CBS's sacrifice fly on sports:
Wussler out as FCC balks

WELCOME BACK, KOTTER

The winning combination of a top-rated network hit—with the kind of audience composition everybody wants—has made WELCOME BACK, KOTTER one of the fastest selling pre-sold series in domestic syndication. If you're not among the pre-sold markets already welcoming KOTTER, you really ought to talk to us...while there's still time.
Viacom! Television's

VIACOM FEATURES I

Elvis Presley stars in 5 lavish Hal Wallis productions that averaged a 43% share in their network debuts.

Frank Sinatra stars in "Man with the Golden Arm." Kirk Douglas in "Last Train from Gun Hill." Shirley MacLaine in "All in a Night's Work." Jerry Lewis in "Don't Give Up the Ship."

Altogether, 20 great movies (and many more great stars)! They grossed over $100 million at the box office, and 17 that aired on network television averaged a 38% share in initial showings.

All 20 are immediately available.

VIACOM FEATURES II

"Walking Tall" topped its 45% network share with a 46% the second time around.

"The African Queen" drew an initial 43% network share and won an Oscar for Bogart.

"The Autobiography of Miss Jane Pittman" embellished its 47% share with 9 Emmy awards.

This is an extraordinarily powerful group of 21 motion pictures. With 2 more of Hal Wallis' best Elvis Presley films. And other hits that star William Holden, Lee Remick, Richard Burton, Elizabeth Taylor, Donald Sutherland, Richard Chamberlain, Jerry Lewis, Walter Matthau, George C. Scott, Susannah York and more big names.

15 of the 21 movies have appeared on network television, with an average 36% share.

19 are immediately available.

VIACOM FEATURES III

These 24 movies are made for big television audiences!

In initial network exposure, "Larry" pulled 44% of a prime-time audience, "The Glass House" 41:

"Born Innocent" 39%, "The Runaways" 44%. And "Queen of the Stardust Ballroom" drew a glistening crowd of 3 golden Emmys.

Starring in these 24 movies are many of the most popular personalities on television today.


23 are immediately available.
major source for movies.

VIACOM FEATURES IV

A name-dropper’s delight! This group is loaded with the likes of Woody Allen, Steve McQueen, Michael Caine, Robert Shaw, Tony Curtis, Walter Matthau, Sidney Poitier, Omar Sharif, Sean Connery, Gig Young, Jane Fonda, Ernest Borgnine, Cliff Robertson, Art Carney, Cloris Leachman, Alan Alda, Nancy Walker and more heavyweights.

Titles are just as impressive. Take the Money and Run,” They Shoot Horses, Don’t They?” (Academy Award), “Junior Bonner,” “Charly” (Academy Award), “For Love of Ivy” and Lovers and Other Strangers.”

This is an exceptionally well balanced group of 30 movies with the added attraction of limited network runs.

16 are immediately available.

VIACOM MOVIE GREATS

Back when popcorn cost a nickel, giants like Selznick and Hitchcock were making great movies destined to become classics with timeless appeal.


The titles evoke memories of movie magic. As do the great names of the stars. Ingrid Bergman, Gregory Peck, Ginger Rogers, Cary Grant, Jennifer Jones, Joseph Cotten, Katharine Hepburn, Charles Boyer.

Now, in one grand collection, Viacom offers 48 film industry classics that were honored with 36 Academy Award nominations and numerous other “best” awards. 39 are available immediately.

Source: NTI estimated audience shares for initial network prime-time showings. Audience estimates are subject to qualifications available upon request.
employing a compact microprocessor computer, lets you start with the automation you need... today.
And add as much automation as you will need... tomorrow.
M200; a practical, building block approach to TV automation.

