producer, WJAR-TV Providence, R.I., promoted to assistant news director. **Rosemary White**, news producer-assignment editor from WDTN-TV Dayton, Ohio, joins WJAR-TV as news producer.

Lee Barron, air personality and newscaster, KOOO-AM-FM Omaha, promoted to news director.

Richard Griffiths, coordinator-director of North Carolina University Radio Network, Greensboro, joins WGBG(AM) there as news director.

Art Countiss, administrative assistant to Representative William Wampler (R-Va.), and former news director, WCYB-TV Bristol, Tenn., joins WKYE(AM) Bristol as news director.

Norm Gunning, assignment editor, KOIN-TV Portland, Ore., named news producer.

Ray Walker, anchorman, KDFW-TV Dallas, joins KIRO-TV Seattle in same capacity.

Jacqueline Boulden, anchor-reporter, WEBR(AM) Buffalo, N.Y., named reporter, WNDU-TV South Bend, Ind.

Lisa Glasberg, anchor, reporter and feature editor, KMEL(FM) San Francisco, joins news staff, KLOS(FM) Los Angeles.

Bob Roth, sports director, WGFT(AM) Youngs-

town, Ohio, joins news department, WYTV(TV) there in same post.

Jim Scott, weekend reporter-photographer, WISH-TV Indianapolis, promoted to reporter-weekend assignment editor.

Paul Henderson, reporter, WJLA-TV Washington, assumes additional responsibility as weekend anchor.

Judith V. Womack, reporter, WWJ-TV Detroit, joins WJZ-TV Baltimore in same capacity.

Equipment & Engineering



O'Brien

Colin J. O'Brien, sales and marketing VP, Jerrold Electronics, Hatboro, Pa., promoted to executive VP, assuming additional responsibility for credit, research and development and engineering departments.

Frank S. Keith, director of marketing planning, RCA, New York, appointed marketing VP-Europe and Africa, for RCA International Marketing, S.A., based in Geneva. **Art Nobo**, Caribbean sales representative RCA Broadcast Systems, Miami, appointed sales manager for Caribbean and Central America.

Koichi Tsunoda, VP, Sony Corp. of America, appointed president of new subsidiary, Sony Video Products Co. (BROADCASTING, Feb. 27).

Peter J. Ford, manager of engineering operations, WRAL-TV Raleigh, N.C., joins WLCY-TV Tampa-St. Petersburg, Fla., in same capacity.

Nile M. Hunt, engineering director, WHAS-AM-TV-WAMZ(FM) Louisville, Ky., joins WESH-TV Daytona Beach (Orlando), Fla., in same capacity.

Stanley I. Lindsay, manager of industrial amplifier sales, C-Cor Electronics, State College, Pa., named Southeast regional sales manager.

Bradley D. Harring, regional sales manager, Standard Grigsby Inc., Aurora, Ill., named manager, rotary switch products, Oak Industries, Crystal Lake, Ill.

Cable



Leiter



Zimmerman

Newly announced promotions, Wometco Communications, multiple systems operator, Miami: **Don Zimmerman**, systems engineer, to VP-engineering director; **Frank S. Leiter**, operations manager, to VP-operations director, and

John Faubert, **Pete Pettis** and **Bud Tibshriany**, managers of Wometco systems in Plattsburg, N.Y.; Goldsboro, N.C., and Columbia, S.C., respectively, to VP's-systems managers.

J. Robert Fischer, controller, Magnavox CATV, Manlius, N.Y., appointed VP-controller.

Bruce Massey, area manager, Viacom Cablevision, Snohomish county, Wash., named VP-general manager, Viacom Cable of Dayton (Ohio).

Newly elected officers, Society of Cable Television Engineers: **Robert Bilodeau** Suburban Cablevision, East Orange, N.J., president; **Harold Null**, Storer Cable TV, Sarasota, Fla., Eastern VP; **Gayheart C. Kleykamp**, UA-Columbia Cablevision, San Angelo, Tex., Western VP; **Judith Scharf**, Tele-Communications Inc., Denver, secretary, and **Edward Horowitz**, Home Box Office, New York, treasurer.

Thomas A. Crowley, from Cornwall Industries, South Paris, Me., joins Arlington TeleCommunications Corp. (ARTEC), Arlington, Va., as director of finance and administration. ARTEC expects to begin cable service in Arlington county in July.

Allied Fields

Harry Stecker, Eastern manager, Arbitron Television advertiser/agency sales, New York, **Kenneth A. Wollenberg**, Eastern manager, Arbitron Radio advertiser/agency sales, named VP's.

James E. Hawkins, with Telecommunications Center at Ohio State University, joins Florida A&M University, Tallahassee, as assistant professor of broadcast journalism. **Phillip O. Keirstead**, former writer, editor and producer at CBS News, New York, joins A&M journalism department as associate professor of broadcast journalism.

Deaths

Leonard C. DeNooyer, 56, manager of affiliate analysis, CBS-TV, died March 4 of heart attack at his home at Rye, N.Y. He had been with CBS since 1952 and had served as manager of coverage for network research and station analyst for affiliate relations before being named manager of affiliate analysis in August 1976. Survivors include his wife, Ellen; three children, Leonard R., Ellen and Alice, and his mother, Mrs. Martiena DeNooyer.

Betty Feezor, 53, for 23 years hostess of her own home service program on WBTV(TV) Charlotte, N.C., died of cancer at her home there Feb. 28. She is survived by her husband, Turner, and three children.

John Ashenurst, 78, sales executive with Edward Petry & Co., Chicago, from 1932 at its founding until 1960 when he retired, died of heart attack there Feb. 27. He is survived by his son, Robert, and seven grandchildren.

Arthur Batcheller, 89, engineer in charge of FCC's Northeast district until he retired in 1956, died on March 7 in Framingham, Mass. He had served FCC and predecessor agencies for 36 years and in 1922 he arranged first technical conference in New York for broadcasting interests. He had no immediate survivors.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 24 through March 2.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

Ownership changes

Applications

■ KPEN(FM) Los Altos, Calif. (97.7 mhz, 3 kw)—Seeks transfer of control of Los Altos Broadcasting from Mark and Maxine Hurd, Grace Andreas and Harold and Marilyn Young (100% before; none after) to L.D.S. Enterprises (none before; 100% after). Consideration: \$341,519 plus \$20,292 to Mark Hurd for covenant not to compete. Sellers: have no other broadcast interests. Buyer: is 100% owned by Frank DeSmidt, Milpitas, Calif. restaurant owner and operator with no other broadcast interests. Ann. March 1.

■ KXR(X) San Jose, Calif. (1500 khz, 10 kw-D, 5 kw-N)—Seeks transfer of control of San Jose Broadcasting from Joe. E. Levitt (100% before; none after) to Sterling Recreation Organization (none before; 100% after). Consideration: \$1,375,000. Seller: has no other broadcast interests. Buyer: principally owned by Fredric A. Danz, individually and in trusts, is owner of five AM's and four FM's in states of California, Oregon and Washington. Ann. Feb. 28.

■ KVOR(AM)-KSPZ(FM) Colorado Springs (AM: 1300 khz, 5 kw-D, 1kw-N; FM: 92.9 mhz, 25kw)—Seeks assignment of license from Wolverine Broadcasting to Gilmore Broadcasting for \$1,300,000 plus \$200,000 covenant not to compete. Seller: James W. Vinall, president and principal stockholder has health problems and wishes to reduce business commitments. Seller has other broadcast holdings. Buyer: is 91.94% owned by James S. Gilmore, Jr. and is licensee of WREX-TV Rockford, Ill.; KODE-TV-AM Joplin, Mo.; WEHT(TV) Evansville, Ind., and WVA(AM), WQPO(FM), both Harrisonburg, Va. Ann. March 1.

■ KTGR(AM)-KTGC(FM) Columbia, Mo. (AM: 1580 khz, 250 w-D; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of Tiger Broadcasting from Robert Neathery Jr., Laurel R. Thompson and Richard Bradley (100% before; none after) to Tiger Broadcasting (none before; 100% after). Consideration: \$84,567 plus \$75,000 covenant not to compete. Sellers: have no other broadcast interests. Buyer: is 100% owned by W. J. Wheeler, president, general manager and 17.8% owner of KHOZ-AM-FM Harrison, Ark. Ann. Feb. 28.

■ WEPM(AM)-WESM(FM) Martinsburg, W. Va. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 9 kw)—Seeks assignment of license from Martinsburg Broadcasting to Elektra Broadcasting for \$800,000. Seller: is 100% owned by C. Leslie Golliday and has no other broadcast interests. Buyer: is 100% owned by Charles C. Thornton Sr. and is licensee of WTRI(AM)

Brunswick, Md. Ann. Feb. 28.

Actions

■ KSGR(AM)-KDOT-FM Scottsdale, Ariz. (AM: 1440 khz, 5 kw-D; FM: 100.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Sun World Corp. to First Media Corp. for \$750,000 plus \$250,000 covenant not to compete. Seller is Arizona corporation principally owned by Fred Hervey and Sam Hawkes, which owns KPAR-AM-FM Albuquerque, N.M. and KSET-AM-FM El Paso, although these have been sold and application will be made shortly to commission for transfer of licenses. Buyer is Delaware corporation principally owned by Richard E. (49.92%) and J. W. Marriott Jr. (30.78%) (brothers) also licensee of WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah, and WZGC(FM) Atlanta. Action Feb. 22.

■ WRBI(FM) Batesville, Ind. (103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Radio Batesville Inc. to McPherson Media Inc. for \$157,000. Seller: Donald G. Davis, president and 100% owner, has no other broadcast interests. Eugene V. McPherson, 100% owner of buyer, is owner and general manager of WVLN(AM)—WSEI(FM) Olney, Ill. Action Feb. 24.

■ WCEM(AM)-WESP-FM Cambridge Md. (AM: 1240 khz, 1kw-D, 250 w-N; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Community Radio Corp. to VerStandig Broadcasting for \$665,000. Seller: principally owned by Joseph I. Goldstein, has no other broadcast interests and is selling due to financial difficulties. Buyer: 100% owned by M. Belmont VerStandig, Washington businessman with jewelry and real estate interests, has no other broadcast holdings. Action Feb. 13.

■ WRAQ(AM) Asheville, N.C. (1380 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Greater Asheville Broadcasting Corp. from O.W. Myers, Robert M. Hauck and Norman K. Fenstermaker (62.8% before; none after) to John E. Jenkins Jr. (37.2% before; 100% after). Consideration: \$95,809. Mr. Jenkins owns 25% of Greater Ocala Broadcasting Corp., licensee of WWKE(AM) and WMEQ(FM) both Ocala, Fla. and 37.2% of WKKE(AM) Asheville, NC. He is secy/treas of both the above and 85% owner of Huntington, W.Va., law partnership with sellers. None of other sellers has other broadcast interests. Action Feb. 28.

■ WKIX(AM)-WYYD(FM) Raleigh, N.C. (AM: 850 khz, 10 kw-D, 5 kw-N; FM: 96.1 mhz, 98 kw)—Broadcast Bureau granted assignment of license from Southern Broadcasting Co. to Adelphi Broadcasting Co. for \$3,200,000. Seller: has entered into merger agreement to provide shareholders with liquidity for estate planning. Bernard Mann is president and 60% owner of buyer, his wife, Roberta S. is secretary and 40% owner. Mr. Mann had broadcast interests in the past but was proprietor of High Point, N.C., advertising agency immediately prior. Action Feb. 28.

■ KYNG(AM) Coos Bay, Ore. (1420 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Pacific Western Broadcasters Inc. to Sequoia Broadcasting Inc. for \$425,000. Seller: is wholly-owned by Philip C. Waters, no other broadcast interests, who wishes to retire due to heart condition. Buyer is Oregon corporation principally owned by Richard J. Behrendt, 47.50% and wife Susan G., 47.50%. Ms. Behrendt owns 10% KAST(AM) Astoria, Ore. and 11% KOIN-AM-FM-TV Portland, Ore. Sequoia Broadcasting will be applying for FM channel in Coos Bay in near future. Action Feb. 24.

Facilities changes

TV action

■ WITI-TV Milwaukee—Broadcast Bureau granted

change in license covering change in SL (BMCT-842). Action Feb. 1.

AM applications

■ WHVL Hendersonville, N.C.—Seeks CP to increase daytime power to 5kw and change type trans. Ann. March 2.

■ KWIQ Moses Lake, Wash.—Seeks CP to add nighttime power with 500w DA-N, change hours of operation to U and change type trans. Ann. March 2.

AM Actions

■ KDQN Dequeen, Ark.—Broadcast Bureau granted CP to change SL and change TL and ant location, conditions (BP-20,900). Action Feb. 14.

■ KXQR Clovis, Calif.—Broadcast Bureau granted mod. of CP to change trans., conditions (BMP-14,177). Action. Action Feb. 10.

■ KCCN Honolulu—Broadcast Bureau granted CP to make changes in ant. system (BP-20,924). Action Jan. 31.

■ KBOI Boise, Idaho—Broadcast Bureau granted CP to reduce number of specified radials and delete monitoring point in direction of N 196 degrees E, conditions (BP-20,982). Action Feb. 14.

■ WSIP Paintsville, Ky.—Broadcast Bureau granted CP to change site and SL and change trans. (BP-20,970). Action Feb. 10.

■ WCBC Cumberland, Md.—Broadcast Bureau granted CP to make changes in MEOV's, conditions (BP-20,938). Action Feb. 11.

■ WJON St. Cloud, Minn.—Broadcast Bureau granted CP to install new tower, increase nighttime radiation efficiency, conditions (BP-20,960). Action Feb. 14.

■ KCJB Minot, N.D.—Broadcast Bureau granted mod. of CP to change proposed location of daytime DA system within proposed site, conditions (BMP-14,510). Action Feb. 14.

■ KBEC Waxahachie, Tex.—Broadcast Bureau granted CP to change radiation pattern, conditions (BP-20,913).

FM applications

■ KWEZ Monroe La.—Seeks CP to change TL, type trans., ant., make changes in ant. system, ERP:100 kw (h&v) and HAAT:852 ft. (v). Announced March 2.

■ WSHS Albany, N.Y.—Seeks CP to install new trans., new ant., change TPO, ERP:11.2kw (h&v) and HAAT: 911 ft. (h&v). Ann. March 2.

■ WKRT-FM Cortland, N.Y.—Seeks CP to install new trans., new ant., make changes in ant. system, transmission line, change TPO, ERP: 20kw (h&v) and HAAT: 730 ft. (h&v). Ann. March 2.

■ WROQ Charlotte, N.C.—Seeks mod. of CP to change ERP: 1161kw (h&v) and HAAT: 343 ft. (h&v). Ann. March 2.

■ WRBK New Bern, N.C.—Seeks CP to install new ant., make changes in transmission line, change TPO and HAAT: 581 ft. (h&v). Ann. March 2.