NAB '78 BOOTH 813

THE GRASS VALLEY GROUP, INC.
A Tektronix Company
**MATCH POINT** CBS is given a month to come up with some good reasons why the FCC shouldn't give the network's TV O&O's short-term renewals because of those inappropriately titled "winner take all" tennis productions. Bob Wussler, the CBS Sports president ultimately responsible for the snafu, quits, with denials all around that there's a connection here. **PAGE 24.**

**ON TRAC-7** Audits & Surveys starts up a radio ratings service using RAB's computer-based system. Four largest markets are initial target. **PAGE 27.**

**WATCH ON THE PRIME TIME** The boom in syndication evidenced at NATPE has the networks warily eyeing affiliate pre-emptions. **PAGE 27.**

**JUST THE FACTS** That's what the FCC asked for in its cable economic inquiry, and it got a lot in return—only cable's facts don't match the broadcasters' facts. **PAGE 28.**

**TOP 50 TO-DO** The FCC decides that it should make or break its policy on limiting group ownership in the big markets; so far it's been ineffective. **PAGE 30.**

**FCC MANIPULATION** Citizen groups accuse the FCC of attempting to subvert an appeals court decision. The charges are in briefs that seek reversal of the FCC's entertainment-format proceedings. **PAGE 32.**

**PAY FOR PLAY** Register of Copyrights Ringer emphatically tells Congress that legislation for performer royalties would impose no undue financial hardships on broadcasters. **PAGE 32.**

**NO DICE** Multimedia and McClatchy call off a proposed swap of TV stations in Stockton, Calif., and Greenville, S.C. Idea originally was designed to ease their crossownership problems. **PAGE 33.**

**MARRIAGE PLANS** Viacom and Sonderling want to get together. But their $27.8-million merger faces some hurdles, especially the latter's payola-plugola probe by the FCC. **PAGE 33.**

**SMOG IN SAN FRANCISCO** The proposed three-way FM station sale in the Bay Area gets weathered in further. Already questioned on programming grounds, the deal gets more complicated by ex parte charges. **PAGE 34.**

**PEP PILLS FOR PIONEERS** There's a move afoot to put new life into the organization that H.V. Kaltenborn founded. Cash and Jahncke divulge some of the plans. **PAGE 36.**

**COMBINED RUMORS** There's talk about CCC being taken over and even doing some taking over of its own. But President Eller insists nothing is going to happen. **PAGE 36.**

**TV SPOTIN '77** TVB reports how $2.3 billion was expended last year in that area of broadcasting. It breaks down when the time was bought, the type of advertisers and the names of the top 100 clients. **PAGE 43.**

**FIFTEEN-SECOND ADS** TV stations are wary of them, saying increased clutter will result. RAB claims virtually unanimous opposition at the local level. **PAGE 45.**

**ANOTHER FOR ABC-TV** Even with reruns generously mixed with new offerings in prime time, the network wins the ratings for March 4-12. **PAGE 46.**

**'MR. TALENT' LEAVES** David Tebet, famed for catching and keeping big stars at NBC-TV, will depart from the network May 1. He'll head a new Joseph E. Levine television undertaking. **PAGE 46.**

**NO BIG DEAL** Nielsen reissues the ratings that had been fouled up. Few major deviations are found. The network ratings committee does warn Nielsen not to let it happen again. **PAGE 47.**

**FROM GROUP W** A local prime-time access venture that started at KNX(TV) San Francisco and spread to the other Westinghouse outlets will be the basis of a new syndication service by Group W. **PAGE 48.**

**THE ACT HAS CHANGED** There was a different look to first-run programs offered at the NATPE marketplace two weeks ago. Here's a rundown of the product. **PAGE 50.**

**BUCKS OR SCROOPS?** A Columbia-duPont survey of broadcast journalism takes some hard shots at the news job being done and questions motivations. **PAGE 54.**

**SPECTRUM SAVER** Dr. Raymond Wilmutte pioneered in the development of directional antennas nearly 50 years ago. That bent for engineering conservation is still evident in his current challenge as head of the UHF Task Force for the FCC. **PAGE 73.**
These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren’t clear to anybody outside the business. But the people and the press have a right to know what we’re doing and how it will affect them.