■ WKSX Cleveland—Seeks CP to install new aux. trans., change TPO and ERP: 50kw (h&v). Ann. March 2.

■ WMMS Cleveland—Seeks mod of CP to change ant. Ann. March 2.

■ WKTN-FM Kenton, Ohio—Seeks CP to install new trans., new ant., make changes in transmission line, change TPO, ERP: 3kw (h&v) and HAAT: 275 ft. (h&v). Ann. March 2.

■ KATT-FM Oklahoma City—Seeks CP to install new trans., ant., make changes in ant. system, install new



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- | | |
|----------------------|------------------------|
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| -stereotypers | -mailers |
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Marshall Field
Publisher



Newspaper Division of Field Enterprises, Inc.

Call letters

Applications

| Call | Sought by |
|----------------------|---|
| New TV's | |
| *WKOH | Kentucky State Board of Education, Owensboro, Ky. |
| KOCD-TV | Meyer Broadcasting, Dickinson, N.D. |
| New AM | |
| WTNR | Kingslon Broadcasting, Kingston, Tenn. |
| New FM's | |
| WAVW | Rowland Stereo Radio, Vero Beach, Fla. |
| KSLS | Laurence E. Steckline, Liberal, Kan. |
| KEZS | Seward County Broadcasting, Liberal, Kan. |
| *WBSN-FM | New Orleans Baptist Theological Seminary, New Orleans |
| WJJY | Tower Broadcasting, Brainerd, Minn. |
| *KYMC | YMCA of Greater St. Louis, Ballwin, Mo. |
| *WVCP | Volunteer State Community College, Gallatin, Tenn. |
| Existing TV's | |
| KESO-TV | KPLM-TV Palm Springs, Calif. |
| WNNE | WMVW Hanover, N.H. |
| Existing AM's | |
| WNVR | WOWW Naugatuck, Conn. |
| WKLS | WIIN Atlanta |
| WVWG | WAXC Rochester, N.Y. |
| WCPO | WKVO Havelock, N.C. |
| KSHY | KVWO Cheyenne, Wyo. |
| Existing FM's | |
| WBIL-FM | WVNS Tuskegee, Ala. |
| WKLS-FM | WKLS Atlanta |
| WEVE-FM | WVLA Eveleth, Minn. |
| KLXX | KLUC Las Vegas |
| WMSO | WKVO-FM Havelock, N.C. |
| WOOS-FM | WHLO Canton, Ohio |
| KGKG | KBRK-FM Brookings, S.D. |
| KZOM | KOBS-FM Orange, Tex. |
| KISN | KLUB-FM Sall Lake City |

Grants

| Call | Assigned to |
|----------------------|--|
| New AM's | |
| WFGS | Aaron J. Wells, Milton, Fla. |
| KIOW | Pilot Knob Broadcasting, Forest City, Iowa |
| Existing TV's | |
| WKPD | WDXR-TV Lexington, Ky. |
| WIXT | WNYS-TV Syracuse, N.Y. |
| Existing AM | |
| KTWN | KANO Anoka, Minn. |
| Existing FM's | |
| *WMNF | *WINO Tampa, Fla. |
| WOXB | WRIL Grenada, Miss. |
| KYYA | KOYN-FM Billings, Mont. |
| KAAK | KANR Great Falls, Mont. |
| KKOO | KMTY-FM Clovis, N.M. |
| WNOZ | WKRT-FM Cortland, N.Y. |
| WZYZ | WKKY Fairmont, N.C. |
| KTFX | KKUL Tulsa, Okla. |
| KSKD | KORI Salem, Ore. |

transmission line, change TPO and HAAT: 570 ft. (h&v). Ann. March 2.

- WRAC-FM Williamsport, Pa.—Seeks CP to install aux. ant. at main TL. Ann. March 2.
- WEYA Bayamon, P.R.—Seeks CP to change TL, install aux. trans., aux. ant., make changes in ant. system, change TPO, ERP: 50kw and HAAT: 70.5 ft.

Ann. March 2.

- WANS-FM Anderson, S.C.—Seeks CP to change TL, type trans., ant., make changes in ant. system, and HAAT: 1008 ft. (h). Ann. March 2.
- KZIP-FM Amarillo, Tex.—Seeks mod. of CP to change TL, change trans., ant., make change in ant. system, TPO, and HAAT: 470 ft. (h&v). Ann. March 2.

FM Actions

- *KZSC Santa Cruz, Calif.—Broadcast Bureau granted CP to install new trans., ant., make changes in ant. system, change TPO, ERP: 1.25 kw (h&v) and HAAT: 470 ft. (h&v) (BPED-2313). Action Feb. 27.
- *KOJC Cedar Rapids, Iowa—Broadcast Bureau granted mod. of CP to change TL, and make changes in ant. system, condition (BMPEd-1563). Action Feb. 11.
- KRES-FM Moberly, Mo.—Broadcast Bureau granted CP to install new trans., change TPO, ERP: 100kw (h&v) and HAAT: 480 ft. (h&v) (BPH-10,865). Action Feb. 17.

In contest

Petitions to deny

- Bridgeport, Conn.—Bay Broadcasters petition to deny transfer of control of WAAF(FM) Worcester, Mass. Ann. March 2.
- Hartford, Conn.—Classical Radio for Connecticut and Listeners' Guild petition to deny renewal of WTIC-AM-FM. Ann. Feb. 28.
- Amherst, Mass.—Hampshire County Broadcasting petitions to deny renewal of WTTT(AM). Ann. March 1.
- Boston—Committee for Community Access petitions to deny renewal of WACQ(AM). Ann. March 1.
- Boston—Committee for Community Access petitions to deny renewal of WTTK(AM). Ann. March 1.
- Pittsfield, Mass.—Patterson Broadcasting petitions to deny or for alternative relief renewal of WQR(BM). Ann. March 1.
- Worcester, Mass.—Bay Broadcasters petition to deny renewal of WEZN(FM) Bridgeport, Conn. and WAAF(FM), WFTQ(AM) both Worcester. Ann. March 1.

Designated for hearing

- Mobile, Ala., Sound Broadcast Corp., Mobile Broadcast Service, (BC Docs. 78-74-75)—Chief Broadcast Bureau designated for hearing in consolidated proceeding Sounds' application for license renewal of WLPR(FM) and Mobile's for CP for new FM. Action Feb. 21.
- KOAD(AM) Lemoore, Calif., **renewal proceeding**: (Doc. 19922)—Commission set oral argument on renewal of Golden Broadcasting Systems station for March 28. Action Feb. 27.
- Atlanta, WIGO Inc., **revocation proceeding**: (BC Doc. 78-53)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin as presiding judge, scheduled prehearing conference on April 10 and hearing May 23 in Atlanta. Action Feb. 21.
- Joplin, Mo. and Pittsburg, Kan., **renewal proceeding**: (BC Docs. 78-81-83)—Commission set for consolidated hearing renewal applications for Gilmore Broadcasting Corp.'s KODE-TV Joplin, Mid-Continent Telecasting's KOAM-TV Pittsburg and Mid-America Broadcasting's KTVJ(TV) Joplin. Action March 1.
- Philadelphia, **renewal proceeding**: (Doc.—20677)—Commission scheduled oral argument for March 28 on denial of license renewal of trustees of University of Pennsylvania's WXP(N)FM. Action Feb. 27.
- Cleveland, Tenn., Thomason Broadcasting and Bradley Enterprises, **FM proceeding**: (BC Docs. 78-33-34)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney as presiding judge, scheduled prehearing conference April 6 and hearing May 22. Action Feb. 22.

Procedural rulings

- Coral Gables, Fla., Independent Music Broadcasters, **FM proceeding**: (Doc. 21494)—ALJ Reuben Lozner set certain procedural dates and or-

dered all further prehearing procedures will be initiated on or before March 17, scheduled further prehearing conference on March 17 and evidentiary hearing on June 19. Action Feb. 22.

- Houghton Lake, Mich., Sparks Broadcasting Co. WHGR(AM) and WJGS(FM), **AM-FM proceeding** (Docs. 21497-8)—ALJ John H. Conlin set certain procedural dates including hearing on Aug. 8 at Houghton Lake. Action Feb. 21.
- Roswell, N.M., Andromeda Broadcasting System, Gordon L. Day, trustee in bankruptcy of KKAT(AM) and Rosendo Casarez Jr., **AM proceeding**: (Docs. 21516-8)—ALJ Joseph Stirmer granted motion by Casarez and continued prehearing conference until March 9. Action Feb. 16.
- Terrell Hills, Tex., Reding Broadcasting and Wholly-owned Corp., **AM proceeding**: ALJ Walter C. Miller closed record and set certain procedural dates. Action Feb. 14.
- Quantico, Va., Happy Broadcasting WPWC(AM), **renewal proceeding** (Doc. 21493)—ALJ David I. Kraushaar adopted certain procedures and rescheduled hearing to May 10. Action Feb. 22.
- Milton and Hurricane, W.Va., WNST Radio and Putnam Broadcasting, **FM proceeding**: (Docs. 20994-5)—ALJ David I. Kraushaar ordered record closed in this proceeding. Action Feb. 15.

Initial decision

- Lakewood, N.J. **renewal proceeding** (Doc. 20610)—ALJ James F. Tierney denied renewal of license for WHLW(AM). Action March 2, becomes effective in 50 days barring appeal or review.

Review Board decisions

- Orlando, Fla. (Docs. 11083, 17339, 17342-1, and 17344)—Commission referred to Review Board two motions asking that record and TV channel case be certified to full commission for review and decision. Action March 1.
- Tijuana, Mexico (Doc. 21127)—Review Board

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affirmed Oct. 27 summary decision denying Adolfo and Elias Liberman of Los Angeles renewal of permit to deliver programs by wireline to radio station XEGM(AM). Action Feb. 16.

FCC decisions

- WJPD-AM-FM Ishpeming, Mich. (BC Doc. 78-80)—Commission directed WJPD Inc. to show cause why its licenses should not be revoked for fraudulent billing. Action March 1.
- KTVO-TV Kirksville, Mo. (Doc. 20100)—Commission denied KTVO Inc. and Broadcast Bureau review of Review Board's March 7, 1977 decision denying application by KTVO to change facilities of its station. Action March 1.
- St. Louis (Doc. 20820-1)—Commission dismissed petition by Midwest St. Louis for new TV station on ch. 24. Action March 1.
- KVII-TV Amarillo, Tex.—Commission ordered Marsh Media to divest itself of additional 25% interest its acquired in Total Television of Amarillo, cable TV operator serving that city. Action Feb. 8.
- KAFF(AM) KLFQ(FM) and KOAI-TV Flagstaff, Ariz.; KGRT(AM) and KGRD(FM), Las Cruces, N.M.; KQEO(AM), KRZY(AM), KRST(FM) and KUFF(AM) Albuquerque, N.M., and KTKT(AM) Tucson, Ariz.—Commission authorized Broadcast Bureau to grant license renewals for 14 broadcast stations conditioned on submission of periodic equal employment opportunity progress reports during terms provided there are no further impediments to approval. Action Feb. 22.

Fines

- KIMO(TV) Anchorage—Broadcast Bureau notified licensee of apparent liability for \$600 for absence of one-hour, fail-safe circuitry on remote control. Action Feb. 23.
- KNTA(AM) Santa Clara, Calif.—Broadcast Bureau notified licensee of apparent liability for \$500 because field strength meter was not operative at time of inspection. Action Feb. 23.
- WLTV(TV) Miami—Broadcast Bureau notified licensee of apparent liability for \$350 for repeated failure to perform visual power meter calibration at intervals of no more than six months. Action Feb. 23.
- KULA(FM) Waipahu, Hawaii—Broadcast Bureau ordered licensee to forfeit \$300 for repeated failure to make application for operation of SCA subcarrier which was in use prior to inspection. Action Feb. 24.
- WAKQ(FM) Russellville, Ky.—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failure to enter total duration of commercials each hour in program log. Action Feb. 24.
- KOKA(AM) Shreveport, La.—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failure to enter that certain PSA announcements were commercial matter or duration of such messages in program log. Action Feb. 22.
- WUNO(AM) Hato Rey, P.R.—Broadcast Bureau notified licensee of apparent liability for \$500 for operation of station by person without required class of radio operator license. Action Feb. 23.

Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4489 | 6 | 23 | 4518 | 43 | 4561 |
| Commercial FM | 2944 | 1 | 67 | 3012 | 119 | 3131 |
| Educational FM | 902 | 0 | 34 | 936 | 77 | 1013 |
| Total Radio | 8335 | 7 | 124 | 8466 | 239 | 8705 |
| Commercial TV | 723 | 1 | 3 | 727 | 54 | 781 |
| VHF | 513 | 1 | 2 | 516 | 7 | 523 |
| UHF | 210 | 0 | 1 | 211 | 47 | 258 |
| Educational TV | 243 | 3 | 14 | 260 | 5 | 265 |
| VHF | 93 | 1 | 8 | 102 | 2 | 104 |
| UHF | 150 | 2 | 6 | 158 | 3 | 161 |
| Total TV | 966 | 4 | 17 | 987 | 59 | 1046 |
| FM Translators | 199 | 0 | 0 | 0 | 91 | 290 |
| TV Translators | 3476 | 0 | 0 | 3476 | 471 | 3947 |
| UHF | 1082 | 0 | 0 | 0 | 269 | 1351 |
| VHF | 2394 | 0 | 0 | 0 | 202 | 2596 |

*Special temporary authorization

**Includes off-air licenses

- WELK(AM) Charlottesville, Va.—Broadcast Bureau set aside fine of \$1,500. Action Feb. 21.

Allocations

Actions

- Prescott, Ariz.—Broadcast Bureau proposed assigning ch. 280A as community's second FM in response to petition by Southwest Broadcasting, licensee of KYCA(AM) there. Comments due April 24, replies May 15. Action Feb. 23.
- Ada, Okla.—Broadcast Bureau proposed assigning ch. 244A as community's second FM in response to petition by Charles M. Davis. Comments due April 24, replies, May 15. Action Feb. 23.
- Cresson, Pa.—Broadcast Bureau proposed assigning ch. 232A as community's first FM in response to petition by Great American Wireless Signal. Comments due April 24, replies May 15. Action Feb. 23.
- Moses Lake, Wash.—Broadcast Bureau assigned ch. 257A as community's second FM in response to proposal by KSEM Inc., licensee of KSEM(AM) there. Action Feb. 27, becomes effective April 12.
- Onalaska, Wis.—Broadcast Bureau proposed assigning ch. 261A as community's first FM in response to petition by Everybody's Mood. Comments due April 18, replies May 8. Action Feb. 17.

Rulemaking

Petition

- Medford and Grants Pass, Ore.—Oregon Broadcasting filed petition for reconsideration of rulemaking to amend section 73.606(b) table of assignments. Ann.

Feb. 27.

Action

- Broadcast Bureau stayed indefinitely effective date of section 73.56, pending establishment of new standards for type approval of modulation monitors used for monitoring positive modulation peaks up to 125%. Action Feb. 23, became effective March 1.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 23 (stations listed are TV signals proposed for carriage):
- Clear Vision Cable, for Brucecon, Sharon, Greenfield, Gleason, all Tenn., (CAC-11592, 7-9)—interim authorization.
- Coaxial Development Associates, for Mauldin, Greenville, both S.C. (CAC-12449-50): certificate of compliance.
- General Electric Cablevision, for Grandville, Mich. (CAC-12498): certificate of compliance.
- Irvine Community Television, for Ravenna, Ky. (CAC-12499): interim authorization.
- Blackshear Cable TV, for Blackshear, Ga. (CAC-12500): interim authorization.
- Community Tele-Communications, for Helena, Mont. (CAC-12501-2); WYAH-TV Portsmouth, Va., to delete KWGN-TV Denver.
- Baisley TV Cable, for Canonsburg, Houston, North Strabane, Cecil, Chartiers, all Pa., (CAC-12503-7): WYAH-TV Portsmouth, Va.
- Storer Cable TV of Florida, for Venice, Sarasota, both Fla. (CAC-12508-9): WTCG Atlanta.
- Cablevision of Lindsay, for Erin Springs, Okla. (CAC-12410): certificate of compliance.
- Suburban Cablevision, for Summit, N.J. (CAC-12511): certificate of compliance.
- Video Vision, for Lancaster, S.C. (CAC-12512): certificate of compliance.
- Wilderness Cable, for Winnfield, Eleanor, Poca, Bancroft, Scott Depot, Red House, Rock Branch, Shawnee Estates, and Hometown, all W.Va. (CAC-12513-21); interim authorization.
- Warner Cable, for Church Hill, Va. (CAC-12522-3); interim authorization.
- American Cablevision, for Cleveland, Tex. (CAC-12514): mod. of certificate of compliance.
- Muncie TV, for Muncie, Hughesville, Muncie Creek, Wolf, Picture Rocks, all Pa., (CAC-12525-30): WPHL-TV Philadelphia.
- Cross Country Cable, for Middlesex, Green Brook, South Bound Brook, Warren, Dunellen, Bound Brook, all N.J. (CAC-12529-36): interim authorization.
- Teleprompter Corp., for Islip, N.Y. (CAC-12537): certify operation.

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Are you tired of the howling winds of winter, making calls through the ice and snow, owning a car with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music radio station and a 100,000 watt free swinging contemporary FM. We need two aggressive salespeople who are career oriented. Our company offers outstanding benefits and unlimited opportunity. Send resume to Gene Dickerson, KWKH-KROK Radio, P. O. Box 21130, Shreveport, LA 71120. We are an Equal Opportunity Employer.

Sales Manager for one of Minnesota's fastest growing markets. Salary commensurate with experience, profit sharing and other benefits. Would prefer an RAB or Welsh Company trained person. Box C-146.

Expanding sales staff, need enthusiastic, well organized self starter. Must have FM sales experience and be FM oriented. Outstanding opportunity in Energy Boom Area, Gallup, NM. Call Jack Chapman, KGNM-FM, (505)—863-4444.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market, managerial opportunity, WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

WESY, Leland, MS. Experienced Salesperson Soul/Gospel Radio. Send resume, billing history Box 340, Greenville, MS. 38701, Attn: Wally Hoy. Salary open. EOE station. No calls please. Auditions Welcome.

Florida East Coast AM-FM looking for aggressive sales person. Immediate opening. Send Resume to: Dick Clark, P. O. Box 5606, Daytona Beach, FL. An Equal Opportunity Employer.

Opportunity seeker: Here's your chance to get in early with a new western-college-town FM, KJKJ (live AOR). We're in Utah's most beautiful valley and have great mountains and lakes nearby, new offices downtown, young but experienced leadership, and solid investors anxious to build a chain. Write Randy Morrison, 21B West Center, Logan, UT 84321.

Madison, WI. Excellent career opportunity for bright problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person on the way up. Our people earn far more, Madison offers superior living in every way. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

Locality Oriented small market AM C&W in Upstate NY currently billing \$100K+ needs agency and promotion oriented individual to further growth. Ideal family town. Good pay, conditions, ARBs, and fellow workers. Reply Box C-189. M/F EOE.

Radio Time Sales person—Current experience in selling time in medium to large market. E.O.E. Send resume to Larry Thomas, KUDE/KJFM, P.O. Box K-1320, Oceanside, CA 92054.

Aggressive, Experienced sales person to join the No. 1 station along fabulous Central California Coast. If you're good and want to grow with our expanding group, contact Tom Jones, KSLY, San Luis Obispo, CA.

Need Aggressive, self motivated Salesperson/Manager. Established list, Michigan resort area, Walter Isbert, WJOR South Haven, MI 616-637-1138. EOE.

Immediate Opening for experienced broadcaster ready for full time sales. Active list. Excellent opportunity with growing company. Rush resume to: Ken Riggle, WCMD, P.O. Box 1665, Cumberland, MD 21502. E.O.E.

Experienced, aggressive, self-starting salesperson needed to round out sales staff at New England station. Exciting, new, adult music format. Plenty of room to grow. Draw, plus commission. Contact—General Manager, WNHC, 131 College Street, New Haven, CT 06510. E.O.E.

KANC Radio needs experienced street fighter. Must be sharp. Excellent commissions, benefits. Resume, sales record to: Hank Mann, 8819 Jewel Lake Road, Anchorage, AK 99502. EOE.

HELP WANTED ANNOUNCERS

Expanding community minded small market broadcaster who knows that people are what makes a station successful is looking for a versatile person to join our team. We're located in the Indiana-Ohio area and offer security, stability along with above average compensation. Write us and we'll answer. Box C-103.

Major New England resort community AM/FM Combo looking for morning drive, mature sounding communicator. Function as assistant PD. Good production, voice, and promotion background required. \$250,000/week start. Resume first letter. Send to Box C-116.

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 17701. M/F EOE.

100KW Automated FM—24 hr Contemporary expanding staff. Must be aggressive, enthusiastic. Send tape, resume to Larry Schaffer, KGRC, Box 1017, Hannibal, MO 63401. Equal Opportunity Employer.

Beautiful Music Announcer with production skills. Top rated FM station in Major Northeast Market. Send tape, resume and financial requirements to: Announcer, PO Box 206, Astor Station, Boston, MA 02123. Minorities encouraged to apply.

Experienced communicator needed for small market Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary requirements to Box C-102.

Rocky Mountain High It could be yours if you are an announcer with an outstanding voice, third endorsed ticket, run a board and know outstanding production. It's been a long time since we have had a vacancy but we have two openings immediately. Enjoy one of the great family living areas with KOSI AM-FM, the Denver area's Beautiful Music stations. We offer good pay, good working conditions, stability and a chance to work with one of the finest staffs in the country. Work with the best, send your tape and resume immediately to Lee Stewart, PD, KOSI, P. O. Box 98, Aurora, CO 80040. An equal opportunity employer M/F.

5 kw Easy Listening Station needs experienced Announcer. Excellent opportunity to live in the mountains and enjoy the outdoor recreation and beauty of Montana. Send resume and tape to: KMTX Radio, Box 1183, Helena, MT 59601.

Small market Ohio Adult Contemporary has immediate opening for experienced Morning Personality. EOE. Call John Coe 419-586-5134.

Immediate Opening for dedicated, contemporary, air-personality, strong on production. Send air check, resume to: Bob Day, WCPA, 1032, Clearfield, PA 16830. An Equal Opportunity/Affirmative Action Employer.

Help Wanted: Announcer-adult contemporary, station needs solid announcer, able to communicate, some TV exposure likely, automation and sports pbp experience helpful. Send tape, resume and salary requirement to John Phillips, WTAD, 510 Maine, Quincy, IL 62301, an Equal Opportunity Employer.

The Lucky 13 WMID has opening for morning drive announcer with good production background. Tape and resume to Gary Lane, P.O. Box 1137, Atlantic City, NJ 08404. Call if interested 609-344-5113. An Equal Opportunity Employer.

Mid-day Talk-Interview Music Show personality who cares about the community combined with the ability to handle a heavy Play By Play schedule including Big Ten Football and daily sportscast. This is a unique position for a unique individual in a unique historic and dynamic Midwestern City. The days are challenging, the salary is commensurate with excellent benefits. Contact Tom Kamerer, Personnel Director, P.O. Box 688, Dubuque, IA 52001. 588-5710. An Equal Opportunity Employer.

Male, Female Talented beginner for full time Announcer/Production at Mid-West Medium. 517-543-0340.

FM Announcer, soft rock: Send tapes and resume to the Personnel Director, WSM, Inc., Box 100, Nash., TN 37202. An Equal Opportunity Employer.

Romp and Frolic in small market on beautiful St. Lawrence Seaway. Disc Jockey needed. Tape and resume to WSLB, Box 239, Ogdensburg, NY 13669.

HELP WANTED ANNOUNCERS CONTINUED

Arizona Immediate Opening. Had enough winter? Am small market Top 40. Experience desirable but will consider qualified applicant. Send tape & resume to Wm. Payne, KCUZ, P. O. Box 1118 Clifton, AZ 85533 EOE.

Southern Fairfield County CT AM looking for mature sounding, adult MOR, air personality to host nightly call-in/interview program and Sat mid-day show. E.O.E. Send resume to Box C-192.

Contemporary MOR AM located North Central PA has vacancy for mid-day or night shift. Personality and Production. Excellent salary, working conditions. EOE. Send resume to Box C-204.

Update New York MOR needs energetic sales announcer. Ready to learn and do everything. EOE. Box C-210.

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

Group-owned Schafer-equipped KalaMusic station in West Virginia seeks announcer with production ability. EOE M/F WHEZ, Huntington 25701.

Needed Immediately, experienced AOR and Adult Contemporary Communicators for large Midwest chain ranging from the Gulf of Mexico to the Lakes of Minnesota. Become involved with a growing twelve station organization. Send tapes and resume's to J.J. Justin, Leighton Enterprises, Inc., 501 Proctor Street, Port Arthur, TX 77640.

Connecticut station has immediate opening for announcer with conversational voice, two years experience and 3rd endorsed. Adult Contemporary syndicated format. Cassette, resume to PO. Box 1002, Waterbury, CT 06720. E.O.E. M/F.

Live and work in beautiful Western Montana, with good salary and benefits at a top Contemporary station. If you're a creative personality looking for a good situation send tapes and resumes to: John Van Wagoner, Drawer M, Missoula, MT 59801.

Wanted Entertainer for Modern Country "Fun" station. A "Show", not a shift. Strong in experience, production, creativity, reliability, and love for Radio. Call PD. 814-456-2096.

MOR-Personality. Unusual opening for experienced on-air work. We have an opening—first in many years. Disco/R & B and Production experience helpful. Send tape, resume and salary history to Russ Knight, Program Director, WAKR-Radio, P.O. Box 1590, Akron, OH 44309. An equal opportunity employer—Male/Female.

Full-time news director at 24-hour MOR adult popular music format station on beautiful Monterey Peninsula. Send tape and resume to Mike Schultz, General Manager, Box KMBY, Monterey, CA 93940. Start immediately. EOE/MF.

Cultural Affairs Producer/Announcer for NPR affiliate. Professional announcing experience and extensive knowledge of classical music and foreign language pronunciation. B.A. or equivalent in broadcasting with FCC 3rd Class License. Send resumes and audition tape to Personnel Dept. WXXI-FM, P.O. Box 21, Rochester, NY 14601. EOE.

HELP WANTED TECHNICAL

Engineer—Kentucky, experienced directional antenna, STL FM Stereo and automation. Equal Opportunity Employer. Box C-123.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities in Southwest. Equal Opportunity Employer. Send resume to Box C-162.

Assistant Chief Engineer. ABC O & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Immediate Opening First Class licensed engineer for top radio station in Northern Minnesota summer and winter playground. We insist on top quality. Salary open. If you're our person, call WKKQ 218-262-4545.

Needed immediately, experienced engineer/announcer for Delaware DA AM oldies and country stereo FM. Maintenance, proofs, troubleshooting and FCC R&R knowledge required. Airshift required. WTHD/WAFL, Milford, DE. Call 1-302-422-7575. EOE.

Chief Engineer for AM/FM both Automated. Ed McKernan, Station Manager, KVOE/KLRF, Emporia, KS. 316-342-1400.

If you are a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P.O. Box 231, Coatesville, PA 19320. E.O.E.

Chief Engineer: KKBC/KPTL, Carson City, Nevada. Must have directional and digital electronics, familiar with micro-wave and strong on maintenance. Call 702-882-6263, or send resume to P.O. Box 653, Carson City, NV 89701. E.O.E. M/F.

Chief—great installation ... multi studios ... new transmitting system being installed. You must be experienced and know the state of the art as applied to audio and transmitters. Design, planning and maintenance are involved. Antenna experience not necessary, but beneficial. Send resume and requirements to Ed Juare, Engineering Director, WSAR, Box 927, Fall River, MA 02722. E.O.E.

Aggressive Chief Engineer for progressive AM/FM combination in beautiful mountain country of Southwest Colorado. AM is 5000 daytime, 1000 Directional night time. FM is 100,000 Automated Stereo. Contact KIUP/KRSJ, Box 641, Durango, CO 81301 303-247-4464. An Equal Opportunity Employer.

FM station seeking part-time engineer with opportunity to become Chief Engineer. First Class License and broadcast experience required. Send resume to WEFA, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

Broadcast Technician I. KHKE and KUNI, the University of Northern Iowa's dual service FM public radio stations, seek qualified first class licensed engineer to help stations move into new facilities. Engineer will also perform transmitter maintenance and carry out construction projects. Knowledge of solid-state broadcast equipment and radio broadcast technical experience preferred. Starting salary \$9,845 plus excellent fringe package. Apply before April 1, 1978. To Personnel Services, Baker Hall, UNI, Cedar Falls, IA 50613. UNI is an E.E.O./A.A. employer.

HELP WANTED NEWS

Progressive small market Colorado station needs a sports director with a minimum of 3 years of play by play in football and basketball. Twice daily sports program, plus small air shift and production work. Excellent pay and future. Resume and salary requirements to Box C-165.

Newsdirector WCHV/3WV. Our Newsdirector took job in Atlanta. Tape, resume to Ed Owens, Box 5387, Charlottesville, VA 22903. EOE.

Aggressive experienced, resourceful news reporter, with at least two years experience in local news gathering and news casting. Call Jack Chapman, KGAK Radio, Gallup, NM 505-863-4444.

News person needed: Dedicated and ambitious small market news staff. No major market retreats or beginners. Good salary and company benefits. Male/Female. Equal Opportunity Employer. Gary Wescott, WSP7/WXYQ, Box 247, Stevens Point, WI 54481.