So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you’ll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.
From scratch
One of many problems House Communications Subcommittee staff has to work out between now and June 1 — deadline for Communications Act draft — is details of "spectrum use fee" that subcommittee chairman, Lionel Van Deerlin (D-Calif.), wants to invent as alternative to strict regulation of broadcasters and other spectrum users. As staff sat down with House bill-writing expert last week to begin drafting rewrite, it still had little more than outline and handful of options for spectrum fee.

Staffers know what it shouldn't — percentage tax on users' revenues — and vaguely what it should be — some reflection of value of spectrum space occupied, based on such criteria as band width, signal's geographic coverage, user's location, and, perhaps most important, demand for space. In broadcasting, that would mean fee would be highest in big markets. Drafters still don't know how big fees would be, but think it would be good idea to phase them in over period of as much as 20 years, charging users, say, 1.5% first year and increasing amount yearly until maximum is reached.

Same size
Katz Television researchers have completed comparison of homes using TV in 28 markets for which February Nielsen sweeps have become available with HUT levels in same 28 markets in February 1977. Conclusion: no change. Katz thinks this should squelch concern once and for all over declining audiences.

Identity crisis
There are still strained relations between National Association of Broadcasters TV board and TV code board, stemming from confrontation last year after TV board overrode code board and drafted new code provision on TV sex (code board had recommended no action). NAB joint board chairman, Donald Thurston, subsequently tried, but failed, to win bylaws change restricting TV board to role of ratifying TV code board initiatives. TV board, at meeting in January, decided instead that two boards should strengthen their liaison by having representatives attend each other's meetings.

So TV board chairman, Kathryn Broman, sat through TV code board sessions last week (page 52), but code board chairman, Robert Rich, says better solution still needed to be found. Code board last week discussed such ideas as forming conference committees between boards when disagreements arise or having joint board meetings (two have in fact scheduled get-acquainted session at NAB convention in April).

Film flam?
Some stations and national reps are becoming concerned with new wrinkle they think threatens to siphon off spot TV dollars. It's recent practice of motion picture studios to produce television special promoting new feature film release and offer it free to stations in return for "time bank" spots to be used later. Paramount began with special made at West Coast premiere of "Saturday Night Fever" and said it has six other "premiere parties" in mind. MCA (Universal Pictures) is doing same with its new release, "FM." Stations feel if trend continues it could cut into estimated $67 million spent in spot TV last year by film studios. Blair Television, for one, has sent advisory to its stations on subject.

Separation of powers
White House, which has enough domestic and international problems, is attempting to avoid one with independent agencies, including FCC. Problem arose when draft of executive order aimed at simplifying federal regulations and providing for more public participation in their preparation was circulated for comment. Draft dealt principally with executive branch but asked whether proposals should apply to independent agencies as well. Those agencies, including FCC, and some members of Congress have opposed suggestion on grounds independent agencies ought to stay independent. (FCC and other agencies have said, however, that they endorse President's goals and are already following some of his recommended procedures.)

To avoid confrontation, final executive order won't apply to independent agencies. White House will simply ask agencies to adopt its principles voluntarily.

Retaliation?

Some members of Federal Communications Bar Association are wondering whether its opposition to resolution that, among other things, affirmed constitutionality of FCC's fairness doctrine will cost FCBA its seat in House of Delegates of American Bar Association. Resolution, proposed by ABA's Sciences and Technology Section, would have substituted mandatory public access for catch-by-case fairness oversight by FCC. With opposition of FCBA, resolution was defeated at House of Delegates winter meeting (broadcasting, March 13).

Former FCC Commissioner Lee Loevinger, delegate from Science and Technology Section, disparaged FCBA in speech advocating adoption of resolution. He said FCBA represented narrow interests and excluded government lawyers. House of Delegates, in straw poll, voted to oust FCBA from seat it has held for 25 years. Last week Mr. Loevinger denied he was arguing for FCBA ouster. His criticism, he said, was "designed to set the record straight" on FCBA's credentials for opposing resolution.

Time out

National Association of Broadcasters is soon to file petition with FCC urging end to regulation by "raised eyebrow" of radio commercial time. FCC has no rule limiting commercials, but, NAB argues, regulates nonetheless through delegations of authority — process whereby commission staff put license renewal application before full commission if it finds licensees have caused commercial load exceeding 18 minutes per hour — standard borrowed from NAB's own radio code. NAB will argue that FCC has no authority to adopt time standards, but it will not object to FCC action in individual cases of extreme abuse.