Looking for No. 3 news reporter for No 1 adult information station. Immediate opening, fast growing, competitive market. You'll be in studio and on the street. Salary negotiable, profit sharing. Send tape and resume. No calls. Mike Diem, WJON Radio, St. Cloud, MN 56301 EOE.

All news anchor WEBR has a great opportunity for a woman or man with strong delivery skills. We are an award winning news operation with great growth potential for strong performers. Writing and reporting experience is desirable, but strong delivery is a must. Non-returnable tape, resume, references to Mike St. Peter, News Director, WEBR 23 North Street, Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

Regional Station has opening on three person news staff. News, public affairs, sports oriented, excellent facilities. Need "take charge" person who can organize and is a mature, seasoned, Broadcast Journalist. Midwest. Box C-224.

News Director experienced in digging out and reporting news. Send tape and resume to Barry Rimler/WJRD/Drawer 4/Tuscaloosa, AL 35401. Phone 205-339-3700. EOE.

Morning anchor for news and public affairs oriented A-M in major metropolitan fringe market. Good voice quality, delivery and sound journalistic judgment required. Tapes and resumes to Leigh Williams, WKRS, Box 500, Waukegan, IL 60085. Equal Opportunity Employer.

WHND-Honeyradio, Detroit is accepting tapes and resume for future News openings. Experienced News pros only. No calls please. Send tape and resume to: Peter Booker, One Radio Plaza, Detroit, MI 48220. E.O.E./M/F.

Immediate opening for experienced newsperson to organize news department—women are encouraged to apply. Send writing samples, resume and tape to WUPE, 73 4th St., Pittsfield, MA 01201. We are an Equal Opportunity Employer.

Broadcast Journalist needed by Midwest AM/FM. Work with state of the art news facilities, if you have news gathering experience. Need mature person, male or female. Box C-223.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Regional growth oriented AM/FM ... very strong on news, public affairs, telephone talk, production with excellent facilities. Needs Program Director, also growth oriented, very strong on news, public affairs, telephone talk, production ... plus organization and personnel management. County of license ... 31,000. Midwest. Send complete information to Box C-129.

Production person with copywriting abilities. Must be strong on ideas to give us creativity. Announcing and production experience required. Stations are rated Number 1. 'AM' is 5000 watts and 'FM' is 100,000 watts. Resume to: Marly Green, Sales Manager, WAXX/FM, WAYY/AM, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Farm Director Texas South Plains AM/FM. E.O.E. M/F. Send resume Jimmy Young, KCOT, PO Box 30, Lamesa, TX 79331.

Production oriented audio person looking for a move into television production facility. Must be familiar with all phases of audio production from MIC placement and studio mixing to editing. Minimum of 2 years experience required. Voice a plus but not a necessity. An Equal Opportunity Employer - M/F Send resume and salary requirements to Box C-215.

SITUATIONS WANTED MANAGEMENT

Station Manager very successful looking for final place to settle! Proper tools, good pay a must! Top management skills, ability to train, motivate, hire. Altitude, ability, hard work cannot be beaten! I'm a manager with heavy background in sales, programing, music, believer-doer, in promotions. Community minded. Know difference between paper and real money. Box C-63.

Mature General Manager Good Track Record, 18 years management, 10 years in present position, strong on sales, promotion, production, announcing, play by play, FCC rules, community minded. If needed, spouse with 12 years experience in traffic, billing, bookkeeping, announcing and sales. One, or both, looking for small-medium market opportunity but will consider all. Good references. Box C-100.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager/Sales Manager seeks small to medium market in same capacity. Twenty years all phases radio. Broadcasting Box C-96.

Broadcast Executive from grass roots experience to top management available now. Box C-133.

Sales Manager other industry wishes to return to radio. 18 years present company, 12 years radio-TV. Seeks station manager's slot South or Southeast. Box C-202.

North Carolina and Vicinity—Husband and wife wish to move into management at small station. Proven sales records, excellent news, production, announcing capabilities. Feature-oriented, promotion-minded. Strong commitment to community. Box C-203.

Sales-oriented Programmer looking for opportunity as Station Manager. Aggressive knowledgeable administrator who can build a winning team. I am the solution to your problem. Box C-206.

Any Small Town (West Of Denver) Management position with buy in or stock options available. Ideal situation would be with owner who is thinking retirement. Young family man offering you my best and most productive years in radio if you, in return, offer ownership. Box C-217.

Looking for Versatility? Eight years experience in programming, music, personnel, license renewal, live and automated. Know importance of combining sound and sales. First Phone. Stable, Family man looking for position with a future. 419 Clyde St., NE., Roanoke, VA 24012. 703-981-1827.

30 Year old station Manager seeking position in Florida. 3rd Class Endorsed. Will send tapes and resume. 7 years experience. Joyce Pruett, 1010 West Second, Fulton, KY 42041.

SITUATIONS WANTED SALES

Outstanding Sportscastr Account Executive, seeks college PBP at professional operation. 6 years experience, super PBP, sales record. Box C-213.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914-238-8815 Preston (eves.) or Box C-87.

Major Market Pro Looking to move to a new, great opportunity, having just spent 3-1/2 years in Chicago grabbing super numbers. If you are looking for someone like me, call 312-328-7775 and ask for Jim.

Summer Relief available May through August. Three years medium market top 40 experience. Box C-152.

Currently employed in Top Ten, young talk host would like better opportunity in major radio or major/medium TV. Non-dogmatic, articulate, broad pro background. Looking for responsible, community-involved management. Call 617-524-7157.

3 yrs exper, 3rd, BA, Contemp, MOR or Top 40, award for news, ND, MD. Mid or Major Mkt. Avail now, evenings 703-243-5936.

Creative rock jock with pzzz seeks spot on small AM or FM rocker in large or medium city. Third phone, experience, great pipes, top references, resume, tape. Call 309-682-0005 mornings to 1 p.m. CST.

How to profit from an experienced DJ, Newscaster (18 mos.) Send for my "free" tape & resume. Box C-173.

Talented personality seeking 1st break. 3rd Phone/plenty of hustle. Discover me. Box C-175.

Top 40, A/C experienced air talent with 1st looking to polish act. Mid-Atlantic and Virginia desired. Box C-179

Intelligent, very talented college PD from New York seeks air shift in June. Offers diligence and dedication. Tape and letter available. Box C-200.

Knowledgeable, In All Music formats. Three years experience, PD/MD good news & production. Stable & dependable. Seeking Announcer or Announcer/MD position. Will relocate. Box C-191.

Humorous one-to-one communicator ready to take over your mornings or middays. Five years experience. B.A. Will relocate. Box C-208.

Boo Hoo! After 12 years on the same station, they sold out and now I'm out. If you need a great show, write Box C-218.

Young, dependable, able jock looking for start. Good knowledge of radio. Public speaking and record experience. Prefers nights and will relocate. For tapes and resume call Brian at 412-922-8465.

3-1/2 yrs. exper. in country and M.O.R. Excellent voice. 1st ticket. Married, dependable—phone Scott. Lofsness, 402-245-3869, afternoons.

Interviews, Talk Shows, Public Affairs Director. 4 years experience in Houston market at top stations. 3rd Phone. Phil 713-759-0303.

Experienced, Dedicated, single man, seeks announcing, news, copywriting, position, in small market in Kentucky, Tennessee, or Georgia. Third-Phone Endorsed, 2 years experience, hard worker. Call: 513-254-3729.

2 year experienced 21 year old seeking live air work at solid, professional Small Market Contemporary. Currently part-time at number one station among three in two counties. Especially interested in Ohio or surrounding states but will consider anywhere. Brad Lovett, 421E. College, Coldwater, OH 45828.

Experienced Western New Yorkers: Announcer, 716-649-9298; Reporter, Mike Jay 343-9695; Weekender, Bernie, 343-0789.

Country D. J. looking for permanent position in Wyoming, 13 yr. experience, 3d phone. Ray Miller 213 Rocco Way, Franklin, PA 16323.

Experienced Young D.J. desires medium market. Top 40 or M.O.R. Hard worker and dependable. Steve-314-432-8988.

SITUATIONS WANTED TECHNICAL

First Phone, light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

Experienced Engineer, AM, DA, FM Stereo, some Automation, TV. Prefer Southern states. Box C-135.

Quality oriented Director of Engineering seeks Chief Engineer position with stable radio station. Small to medium market. First phone. Experienced in directionals, AM/FM, complete audio chain, proofs, construction, FCC R&R's, and management. Reliable. Box C-205.

Chief Engineer, Single mature skilled repairman; transmitters, DA's. No faked professionalism. Seek well-kept stable low-hassle operation, no solitary confinement. Warm climate, English-speaking women, good salary. Walt MacTammany 305-721-1539.

As a Radio Station Engineer I'm looking for employment at a station that does not believe in rubber bands, bailing wire, & jiffy clips. There are many experienced engineers but many lack dedication and pride in their work. If you're looking for change and improvement contact Robert King, 5800 Altama, No. 8, Brunswick, GA 31520. 912-264-6129.

SITUATIONS WANTED NEWS

West Coast News and sports pro. 4 years PBP and reporting experience in small and medium markets. Get the job done right! Reply to Box C-104.

Employed . . . but looking. Four years major market as reporter, editor, anchor, now news director. Seeking medium/major market anchor-reporting job. The more news your station does, the happier I'll be. Box C-105.

Award winning ND—investigative reporter seeks news or sports. Only those with a real commitment to broadcast journalism need respond. Box C-108.

News Director at number one in three station small market seeks new challenge. Relocate. Box C-112.

Pro Sportscastr, medium/major market, 10 years, creative, communicates with listeners. Box C-127.

Seasoned broadcaster and producer. Experienced newscaster, talk show host, overseas audio reporter. Know good copy and actuality from bad. Good voice, first phone, B.A., married. Prefer the West but will consider good offer anywhere. Box C-155.

3rd endorsed, college trained newperson seeking a position. Have some experience, ready to relocate. Call, write Gregory Bresiger, 212-441-1454, 85-04 89th St., Woodhaven, NY 11421. Ready to work long hours for short pay inexchange for a break.

Let's play ball! Sportscastr, 28, eight years experience. All sports PBP, sportcasts, promotions. Journalism BA, management and sales experience. Harvey Watson 402-727-6407.

Radio Newswoman: Strong on news gathering, and on air work. 3rd endorsed, willing to relocate. Love the business, will work hard. Call Lisette DuPre 703-777-4747.

Ambitious and capable female March college grad with 2 years of news experience and proven reporting ability wants to do news for you. Call after 5, 419-372-6207.

Newsmen. Five years experience. Also specialized production talent. Desire move to larger market. Prefer Midwest. Box C-187.

Experienced female TV reporter seeks employment Radio or TV LA area. Phone Lesley Nickel 213-476-7853 or write: 457 Kenter Ave. LA, CA 90049.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Soul Program Director and Personality looking 919-483-6530.

2½ years exp. Production, interviewing, announcing, news & office. 1st phone, 207-882-7395.

Major Market Personality Desires On-Air PD opportunity. Contemporary music expert, production; music market research; promotions; community affairs. Prefer building or rebuilding Adult Contemporary or Top 40 operation in competitive market, utilizing professional concepts and human, take-charge manner. 4th year with present major broadcast chain employer. Credentials upon request. Your inquiry will be answered. Box C-182.

Let's get Together. 4 yrs experience in all dayparts, Top 40 or contemp. A production pro. First Phone, employed. Box C-211.

TELEVISION

HELP WANTED MANAGEMENT

Central Missouri State University has been awarded an educational broadcasting grant from HEW for the operation of KMOS-TV, Channel 6, as a public, educational television station. City of license and the transmitter to be in Sedalia, MO; studios to be in Warrensburg. On-air target date is about six months from now. Applications for the positions of General Manager and Chief Engineer are being accepted now. Closing date is April 15; appointments to be made as soon after May 15 as possible. Other openings will be announced later. Send applications, including resume and salary requirements, to: Office of Public Relations, Central Missouri State University, Warrensburg, MO 64093. Job descriptions available upon request. CMSU is an equal opportunity/affirmative action employer.

Assistant Director of Production. Responsible for production planning, scheduling, and operation at Kentucky Educational Television—a 13 station state ETV network with facilities in Lexington. Staff of 40 includes producer-directors, producers, cinematographers, studio and remote video crews, and production sound operators. Strong record of handling creative staff and in-depth knowledge of studio and location equipment and techniques essential. KET has two fully-equipped color studios, 2", 1", and 3/4" vtrs and editing equipment, remote trucks, and 5 ENG cameras. Salary \$15,000+. Immediate opening. Send resume to Sid Webb, 600 Cooper Drive, Lexington, KY 40502.

HELP WANTED MANAGEMENT CONTINUED

Operations Manager—Spanish T.V. station has an immediate opening for a bilingual manager capable of scheduling and supervising Air and Production crews. Knowledge of union contracts helpful. Contact Chief Engineer at WNJU-TV 201-643-9100 or 212-233-6240 or resume to 1020 Broad Street, Newark, NJ 07102.

HELP WANTED SALES

General Sales Manager wanted for small market VHF station. Must have background in National and local sales. Excellent salary and benefits for the right person. Send complete resume to Box C-111.

Local Sales Manager, VHF Network Affiliate in Southeast. Seeking an aggressive experienced individual with Sales Management background. Send resume to C-196.

Television Capital Equipment Sales Rep needed for New York/Northeast. Rapidly growing company needs an ambitious, self starter, with managerial potential and network selling experience. Salary open. Send resume to Dept 4, 34 Floor, 295 Madison Avenue, New York NY 10017.

HELP WANTED ANNOUNCERS

WPVI TV, Philadelphia, Pennsylvania is seeking strong on-air Television Personalities for a new, Monday through Friday Talk Show Program. Applicants must have the ability to interview major newsmakers and entertainment personalities, as well as the ability to provide program input for features, demonstrations, etc. Please forward a video tape and resume, stating experience and salary requirements to Charles R. Bradley, 4100 City Line Avenue, 19131. An Equal Opportunity Employer/Affirmative Action Employer.

HELP WANTED TECHNICAL

Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

Control Room Engineer Operator. Excellent opportunity to gain experience in television. First Class license required. Send resume to Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. An E.O.E.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box C-159.

Television Transmitter Engineer—First Phone required. Knowledge of Gates/GE Transmitters desirable. Pleasant working conditions in modern facility. Equal Opportunity Employer. Write or phone: Chief Engineer, PO Box 1488, Lake Charles, LA. 318-439-9071.

Careers in Television Engineering—RKO General, Boston Division, has immediate openings for the following positions: Engineering Supervisor—for the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC First Class License and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus. Technician—experience in studio broadcasting and an FCC First Class License are required. A background in electronics is also desirable. RKO General offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Maintenance Engineer—experienced with studio transmitter and microwave. Contact Ken Renfrow, Chief Engineer, KOAA-TV 2200 7th Ave., Pueblo, CO 81003.

Immediate Opening for Chief TV Engineer, experienced in maintaining color studio production equipment, including quad VTR's, studio and ENG cameras, editing systems. First Class FCC License and strong maintenance background required. Salary commensurate with experience. Excellent benefits, including free hospitalization insurance. Send resume and references to Dr. Robert H. McGaughey III, Dept. of Journalism & Radio-Television, Box 2456, University Station, Murray State University, Murray, KY 42071. Equal Opportunity Employer (M/F).

Maintenance Supervisor wanted for California major market VHF located in one of nation's fastest growing areas. Requirements include—minimum 3 years maintenance experience, with strong background in VTR, ACR-25 experience preferred. FCC first class license. Electronics school graduate or equivalent technical education, including digital technology. Send resume to Personnel Director, KNTV, 645 Park Ave., San Jose, CA 95110. AEOE.

TV Engineering Supervisor - Major southwest network affiliate. College degree, thorough knowledge digital technology, 1st class FCC License, minimum 3 years experience at TV station, highly qualified in maintenance and operation of Grass Valley switchers, Chiron II, RCA film and live cameras, RCA video cart and TR70 machines, also Sony 3/4 inch Umatic editing equipment and transmitter. Equal Opportunity Employer. Send resume and salary requirements to Box C-177.

Television Maintenance Engineer Experienced with VHF Transmitters and Microwave. Beautiful Western Mountain location and excellent work facilities with an aggressive ABC affiliate. Send resume with references and salary requirements to Box C-197.

Want to Relocate? Los Angeles VHF Quality Broadcast/Production facility, Ampex Quad equipped, seeking experienced Videotape Editors and a Quad Videotape Maintenance Engineer. 3 to 5 years experience required for Editors and Maintenance Engineer on Ampex VR2000, VR1200 and ACR25B. Top salary for top skills. Affirmative Action/Equal Opportunity Employer. Resume to Box C-201.

Maintenance technician for NY production house. Heavy VTR experience required. Digital experience desirable. Excellent company benefits. Send resume and salary requirements to Box C-207.

Immediate opening for experienced Broadcast Engineer in South Texas. Send resume and salary requirements to: Box C-212.

Experienced Transmitter Supervisor. Central New York multiple owner. First Radio Telephone. Five kw three-tower AM directional; 100kw FM; low channel VHF. Good wages, benefits and pension plan. Equal Opportunity Employer. Give full details, experience and salary requirements first letter. Write Box C-67.

VTR & Production Engineers—Chicago VHF Station has immediate openings for engineers experienced in the operation of VTR's, Film Chains, Studio Cameras, & Video Shading. We are seeking persons with a minimum of two years technical training, four years experience, & first Class FCC license. Send your resume in confidence to: Larry W. Ocker, Director of Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Illinois 60625.

Maintenance Engineer with good credentials, strong in RCA tape and film, PC-70 cameras, G.V. switching, Chyron, etc. We are a progressive N.E. large market independent, an EOE, M/F Forward resume to Don Hain, WPGH-TV, 750 Ivory Ave., Pgh, PA 15214.

HELP WANTED NEWS

Journalism Broadcast Print: Full-time faculty needed for Fall 1978 to teach broadcast and print journalism, may include basic reporting, public affairs, broadcast law and history. May also coordinate print, radio, and television internship. MA minimum, professional experience necessary, teaching experience desirable only. Be a part of this new and expanding program. Application deadline, April 7, 1978. E.O.E. Write: Ralph A. Swain, Acting Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

Starting position for person with meteorological or science background. Weekend weather and back-up to station meteorologist. Will train right person in both weather and air presentation. Equal Opportunity Employer. Box C-62.

News Photographer/Writer needed for strong News Department. Send resume and samples of work, if available, to News Director, WTAJ-TV, 5000 6th Ave. Altoona, PA. An Equal Opportunity Employer.

Central Florida VHF network affiliate needs a self-starting reporter with anchor potential. Experienced only. Resume and salary requirements to: Box C-183.

Reporter: We're looking for an aggressive news reporter with one to three years experience. Send video cassette with samples of field work and resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

Television: News Reporter. To staff single-person Bureau. Top 50 Market. Must shoot film, write, develop stories. Send tape and resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington, WV 25721. Equal Opportunity Employer.

Producer: Creative, organized, good manager of people needed now. Send VTR and resume to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No calls, please. Equal Opportunity Employer.

News Producer opportunity for highly motivated news professional. Write and produce 6 pm hour long news broadcast. Must have appropriate academic background and at least two years experience as TV news producer. Salary open. Send resume with salary requirements and writing samples to: News Director—WPLG TV, 3900 Biscayne Blvd., Miami, FL 33137. We are an equal opportunity employer.

Central Florida's largest television news organization needs an experienced weekend anchor/street reporter. Rush resume and air check to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802, Equal Opportunity Employer.

TV Editorial Research Writer requiring proven writing experience in public affairs, research or news. Must cope with ghost writer image. TV Production experience helpful. Call Personnel for application 206-624-7077. EEO-KIRO, Seattle.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Production Professional to join management team of major Mid-Western group owned station. Successful candidate will be experienced in contemporary news and commercial production. Excellent salary, profit sharing and fringes. Resume, salary requirements to Box C-132.

Assistant Professor ... Radio-TV-Film. Position starting September 1, 1978. Candidates should have previous teaching experience and significant professional experience in radio, television and/or film. A Ph. D. is preferred, but a person with an M.A. will be considered. Will teach basic and advanced radio-tv-film courses. Applicant chosen will have strong interpersonal skills which make it possible for him/her to relate well to the school's various publics. Oklahoma State University, an equal opportunity employer, invites applications from minority and women candidates. Deadline for application: April 1, 1978. Salary: \$12,500 for 10 months. Apply to: Ed Paulin, Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074.

ITV Producer/Director to produce college credit courses over university licensed PTV station. Prefer M.A. or equivalent experience with solid TV production background including studio-ENG-Film. Station fully color equipped. Salary to \$14,500 depending upon qualifications. Equal Opportunity employer M/F. Position available July 1, 1978 or possibly sooner. Application deadline April 15. Contact: Dr. Daie N. Anderson, Manager-KTWU, 301 N. Wanamaker, Topeka, KS 66604, or 913-272-8181.

Experienced Promotions Director needed. Must show from past experience the ability to create aggressive, memorable campaigns which produced results. Send resume to Operations Manager, WYUR-TV, 4848 Governors Dr., Huntsville, AL 35801. 1-205-533-4848.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Art Director. Creative, experienced television artist who knows TV and print art, photography and set design, wanted to put momentum in art department of market's number one station. Resume only to Lee Johnson, Program Director, WTVC, Box 1150, Chattanooga, TN 37401. EOE.

Producer/Director for major market production facility. Must have complete knowledge of state of the art studio and remote equipment capabilities and all related production techniques. Must be willing to work long and odd hours. Minimum of 5 years commercial experience required. An EOE. Send resume and salary requirements to Box C-214.

Television production facility looking for top-notch audio production personnel. Must have thorough knowledge of all audio production techniques from studio MIC placement through final mixing, editing, and sweetening. Minimum of 2 years audio production experience required. EOE. Send resume and salary requirements to Box C-216.

Production Engineer familiar with a production house environment, experienced in time code editing, camera/tape setup and operation and measures necessary to insure a consistent quality product. An EOE, M/F employer. Forward resume to Don Hain, WPGH-TV, 750 Ivory Ave., Pgh., PA 15214.

Program Director. Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Mr. Richard Grimm, KITV, 1290 Ala Moana, Honolulu, HI 96814. An Equal Opportunity Employer.

Traffic Operations Manager. Coordinator for statewide programming requests from affiliates to Ohio Educational Television Network Operations Center. \$9500. Contact Edwin Eakins, Columbus, OH, 614-421-1714.

Unit Manager (12 month project position). Supervise film production units in the field for national pilot film projects funded to Northwestern PTV station. Duties include: Account for funds of pilot projects in production and post production phases, participate in planning of production and post production activities during work on locations and at the station, set up expenditure reporting systems for the projects, act as assistant to the Executive Producer and Project Director for the active phase of the projects, the University of Washington is an Affirmative Action, Equal Opportunity Employer. Application deadline: March 17, 1978. Contact: John Coney, 4045 Brooklyn Ave. N.E. University of Washington, Seattle, WA 98105.

SITUATIONS WANTED MANAGEMENT

President/CEO TV-Radio National, International level. Outstanding performance. Box C-180.

SITUATIONS WANTED TECHNICAL

First Phone, College Grad experienced with ENG Systems in major market. Prefer Mid or Far West; any location considered. Box C-45.

Pay-TV/Cable TV Technical Operations Director. Looking for someone to round out your top-level management team? Look no further. Energetic, experienced and practical. Degreed. Cable and broadcast management/engineering background includes facilities design, bottom-line responsibility procurement and personnel supervision. Reply Box C-170.

SITUATIONS WANTED NEWS

News Photographer—Two years experience, top 25 market, film and ENG, includes live ENG. Box C-93.

Radio/TV stringer based Tokyo covering Asia seeks US outlet. Box C-148.

Weatherman. Top 30 veteran. Mini-cam environmental/scientific reports, charts, graphics. Box C-195.

Assignments Editor twenty person, 70's market station. New owner brought in own people and its time to find that employer who appreciates a Television News Professional that knows how to produce and get it together before deadline. Eight years of TV news experience in a highly competitive market. BS degree in Radio-Television, SIU. Box C-194.

Chief Photographer, 23, 5 yrs. 35/16mm, ENG experience. Prefer South or Southwest—all considered. Send information to G. Martin, P.O.B. 921, Lafayette, IN 47902.

Hard working, Talented, Medium Market Sportscaster. Seeks Sportscasting position in Major Market location. Handles Play By Play of several sports, specializing in hockey. Also host of sports talk show. Willing to relocate. Can handle Radio or Television. Good references. Contact John Paul Dellacamera, 413-786-3071. Or write, 51 Hope Farms Drive, Feeding Hills, MA 01030.

Experienced female TV reporter seeks employment LA area. Also expert at reporting and producing documentaries. Phone: Lesley Nickel 213-476-7853 or write: 457 Kenter Avenue, LA, CA 90049.

Self-starter. Young, bright and ambitious for reporter/newswriter. Hard worker with professional experience and tape to prove it. Will relocate. Bob Rathbun 16 Beverly Road, Bronxville NY 10708, 914-337-2121.

Eager, Aggressive Grad, B.A., seeks first reporters job. Current writer/producer major market independent. Dana Benson 612-588-2610.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Broadcast Professional seeks equal opportunity in program or production management. Eleven years solid experience. Excellent credentials and Graduate degree. Broadcasting Box C-124.

Producer/Director stagnating in the land of sunshine looking to move to the land of snow. Think I'm crazy? Then I'm the person you need. 7 years experience, heavy emphasis on news, seeking top 30 market. Box C-126.

Six production professionals seek relocation to the West or Southwest. Currently employed as Operations Manager, Producer/Director, Graphic Designer, Studio Supervisor, Audio/Camera Operator, and Secretary. University degrees. Individual or group inquiries welcome. Box C-141.

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

Program Director/Production Manager. Medium market for 7 years experience in production and programming. Strong background in license renewal, program/rating analysis, remote sports production. Degree. Let's talk. Rudd Parsons 502-585-2201.

Assistant Director in top ten market seeks producing/directing position in smaller market. No geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box C-178.

6 Yrs. Experience as Producer/Director/Writer. Public affairs, sports remotes, live productions. Shoot/edit 16 MM film. Seeking greater opportunity as executive Producer, Operations, challenging Producer/Director position. Currently employed. MA, BFA. Reply Box C-190.

MA in broadcasting looking for a start in production, programming or graphics. Pat Owens 319-338-4516.

Female, First Ticket, TV Production degree, one year experience, production, camera, lighting, seeks production job. Kay 415-587-3564.

Whatever your need, from Producer - Director on down, fill it with a professional. 7 years studio/remote experience. Graham Brinton, 215-664-3346.

Hardworking female with MS in Broadcasting seeks "practical" experience with public television station. Have 6 years experience in all areas of production and as talent. Available immediately. Resume and tape available. Phone Molly Wankel, 615-926-9076.

WANTED TO BUY EQUIPMENT

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

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Need parts, especially elevator jack screws and nylon elevator blocks, for Gates ATC Stack 55 Cartridge Handler built around 1968 ... also Gates SP-10 programmer and switcher. Will buy parts or working equipment. WMJM. Cordele, Georgia.

Community College Radio-TV Department in need of Audio-Video equipment. Tax receipts available. Ohio Univ./Zanesville Campus 43701, 614-453-0762.

Character Generator—Used, but must be in serviceable condition—Call Gene Monday 605-996-7501.

**FOR SALE
EQUIPMENT**

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

RCA BTA-50H1S 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cutback Kit, Spare Tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blassnick, CE, Radio KLOK, San Jose, CA. 408-274-1170.

Two year old Moseley PCL-505C composite STL with 110KHz gen and demod cards and rack mounted 185KHz gen and demod units. STL will be factory tuned to your frequency upon receipt of check for \$4200. Contact Crawford Broadcasting Company at 215-836-4900.

Eastman-285 16MM Telecine projector—excellent shape, best offer will consider part trade. International Cinema Eq. Co., 13843 NW 19th Avenue, Miami, FL 33054 A.C. 305-681-3733.

Two HL-33 Ikegami Cameras, good condition, complete system, Contact Keith Townsden, KLFY-TV, 318-233-2152.

Dolby 334 FM unit. Best offer. Bill Smith, WIOQ, Bala Cynwyd, PA 19004. 215-835-6100.

Gates Dualux mono console with Gates cabinet. In working condition. As is \$500. Call Larry Pollack or Michael Halligan, 301-454-2743.

IGM 500 Automation Control unit. Like new. Factory tested and reconditioned. Jerry Black, KSEN Radio, Shelby, MT 59474, 406-434-5241.

3/4" Video Cassettes - KCA60/KCA30. Cassette Audio Tape (3030/hub). 1" Open/NAB; 1/2" open/ EIAJ, Broadcast Carts. Complete duplication facilities. Write: KENT A/V; Box 516, S.F., CA 94101.

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.

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

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Broadcasting's Biggies buy Bionic Boffos ... Again! Free Sample! Bionic Boffos, Box 457, Capitola, CA 95010.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

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

INSTRUCTION

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

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

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

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans, RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. 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.

RADIO

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

Regional growth oriented AM/FM... very strong on news, public affairs, telephone talk, production with excellent facilities. NEEDS PROGRAM DIRECTOR, also growth oriented, very strong on news, public affairs, telephone talk, production... plus organization and personnel management. County of license... 31-000. Midwest. Send complete information to Box C-129.

SALES REP

MEDIATREND is looking for an experienced, aggressive person to sell the hottest product in radio audience research. Applicant must have broadcast sales or agency account background—3 years minimum. No phone calls—send resume & salary/billing history to:

Mr. Jim Carnegie
Media Statistics, Inc.
8120 Fenton Street
Silver Spring, MD 20910

Help Wanted Announcers

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box C-209.

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We have immediate openings for mellow but personable sounding jocks.... We're not looking for Hype, or Screemers... Soft-Rock, AOR, MOR experience helpful. You must have Third Endorsed and Experience! No calls please. Send tape and resume to:

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BUSINESS MANAGER CAREER OPPORTUNITY

Major East Coast AM-FM facility, in the multi-million dollar billing range, needs a "hands on" controller to work with and supervise a substantial department. This person should have a minimum of five years experience in Broadcasting with the last two in a supervisory capacity. Up to date computer skills a must. Cost control, accounts receivable, budgeting and billing background desirable—but above all, the ability and drive to meet deadlines and get the job done! This is a top management position at a prestigious expanding Broadcast facility. The compensation and benefits are commensurate. Reply P.O. Box C-97

Situations Wanted Management

GM/GSM

GSM of highly-successful medium market station seeks station manager's position. Will move laterally now in order to move up later. Have national rep., local sales and general sales management experience in major markets. Relocation not a problem. Box C-172, Broadcasting.

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ENGINEERING MANAGER

Mosley Associates Inc., a prominent Broadcast Equipment Manufacturer offers an outstanding opportunity for a strong management oriented engineer.

This position requires the ability to evaluate RF Linear and Digital Circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are preferred. If you are looking for a new challenge, please forward your resume to:

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Moseley Associates, Inc.
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Goleta California 93017
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Situations Wanted Programing

DAVE DONAHUE: csp* (common sense programmer)

Country programmer, group programmer, country consultant AVAILABLE NOW. Finest NUMBER ONE track record in Country Radio. Call and get me now before someone else does at the Country Radio Seminar coming up in Nashville. 319-365-8726

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Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

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

Experienced Transmitter Supervisor

Central New York multiple owner. First Radio Telephone. Five kw three-tower AM directional; 100kw FM; low channel VHF Good wages, benefits and pension plan. Equal Opportunity Employer. Write Box C-67, Broadcasting. Give full details, experience and salary requirements first letter.

BROADCAST ENGINEERS

WGBH, one of the nation's leading public television stations and national production agencies, has openings for several experienced broadcast engineers. We're looking for individuals who can fill either audio, video, VTR, master control or maintenance positions. Applicants should have at least three years' practical experience and hold a First Class FCC License. Familiarity with modern broadcast technology, (especially digital technology for maintenance engineers) is a must. We offer an excellent benefit package and competitive salary. We are an equal opportunity employer and encourage applications from minority and female engineers. To apply, send a resume including salary history to: Personnel Director-8E, WGBH-TV, 125 Western Avenue, Boston, Mass. 02134.



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Promotion Director... Experienced, Creative, Production oriented manager for major market, Pacific Northwest Station. Show us your concept and writing talents, illustrate your strengths in all media, prove you're an aggressive leader and we've got a job for you. . . Equal Opportunity Employer. Please call KIRO Personnel Dept. for application (206)824-7077 KIRO-TV, Third Avenue and Broad St., Seattle, Wa., 98121

PRODUCER/DIRECTOR

for local live programs, remotes, news and commercials. Writing experience necessary, plus three years commercial TV experience. Send detailed resume to:
Lou Rainone, WLWT-TV
140 W. 9th St. Cincinnati, OH 45202
Equal Opportunity Employer—M/F

HELP WANTED ATTORNEY

Young and growing communications law firm seeks new attorney with 1 or 2 years communications experience. Inquiries will be held in strictest confidence. E.O.E.-M/F. Send confidential, detailed resume to Box C-219.

ARTIST

Highly competitive station in top 20 market seeks an experienced graphic artist. Must have command of television/art production techniques, layout, color separation and camera-ready art. Management skills desirable; creative & organizational skills essential. Salary commensurate with exp. An Equal Opportunity Affirmative Action Employer M/F. Send resume & salary requirements to Box C-198.

MANAGER COMMERCIAL PRODUCTION

A large Midwestern Agency is presently seeking a broadcast administration professional. This individual will be responsible for the business affairs aspect of producing Radio and Television commercials, including talent and payment and all budget control functions. The preferred candidate must be knowledgeable in all aspects of Broadcast Commercial Production. Also, 2 to 3 years current agency experience with national accounts, and a degree in Marketing, Business Administration or Mass Communications a plus. Qualified candidates should send resume and salary requirements in confidence to:

Box C-181.
Our employees are aware of this ad.
An Equal Opportunity Employer.

Help Wanted Management

STUDIO MANAGER

Large Eastern TV production agency needs innovative, experienced Studio/Production Manager to supervise day-to-day operation of studio and remote production activities. Responsibilities also include supervision, evaluation and training of 20+ technical personnel and involvement in the production planning process. Minimum of four years' practical experience in studio/staff management required as well as state of the art familiarity with production operations and production tools. Salary negotiable to the mid-20's. Excellent opportunity for advancement. We are an equal opportunity employer. Send a complete resume to Broadcasting, Box C-176.

DEAN School of Communications and Theater Temple University

The Search Committee invites and will accept nominations and applications until April 10, 1978 for appointment effective July 1, 1978.

Temple University is located in Philadelphia, Pennsylvania, and has an enrollment of 35,000 students on six campuses in sixteen schools and colleges. The School consists of three departments—Journalism, Radio-Television-Film, and Theater—and has 2,000 undergraduate and 200 graduate majors with 55 full-time faculty members and 75 additional staff members. It offers a B.A. degree, Master of Journalism, M.F.A. in Theater, M.F.A. in Radio-Television-Film, and M.A. and Ph.D. degrees in Communications.

Facilities include three theaters, six television studios, seven radio studios, a film theater, film laboratories, computerized editing laboratory, still photography and graphics arts laboratories, library, and 5,000 watt FM radio station.

Candidates should have an earned doctorate or the equivalent, university-level teaching, research, and administrative experience.

Letter of application or nomination and a professional vita should be sent to:

Chair, Search Committee
Office of the Dean
School of Communications and Theater
Temple University
Philadelphia, Pennsylvania 19122

Temple University is an Equal Opportunity Affirmative Action Employer.

Help Wanted Sales

GENERAL SALES MANAGER

Medium Market, must be completely experienced. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal Opportunity Employer. Send resume to Box C-42.

Help Wanted News

Television News Director

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact: Philip Beuth, General Manager, WKBW-TV, 1420 Main Street, Buffalo, NY 14209.

Because of rapid corporate growth and a dramatic increase in our business, CCA Electronics Corporation is in immediate need of skilled personnel in the following area:

BROADCAST SALES ADMINISTRATORS

We require experienced Broadcast Engineers with Radio and Television background. Good organizational skills, desire for growth into a sales career. Successful candidates should have polished communications skills and a desire to work with Broadcasters and their product requirements.

Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, Broadcast Plaza, Box 5500, Cherry Hill, New Jersey 08034, Attn: Mr. Ron Briggs, or feel free to visit us at Booth N307 during NAB, Las Vegas.

Help Wanted Announcers

INTERVIEW/FEATURE PROGRAM HOST

Major market O&O TV Station is searching for host of daily program. Candidate needs to be experienced, a proficient interviewer, cognizant of current events, a consistent performer with serious and light content, maintain one-to-one relationship with viewers and involved in program planning. Send resume, film/tape to: P.O. Box 6900, San Francisco, Calif. 94101.

Situations Wanted Management

I MAKE THINGS HAPPEN

Young, multi-faceted TV Network executive seeks new challenges and responsibilities with growing communications company. Innovative, tactfully aggressive and results-oriented. Creative management skills and "liaison" ability my proven strengths. B.A., M.B.A. Outstanding production credits. If your firm truly relies on an individual for his initiative, judgment and enterprise, then we should be talking. Box C-199.

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INVESTOR/OPERATOR

seeks AM/FM or FM only, W.Pa., No. W.Va., E. Ohio. Single Station Market preferred. Can meet you at NAB, Las Vegas. Strictest confidentiality assured. Box C-174.

Books for Broadcasters

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

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307. CLASSROOM TELEVISION: New Frontiers in ITV by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. **\$8.95**

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

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- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo, Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. Take charge instantly. \$28,000.
- Daytimer in N.C. \$40,000. Terms.
- FM in Central Pa. \$225,000. Terms.

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BUSINESS BROKER ASSOCIATES
815-758-7835 24 HOURS

Stock Index

| Stock symbol | Exch. | Closing Wed. March 8 | Closing Wed. March 1 | Net change in week | % change in week | High | 1977-78 Low | PIE ratio | Approx. shares out (000) | Total market capitalization (000) |
|---------------------|-------|----------------------|----------------------|--------------------|------------------|--------|-------------|-----------|--------------------------|-----------------------------------|
| Broadcasting | | | | | | | | | | |
| ABC | N | 37 | 37 1/8 | - 1/8 | -.33 | 46 3/4 | 35 3/8 | 7 | 18,152 | 671,624 |
| CAPITAL CITIES | N | 56 3/4 | 56 7/8 | - 1/8 | -.21 | 60 1/2 | 44 3/4 | 11 | 7,426 | 421,425 |
| CBS | N | 44 7/8 | 43 7/8 | + 1 | + 2.27 | 62 | 43 7/8 | 7 | 28,100 | 1,260,987 |
| COX | N | 33 | 33 | | | 35 1/4 | 25 1/2 | 9 | 6,185 | 204,105 |
| GROSS TELECASTING | A | 15 1/4 | 14 7/8 | + 3/8 | + 2.52 | 15 1/2 | 13 5/8 | 7 | 800 | 12,200 |
| KINGSTIP COMMUN. | O | 6 1/2 | 6 1/2 | | | 7 | 3 7/8 | 12 | 462 | 3,003 |
| LIV | O | 25 5/8 | 27 1/8 | - 1 1/2 | - 5.52 | 27 1/8 | 16 1/2 | 9 | 2,745 | 70,340 |
| MOGNEY** | O | 2 1/2 | 2 5/8 | - 1/8 | - 4.76 | 2 5/8 | 1 7/8 | | 425 | 1,062 |
| RAHALL | O | 19 | 19 1/4 | - 1/4 | - 1.29 | 19 1/2 | 8 5/8 | 20 | 1,264 | 24,016 |
| SCRIPPS-HOWARD | O | 34 1/2 | 34 1/2 | | | 37 | 30 1/2 | 8 | 2,589 | 89,320 |
| STARR | M | 12 5/8 | 11 | + 1 5/8 | + 14.77 | 12 5/8 | | 11 | 1,467 | 18,773 |
| STORER | N | 23 1/4 | 22 1/4 | + 1 | + 4.49 | 26 7/8 | 19 3/8 | 9 | 4,876 | 113,367 |
| TAFT | N | 32 1/2 | 30 | + 2 1/2 | + 8.33 | 33 7/8 | 24 5/8 | 7 | 4,119 | 133,867 |
| TOTAL | | | | | | | | | 78,630 | 3,024,089 |

Broadcasting with other major interests

| | | | | | | | | | | | |
|---------------------|-------|--------|--------|--------|---------|---------|--------|--------|---------|-----------|-----------|
| ADAMS-RUSSELL | AAR | A | 7 | 6 7/8 | + 1/8 | + 1.81 | 7 1/8 | 3 3/4 | 8 | 1,229 | 8,603 |
| JOHN BLAIR | BJ | N | 18 5/8 | 19 3/8 | - 3/4 | - 3.87 | 20 | 11 1/8 | 5 | 2,427 | 45,202 |
| CHRIS-CRAFT | CCV | N | 8 3/8 | 8 1/4 | + 1/8 | + 1.51 | 9 3/8 | 4 1/2 | 20 | 4,451 | 37,277 |
| COMBINED COMM. | CCA | N | 31 3/4 | 30 1/2 | + 1 1/4 | + 4.09 | 33 1/4 | 19 | 10 | 6,920 | 219,710 |
| COWLES | CWL | N | 18 1/2 | 17 3/4 | + 3/4 | + 4.22 | 18 1/2 | 12 1/2 | 21 | 3,969 | 73,426 |
| DUN & BRADSTREET | DNB | N | 28 | 28 | | | 31 | 26 1/4 | 14 | 26,339 | 737,492 |
| FAIRCHILD IND. | FFN | N | 19 1/8 | 17 7/8 | + 1 1/4 | + 6.99 | 19 1/8 | 9 1/2 | 12 | 5,708 | 109,165 |
| FUQUA | FQA | N | 9 3/8 | 9 5/8 | - 1/4 | - 2.59 | 13 | 8 | 6 | 9,396 | 88,087 |
| GANNETT CO. | GCI | N | 35 3/4 | 35 1/8 | + 5/8 | + 1.77 | 40 3/4 | 32 3/4 | 14 | 22,430 | 801,872 |
| GENERAL TIRE | GY | N | 24 5/8 | 24 3/8 | + 1/4 | + 1.02 | 29 1/4 | 22 3/8 | 5 | 22,652 | 558,790 |
| GLOBE BROADCASTING | GLBTA | O | 4 3/4 | 4 3/4 | | | 4 3/4 | 2 1/8 | | 2,772 | 13,167 |
| GRAY COMMUN. | O | 13 1/2 | 13 1/2 | | | 13 1/2 | 8 | 6 | | 475 | 6,412 |
| HARTF-HANKS | HHN | N | 30 7/8 | 30 1/2 | + 3/8 | + 1.22 | 36 | 26 | 11 | 4,477 | 138,227 |
| JEFFERSON-PILOT | JP | N | 27 | 27 1/4 | - 1/4 | - .91 | 32 3/8 | 26 5/8 | 9 | 23,946 | 646,542 |
| MARVIN JOSEPHSON | MRVN | O | 10 3/8 | 12 3/4 | - 2 3/8 | - 18.62 | 17 1/4 | 10 1/4 | 5 | 1,978 | 20,521 |
| KANSAS STATE NET. | KSN | O | 12 5/8 | 12 1/8 | + 1/2 | + 4.12 | 12 5/8 | 4 3/4 | 12 | 1,727 | 21,803 |
| LEE ENTERPRISES | LNT | A | 25 | 24 1/4 | + 3/4 | + 3.09 | 28 1/8 | 22 1/4 | 10 | 4,930 | 123,250 |
| LIBERTY | LC | N | 24 7/8 | 24 | + 7/8 | + 3.64 | 24 7/8 | 18 | 8 | 6,762 | 168,204 |
| MCGRAW-HILL | MHP | N | 18 | 17 3/4 | + 1/4 | + 1.40 | 19 5/8 | 15 5/8 | 9 | 24,682 | 444,276 |
| MEDIA GENERAL | MEG | A | 13 7/8 | 13 5/8 | + 1/4 | + 1.83 | 20 | 13 5/8 | 6 | 7,451 | 103,382 |
| MEREDITH | MDP | N | 26 3/8 | 26 1/4 | + 1/8 | + .47 | 28 7/8 | 17 3/8 | 6 | 3,074 | 81,076 |
| METROMEDIA | MET | N | 41 7/8 | 41 5/8 | + 1/4 | + .60 | 41 7/8 | 25 1/4 | 9 | 6,630 | 277,631 |
| MULTIMEDIA | MMEO | O | 16 3/4 | 16 3/4 | | | 27 1/2 | 16 1/4 | 9 | 6,594 | 110,449 |
| NEW YORK TIMES CO. | NYKA | A | 19 3/8 | 18 1/2 | + 7/8 | + 4.72 | 19 1/2 | 15 3/4 | 8 | 11,422 | 221,301 |
| OUTLET CO. | OTU | N | 19 1/4 | 19 5/8 | - 3/8 | - 1.91 | 24 1/4 | 16 5/8 | 7 | 2,290 | 44,082 |
| POST CORP. | POST | O | 23 | 23 | | | 24 | 16 1/4 | 7 | 893 | 20,539 |
| REEVES TELECOM | RBT | A | 2 7/8 | 3 | - 1/8 | - 4.16 | 3 1/8 | 1 3/4 | 48 | 2,381 | 6,845 |
| ROLLINS | RRL | N | 15 3/4 | 15 1/4 | + 1/2 | + 3.27 | 24 1/4 | 14 7/8 | 8 | 33,000 | 519,750 |
| RUST CRAFT | RUS | A | 23 1/2 | 23 3/4 | - 1/4 | - 1.05 | 24 | 8 1/2 | 14 | 2,297 | 53,979 |
| SAN JUAN RACING | SJR | N | 9 3/8 | 9 3/8 | | | 11 3/4 | 7 5/8 | 14 | 2,509 | 23,521 |
| SCHERING-PLOUGH | SGP | N | 26 3/4 | 26 5/8 | + 1/8 | + .46 | 44 3/4 | 26 3/8 | 8 | 54,084 | 1,446,747 |
| SONDERLING | SDS | A | 11 3/4 | 11 | + 3/4 | + 6.81 | 12 7/8 | 8 3/8 | 5 | 1,105 | 12,983 |
| TECH OPERATIONS | TOB | A | 3 1/4 | 3 5/8 | - 3/8 | - 10.34 | 4 3/4 | 2 3/8 | 13 | 1,344 | 4,368 |
| TIMES MIRROR CO. | TMC | N | 23 1/4 | 23 | + 1/4 | + 1.08 | 25 3/8 | 20 3/4 | 9 | 34,760 | 808,170 |
| WASHINGTON POST CO. | WPO | A | 32 | 31 3/4 | + 1/4 | + .78 | 35 1/8 | 21 3/4 | 9 | 8,476 | 271,232 |
| WOMETCO | WDM | N | 13 1/8 | 13 3/4 | - 5/8 | - 4.54 | 14 3/4 | 10 7/8 | 9 | 8,554 | 112,271 |
| TOTAL | | | | | | | | | 364,174 | 8,380,352 | |

Cablecasting

| | | | | | | | | | | | |
|---------------------|------|---|--------|--------|---------|--------|--------|--------|--------|-----------|---------|
| ACTON CORP. | ATN | A | 8 1/2 | 8 | + 1/2 | + 6.25 | 8 1/2 | 3 1/8 | 10 | 2,710 | 23,035 |
| AMECO* | ACO | O | | | | | 1/2 | | | 1,200 | |
| AMERICAN TV & COMM. | AMTV | O | 40 1/8 | 39 3/8 | + 3/4 | + 1.90 | 41 3/4 | 19 3/4 | 20 | 3,863 | 155,002 |
| ATHENA COMM.** * | O | | 7/8 | 7/8 | | | 7/8 | 1/8 | | 2,125 | 1,859 |
| BURNIP & SIMS | BSI* | O | 3 7/8 | 3 7/8 | | | 4 3/4 | 3 1/8 | 18 | 8,370 | 32,433 |
| CABLE INFO. | O | | 1 1/2 | 1 1/2 | | | 1 1/2 | 1/2 | 8 | 663 | 994 |
| COMCAST | O | | 7 1/4 | 7 | + 1/4 | + 3.57 | 7 1/4 | 3 3/4 | 13 | 1,651 | 11,969 |
| COMMUN. PROPERTIES | COMU | O | 11 | 10 3/8 | + 5/8 | + 6.02 | 11 3/8 | 3 5/8 | 20 | 4,839 | 53,229 |
| ENTRON* | ENT | O | 2 1/4 | 2 1/4 | | | 2 1/4 | 7/8 | 2 | 979 | 2,202 |
| GENERAL INSTRUMENT | GRL | N | 21 | 20 1/8 | + 7/8 | + 4.34 | 23 | 17 5/8 | 8 | 7,508 | 157,669 |
| GENEVE CORP.** | GENV | O | 11 1/2 | 11 1/2 | | | 12 1/2 | 7 1/2 | | 1,121 | 12,891 |
| TELE-COMMUNICATIONS | TCU* | O | 12 1/4 | 12 1/2 | - 1/4 | - 2.00 | 14 | 2 7/8 | 61 | 5,281 | 64,692 |
| TELEPROMPTER | TP | N | 10 | 9 3/8 | + 5/8 | + 6.66 | 10 | 6 3/4 | 23 | 16,922 | 169,220 |
| TEXSCAN | TEXS | O | 1 3/4 | 1 3/4 | | | 2 | 1 1/4 | 10 | 786 | 1,375 |
| TIME INC. | TL | N | 36 5/8 | 34 7/8 | + 1 3/4 | + 5.01 | 38 1/4 | 31 3/4 | 9 | 20,371 | 746,087 |
| TOCOM | TOCM | O | 4 | 3 7/8 | + 1/8 | + 3.22 | 4 5/8 | 2 1/4 | 9 | 894 | 3,576 |
| UA-COLUMBIA CABLE | UACC | O | 25 | 25 1/4 | - 1/4 | - .99 | 26 | 15 1/2 | 17 | 1,679 | 41,975 |
| UNITED CABLE TV | UCTV | O | 9 1/4 | 10 | - 3/4 | - 7.50 | 10 3/4 | 3 7/8 | 17 | 1,915 | 17,713 |
| VIACOM | VIA | N | 19 3/8 | 19 1/8 | + 1/4 | + 1.30 | 20 | 9 1/2 | 15 | 3,764 | 72,927 |
| TOTAL | | | | | | | | | 86,641 | 1,568,847 | |

| Stock symbol | Exch. | Closing Wed. March 8 | Closing Wed. March 1 | Net change in week | % change in week | High | 1977-78 | Low | P/E ratio | Approx. shares out (000) | Total market capitalization (000) | |
|----------------------|-------|----------------------|----------------------|--------------------|------------------|------|---------|--------|-----------|--------------------------|-----------------------------------|-----------|
| Programming | | | | | | | | | | | | |
| COLUMBIA PICTURES | CPS | N | 14 1/4 | 15 | - 3/4 | - | 5.00 | 20 1/2 | 7 3/8 | 6 | 6,748 | 96,159 |
| DISNEY | DIS | N | 33 7/8 | 32 5/8 | + 1 1/4 | + | 3.83 | 47 5/8 | 32 1/2 | 13 | 32,380 | 1,096,872 |
| FILMWAYS | FWY | A | 9 1/8 | 8 5/8 | + 1/2 | + | 5.79 | 9 7/8 | 6 7/8 | 7 | 2,579 | 23,533 |
| FOUR STAR | | | 1 1/8 | 1 | + 1/8 | + | 12.50 | 1 1/4 | 3/4 | 11 | 666 | 749 |
| GULF + WESTERN | GW | N | 11 3/4 | 11 3/8 | + 3/8 | + | 3.29 | 18 3/8 | 10 1/4 | 5 | 48,215 | 566,526 |
| MCA | MCA | N | 35 | 33 3/4 | + 1 1/4 | + | 3.70 | 42 3/4 | 32 | 8 | 18,558 | 649,530 |
| MGM | MGM | N | 27 3/4 | 26 | + 1 3/4 | + | 6.73 | 28 | 16 | 12 | 14,609 | 405,399 |
| TRANSAMERICA | TA | N | 13 1/2 | 13 1/4 | + 1/4 | + | 1.98 | 16 1/2 | 13 1/4 | 5 | 66,781 | 901,543 |
| 20TH CENTURY-FOX | TF | N | 22 5/8 | 22 1/4 | + 3/8 | + | 1.68 | 25 7/8 | 10 | 4 | 7,786 | 176,158 |
| VIDEO CORP. OF AMER. | O | | 4 1/2 | 4 | + 1/2 | + | 12.50 | 6 1/2 | 3 1/2 | 8 | 973 | 4,378 |
| WARNER | WCI | N | 32 | 32 7/8 | - 7/8 | - | 2.66 | 32 7/8 | 25 3/4 | 7 | 14,458 | 462,656 |
| WRATHER | WCO | A | 8 7/8 | 8 3/4 | + 1/8 | + | 1.42 | 9 1/4 | 4 1/2 | 9 | 2,243 | 19,906 |
| TOTAL | | | | | | | | | | 215,996 | 4,403,409 | |

Service

| | | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---------|---|------|--------|--------|--------|-----------|---------|
| BBDO INC. | BROD | O | 28 3/4 | 28 1/4 | + 1/2 | + | 1.76 | 29 3/4 | 22 1/2 | 8 | 2,513 | 72,248 |
| COMSAT | CC | N | 35 1/4 | 34 5/8 | + 5/8 | + | 1.80 | 36 3/4 | 28 3/4 | 10 | 10,000 | 352,500 |
| DOYLE DANE BERNBACH | DOYL | O | 18 3/4 | 18 | + 3/4 | + | 4.16 | 22 | 16 3/4 | 6 | 1,776 | 33,300 |
| FOOTE CONE & BELDING | FCB | N | 18 3/4 | 17 1/4 | + 1 1/2 | + | 8.69 | 18 3/4 | 14 3/4 | 8 | 2,304 | 43,200 |
| GREY ADVERTISING | GREY | O | 30 | 30 | | | | 32 | 16 1/2 | 6 | 716 | 21,480 |
| INTERPUBLIC GROUP | IPG | N | 27 1/4 | 27 3/4 | - 1/2 | - | 1.80 | 39 1/4 | 22 1/2 | 8 | 2,387 | 65,045 |
| MCI COMMUNICATIONS | MCIC | O | 2 3/4 | 2 7/8 | - 1/8 | - | 4.34 | 4 1/4 | 7/8 | 31 | 20,137 | 55,376 |
| MOVIFLAB | MOV | A | 1 1/8 | 1 1/8 | | | | 3 | 1 | 8 | 1,410 | 1,586 |
| MPO VIDEOTECHNICS | MPO | A | 4 7/8 | 4 5/8 | + 1/4 | + | 5.40 | 9 | 4 | 6 | 520 | 2,535 |
| A. C. NIELSEN | NIELB | O | 21 7/8 | 22 | - 1/8 | - | .56 | 22 1/2 | 18 7/8 | 11 | 10,832 | 236,950 |
| OGILVY & MATHER | OGIL | O | 40 3/4 | 38 3/4 | + 2 | + | 5.16 | 41 3/4 | 31 | 8 | 1,805 | 73,553 |
| J. WALTER THOMPSON | JWT | N | 22 | 23 7/8 | - 1 7/8 | - | 7.85 | 24 5/8 | 15 1/8 | 7 | 2,649 | 58,278 |
| TOTAL | | | | | | | | | | 57,049 | 1,016,051 | |

Electronics/Manufacturing

| | | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---------|---|-------|--------|--------|-----------|------------|-----------|
| AEL INDUSTRIES | AELBA | O | 5 1/4 | 5 1/4 | | | | 6 | 2 3/8 | 6 | 1,672 | 8,778 |
| AMPEX | APX | N | 12 3/8 | 12 | + 3/8 | + | 3.12 | 12 1/2 | 7 3/8 | 12 | 10,928 | 135,234 |
| ARVIN INDUSTRIES | ARV | N | 18 1/4 | 18 | + 1/4 | + | 1.38 | 20 3/4 | 14 1/2 | 4 | 5,959 | 108,751 |
| CCA ELECTRONICS* | CCA | O | 5/8 | 5/8 | | | | 5/8 | 1/8 | 3 | 897 | 560 |
| CETEC | CFC | A | 3 7/8 | 3 7/8 | | | | 4 1/4 | 1 3/4 | 12 | 1,654 | 6,409 |
| COHU | CDH | A | 3 3/8 | 3 3/4 | - 3/8 | - | 10.00 | 3 7/8 | 2 1/8 | 11 | 1,779 | 6,004 |
| CONRAC | CAX | N | 19 1/4 | 19 3/4 | - 1/2 | - | 2.53 | 27 1/4 | 19 1/4 | 6 | 1,803 | 34,707 |
| EASTMAN KODAK | EASKD | N | 42 5/8 | 42 3/8 | + 1/4 | + | .58 | 86 3/4 | 42 3/8 | 11 | 161,370 | 6,878,396 |
| FARINON | FARN | O | 9 3/4 | 9 3/4 | | | | 12 | 8 | 10 | 4,635 | 45,191 |
| GENERAL ELECTRIC | GE | N | 45 3/8 | 44 1/2 | + 7/8 | + | 1.96 | 56 5/8 | 44 1/2 | 9 | 184,581 | 8,375,362 |
| HARRIS CORP. | HRS | N | 44 5/8 | 43 3/8 | + 1 1/4 | + | 2.88 | 45 3/4 | 28 | 12 | 12,236 | 546,031 |
| HARVEL INDUSTRIES* | HARV | O | 4 1/4 | 4 1/4 | | | | 5 1/2 | 3 1/8 | 11 | 480 | 2,040 |
| INTL. VIDEO CORP** | IVCP | O | 1 1/8 | 1 1/8 | | | | 2 3/8 | 1/4 | | 2,701 | 3,038 |
| MICROWAVE ASSOC. INC | MAI | N | 33 1/2 | 31 3/8 | + 2 1/8 | + | 6.77 | 33 1/2 | 20 1/4 | 13 | 1,320 | 44,220 |
| 3M | MMM | N | 44 7/8 | 45 | - 1/8 | - | .27 | 57 | 44 7/8 | 13 | 115,265 | 5,172,516 |
| MOTOROLA | MOT | N | 36 | 35 5/8 | + 3/8 | + | 1.05 | 56 7/8 | 34 1/4 | 11 | 28,544 | 1,027,584 |
| N. AMERICAN PHILIPS | NPH | N | 24 7/8 | 25 | - 1/8 | - | .50 | 36 | 24 7/8 | 5 | 12,033 | 299,320 |
| JAK INDUSTRIES | OAK | N | 18 7/8 | 18 1/4 | + 5/8 | + | 3.42 | 19 | 9 5/8 | 21 | 1,716 | 32,389 |
| RCA | RCA | N | 24 3/8 | 24 | + 3/3 | + | 1.56 | 31 3/4 | 22 3/4 | 8 | 74,810 | 1,823,493 |
| ROCKWELL INTL. | ROK | N | 30 1/2 | 30 1/4 | + 1/4 | + | .82 | 36 3/4 | 28 1/4 | 7 | 33,600 | 1,024,800 |
| RSC INDUSTRIES | RSC | A | 2 1/4 | 2 | + 1/4 | + | 12.50 | 2 3/4 | 1 5/8 | 9 | 2,690 | 6,052 |
| SCIENTIFIC-ATLANTA | SFA | A | 21 3/4 | 20 7/8 | + 7/8 | + | 4.19 | 23 1/2 | 16 3/4 | 12 | 2,426 | 52,765 |
| SONY CORP. | SNE | N | 7 5/8 | 7 1/2 | + 1/8 | + | 1.66 | 10 3/8 | 7 | 11 | 172,500 | 1,315,312 |
| TEKTRONIX | TFK | N | 33 1/2 | 33 5/8 | - 1/8 | - | .37 | 68 1/2 | 28 1/4 | 11 | 17,804 | 596,434 |
| TELEMATION | TLMT | O | 1 1/2 | 1 1/2 | | | | 1 1/2 | 1/2 | 2 | 1,050 | 1,575 |
| VARIAN ASSOCIATES | VAR | N | 16 7/8 | 16 5/8 | + 1/4 | + | 1.50 | 21 | 14 3/4 | 10 | 6,838 | 115,391 |
| WESTINGHOUSE | WX | N | 17 | 17 1/2 | - 1/2 | - | 2.85 | 22 | 16 1/4 | 5 | 87,329 | 1,484,593 |
| ZENITH | ZE | N | 12 1/2 | 12 5/8 | - 1/8 | - | .99 | 28 | 11 3/8 | 16 | 18,818 | 235,225 |
| TOTAL | | | | | | | | | | 967,439 | 29,382,170 | |
| GRAND TOTAL | | | | | | | | | | 1,769,928 | 47,774,918 | |

Standard & Poor's Industrial Average 96.2 96.0 +.2

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.
+Traded at less than 12.5 cents.

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.

Torbet-Lasker's Dorton: finding the time to do nearly all of it

Joe Dorton says there isn't time enough to do everything he'd like to do, but he's a firm believer that you can do a lot, and do it right, "if you balance your life and your time."

If accomplishment is the gauge, Mr. Dorton is a very balanced man. In fewer than 12 years with Bonneville International Corp. he has risen from salesman to be head, at one time or another, of five Bonneville radio stations—including three simultaneously—and he is now embarking on a new Bonneville career as president of the Torbet-Lasker radio station representation firm, which Bonneville acquired a few months ago. Within the same span Mr. Dorton, among other things, picked up his BS and MBA degrees, devoted uncounted hours to activities of the Church of Jesus Christ of Latter-Day Saints and, early on, took 14 months out to run a non-Bonneville radio station. He also jogs three miles each morning and plays golf when he can.

Joe Dorton decided early in life that broadcasting was for him. After high school he went on active duty with the National Guard, where he became involved with communications and became fascinated with it. He also served two years for the Mormon Church in Minnesota, the eastern Dakotas and sections of Canada and this brought him into direct contact with radio stations on a public relations basis.

His fascination grew with exposure, he says, and as a result when he went to the University of Utah he minored in communications, primarily broadcasting, and worked with the school station. No small influence was the fact that his wife-to-be was working at Bonneville's KSL(AM) Salt Lake City. Through her, he became acquainted with other people there. He took special courses that could lead to on-air work, but the first opening that came up at KSL was in sales. "I pestered them until I got my first radio job," he recalls.

He stayed with KSL for nearly three years, then left to be a general manager of KMOR(AM) Murray, Utah, a suburb of Salt Lake City. Fourteen months later he rejoined Bonneville and was sent to Seattle as station manager of KIRO-FM, now KSEA. Next stop was Chicago, to open Bonneville's WCLR(FM) Skokie, Ill., and he also used the opportunity to finish work on his MBA at the University of Chicago, going to classes nights and weekends. From there it was back to the West Coast, this time to run the company's Los Angeles radio stations and, subsequently,



Joseph LaDrue Dorton—president, Torbet-Lasker Inc., New York; b. April 27, 1941, Lehi, Utah; missionary, Church of Jesus Christ of Latter-Day Saints, 1959-61; BS in management, University of Utah, 1967; MBA, University of Chicago, 1972; account executive, KSL(AM) Salt Lake City, 1966-68; general manager, KMOR(AM) Murray, Utah, 1968-70; station manager, KIRO-FM Seattle (now KSEA), January-August 1970; president and general manager, WCLR(FM) Skokie, Ill., 1970-74; vice president and general manager, KBIG(FM) Los Angeles and KBRT(AM) Avalon, Calif., 1974-1976; chief executive officer for California division of Bonneville International Corp., including KOIT(FM) San Francisco as well as KBIG and KBRT; present position since Feb. 1, 1978; m. Joan Anderson, Nov. 21, 1963; four children; son, Kyle, 12; three daughters, Shelly, 10; Wendy, 7, Heather, 2.

to be chief executive of all three Bonneville stations in California.

It was from that post that he was tapped, last fall, to be president of Bonneville's newly acquired Torbet-Lasker Inc., effective Feb. 1. Thus he brings to the job the viewpoint of a station manager, which should do him no harm with client stations, present or prospective.

He also brings what he calls a team approach to management, and much enthusiasm. "I like everyone to work with me, not for me," he says. "I like to find out what their goals are, and then try to help them get up to another plateau. People appreciate that, and they also work harder."

Mr. Dorton subscribes to the philosophy enunciated by the late Vince Lombardi in the famous line, "Winning isn't everything—it's the only thing."

"I really believe that," he says. "In business, the loser goes out of business."

He has won his share of awards. In his first year at KSL, for example, he won the local Sales and Marketing Executives As-

sociation's distinguished sales award, and in his second year he won it again. He has also been named one of the leading radio executives in the country. But he does not hesitate to credit others. Speaking of the turnaround at KBIG(FM) Los Angeles, which ranked 13th or 14th in the market when he arrived and became the first FM to be the top-rated radio station in a top-three market, he says, "We had an incredible team of professionals. What I did was give them direction. And that's what I want to do at Torbet-Lasker."

"I'm not a boss. I bring a team together. Two heads are better than one, and many heads are better than two—if none of them is a dummy."

He also does not hesitate to say he's glad that Alan Torbet, founder and formerly the chief stockholder of Torbet-Lasker, is staying on as chairman and will be available both to help him and to work with T-L stations.

Associates say that, if not brusque, Mr. Dorton at least tends to speak directly to the point. That would jibe with his views about organizing one's life and time to get more things done. "So many people spin their wheels," he says. "They confuse activity with productivity."

He is certainly to the point about his objective for Torbet-Lasker: "I want it to become the Blair or Katz of the rep business, which means having the best station list, the best sales people, the best services."

"We'll be upgrading our facilities. We're going gung-ho to improve the [unwired] network. We'll be much more conscious of image in dealing with agencies, stations, advertisers, other reps—everybody."

Mr. Dorton also counts his family among his top priorities, discounting out of hand the notion that a successful businessman hasn't time to be a good family man, or vice versa. In his view, "it's the quality of the time you spend with your family—the quality of the time you spend in business—that counts."

One of his other major avocations is the Mormon Church. It varies, he says, but in a typical week he probably spends 15 to 20 hours on church work—with young people, speaking at meetings, teaching, doing whatever is assigned.

The church owns Bonneville, but he was working for the church long before he wanted to work for Bonneville. At the age of 19 he volunteered, as many Mormons do at that age, for two years of missionary work. He was assigned to the North Central States Mission and spent his two years teaching, explaining the church doctrines, seeking to convert as many people as possible to the Mormon Church.

"It was unforgettable," he says. "I wouldn't trade those two years for six years of college—and I've had both."

Editorials

Manners

The condemnations of network television's programming, pricing and scheduling at the Association of National Advertisers workshops a couple of weeks ago (BROADCASTING, March 6) were exceptional for their acrimony if not for their subject matter.

Advertisers and agencies have been complaining about high prices, clutter and programming for a long time. We cannot recall a recent occasion, however, when all of these targets were lined up like ducks in the same shooting gallery and exposed to as high-powered a firing line as Chairman Ed Ney of Young & Rubicam, who also is chairman of the American Association of Advertising Agencies; Peter Spengler, advertising services vice president of Bristol-Myers, and Walter Reichel, head of media and programs at Ted Bates.

The caliber of these critics commands attention for their complaints. Even so, much of the criticism might be taken as a natural expression of the tensions of the marketplace, the sort of thing buyers normally say when the market is heavily on the side of the sellers, as it has been in network TV for the last couple of years. But to the other complaints was added one that needs special attention, that of "unbelievable arrogance" on the part of networks.

If this charge is true—or even if it is untrue but perceived to be true by advertisers and agencies—it requires immediate attention by network management at the top levels. Customers may not always be right, but they have a right to expect courtesy and considerate treatment, especially when at the same time they are being asked to pay increasingly higher prices.

They not only are entitled to it, but networks in their own self-interest will see that they get it. If abrasiveness is added to inflation, the incentive for buyers to look to other media is intensified. Not only that, sellers' markets do not last forever. In a buyers' market, the last thing television management will need is a customer bearing a grudge.

Last-minute rescue

Broadcasters didn't know it, but their journalistic freedom was jeopardized by an action seriously entertained by the House of Delegates of the American Bar Association at its winter meeting last month. Only now is the happy ending being told outside the inner circles of the legal establishment.

Two years ago an ABA committee consisting mostly of prominent members of the Washington communications bar adopted a report urging the ABA to endorse new principles for the enforcement of the FCC's fairness doctrine (BROADCASTING, June 14, 1976). Committee spokesmen portrayed the principles as a liberalization of FCC practices. The portrayal was, to borrow from the idiom, something but the truth.

On the side of liberalization, the committee did indeed recommend that case-by-case enforcement of the fairness doctrine be abandoned; that the government relax its oversight over personal attacks, editorializing and alleged distortions or staging of the news, and that the Communications Act's prohibition against editorializing by noncommercial licensees be declared unconstitutional.

On the other side, however, the committee proposed that a licensee's record of fairness be reviewed at renewal time; that the FCC establish a minimum percentage of the broadcast schedule to be devoted to programming other than entertainment and sports, and that the public be given uncensored access to air time. Any of

those proposals would negate whatever benefits might accrue from the others. But, worst of all, the committee agreed that the fairness doctrine was constitutional.

The committee report was put before the ABA House of Delegates at its summer meeting last year (BROADCASTING, Aug. 8, 1977), but action was deferred—to the great good luck of broadcasters. The postponement gave the Federal Communications Bar Association, which until then had paid scant attention to the escapade, a chance to think things through. At the ABA meeting last month, the FCBA urged rejection and prevailed.

If the committee report had become ABA policy, the fairness doctrine would have been enshrined as gospel and broadcasters would be doomed forever to the second-class journalistic status it decrees.

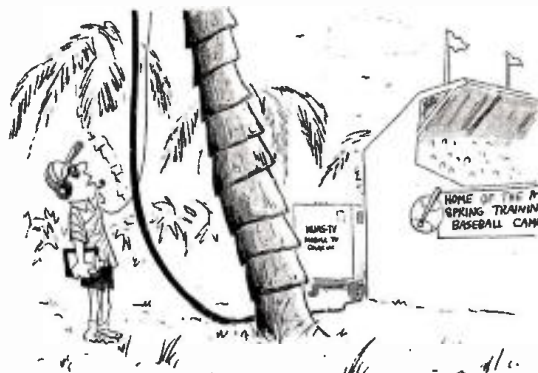
Big shoes

William B. Ray, nearing the age of 70 but acting younger, is about to retire as chief of the FCC's complaints and compliance division. It isn't his choice, but civil service rules decree it, and the interesting question now is what kind of successor FCC Chairman Charles D. Ferris will choose.

Mr. Ray has at times been called crusty, and his agents have at times been criticized for excessive zeal, but in the more than 16 years that he has been the FCC's top cop his division has never been caught grossly pushing people around. That is not an inconsequential plaudit for an organization with a charter that is almost an invitation to abuse investigatory power.

The complaints and compliance division came into being in the aftermath of the television quiz scandals and revelations of radio payola. Under a meaner or less principled administrator, it could have easily developed into a repressive policing mechanism, enforcing its own concepts of morality in the name of reforming radio and television. That Mr. Ray elected not to become the J. Edgar Hoover of the FCC or the chief brown shirt for the incumbent FCC majority is a tribute to his common sense and moderation.

Common sense and moderation are qualities that Mr. Ferris will be looking for unless he wishes to convert the complaints and compliance division into a different force. Under the wrong leader, the division's opportunity for outrage is enormous.



Drawn for BROADCASTING by Jack Schmidt

"Just take the pictures and quit complaining. We're not going to build a camera tower for a few weeks of spring training."

WLIF tops top 20 FM's

- WLIF is the leading FM station in the top 20 radio markets, ranked by share of metro adult audience, according to Arbitron.

- WLIF had an 11.1 share, compared with 9.4 for the nearest competitor.
- FM 102 offers listeners 24 hours of music and news.
- At WLIF, Life is Beautiful.

*Top 20 radio markets, based on metro 12+ population, as defined by Arbitron Radio. Source: Oct/Nov 1977 Arbitron reports: M-SUN, 6AM-MID, metro adult 18+ share.

Life is Beautiful.
WLIF
FM102
Baltimore

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



in the nation*

Again!

DONAHUE wins New York January Nielsen!

| | Rtg. | Sh. | Homes | Women | W18-49 |
|---------------------------|------|-----|---------|---------|--------|
| DONAHUE, WNBC | 4 | 20 | 275,000 | 243,000 | 82,000 |
| Siegel, WABC | 3 | 13 | 177,000 | 135,000 | 64,000 |
| Nabors, WCBS | 3 | 13 | 168,000 | 149,000 | 45,000 |
| * Bewitched / Lv. Am. St. | | | | | |
| WNEW | 3 | 17 | 231,000 | 114,000 | 76,000 |
| * Munsters / Adams, WPIX | 3 | 14 | 213,000 | 69,000 | 37,000 |
| Franklin, WOR | -- | -- | 20,000 | 1,000 | -- |

* Avg. both shows.

More homes, more women, more women 18-49.
And it's important, meaningful, involving entertainment.

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DONAHUE

Winner of the 1977 Emmy
for talk shows.

Call Don Dahlman for ratings in the other 134 markets
in which DONAHUE is now playing.

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Source: Jan. '78 Nielsen. Audience and related data are subject to
qualifications listed in the report.