Second front

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has asked subcommittee staff to look into CBS's involvement in latest boxing dispute between Muhammad Ali and Ken Norton over first challenge to new heavyweight champion, Leon Spinks. But he is making clear he is not out to get network. He says he has put counsel Harry M. (Chip) Shooshan and other staffers "on guard duty." Action came in same week that FCC censured CBS Sports for mislabeling "winner take all" tennis (see page 24).

Mr. Shooshan has requested from CBS all documents relating to arrangements for telecasting next Spinks fight, but Mr. Van Deerlin said last week from what he knows, he doesn't think CBS has done anything wrong. Furthermore, if next Spinks fight ends up on closed-circuit TV, as is possible if it's with Mr. Ali, and not on CBS-TV which has $1.5-million rights to Spinks-Norton fight, controversy will have moved outside subcommittee's jurisdiction, he says. Mr. Van Deerlin adds that his real motivation for doing anything at all is pressure from his district, San Diego, where Ken Norton lives.
TV only

Mars □ Various candy products get four-month TV promotion starting in mid-April. D’Arcy-MacManus & Masius, New York, will seek spots in 150 markets during fringe time. Target: children, 6-11, teenagers and women, 18-49.

Church’s □ Fried chicken chain places 12-week TV buy starting next week. Burton-Campbell, Atlanta, will buy spots in 25 markets during fringe, prime and prime access time. Target: adults, 18-34.


General Electric □ Major appliances gets three-month TV promotion starting in April. Adford Advertising, Atlanta, will handle spots in 30 markets during day, fringe and prime time. Target: total adults.

Jeno’s □ Food products company

Rep appointments

□ WATR(AM) Waterbury and WNLC(AM)-WYQFM Norwalk, both Connecticut: The Queen Co., Boston.

Chevron □ Chemical company focuses on its Ortho garden and home division in 10-week TV dealer participation campaign starting in early April. Doremus, Philadelphia, will select spots in about 25 markets during day and fringe time. Target: adults, 25 and over.

Dunlop □ Tire and rubber corporation slates six-week TV buy beginning in early April for its tires. Rumrill-Hoyt, New York, will buy spots in 60 markets during late fringe and news time. Target: total men.

Interstate Transmissions □ Repair and service group starts four-week to six-week TV drive in early April. Brewer Associates, Dearborn, Mich., will seek spots during fringe and prime time in Detroit and Chicago, spending approximately $66,000. Target: men, 18 and over.

Standard Brands □ Smooth ‘n Easy gray mix arranges six-week TV flight beginning next week. Ted Bates, NeizPrk, will select spots in 25 markets during day and fringe time. Target, women, 18 and over.


Coca-Cola □ Milkmate product gets six-week TV flight starting next week. Foote Cone & Belding, New York, will buy spots in eight markets during day and early fringe time. Target: women, 18-49, and children, 6-11.

Stride Rite □ Children’s shoe manufacturer starts six-week TV drive next week. A&R, New York, will seek spots in nine markets during early fringe time. Target: total children.

Guild Wineries and Distillers □ Cribari wine gets six-week TV campaign beginning in late April. Mediators, New York, will handle spots in seven markets during all day parts. Target: women and men, 18-34.

Wine Imports of America □ Giscabassi wine gets six-week TV flight starting next week. Keller Naver, New York, will buy spots in five or six markets during fringe and prime access time. Target: adults, 18-49.

K-Tel □ Disco Rocket album gets five-week TV push beginning late this month. Commonwealth Advertising, Minnetonka, Minn., will spend about $400,000 in 45 markets during fringe time. Target: adults.

“Repeatedly, WSDR looks to O’Connor for great radio features and they keep coming up with winners. WSDR has aired O’Connor features such as “The Ronald Reagan Commentary,” “The Earl Butz Commentary,” “You and Your Money” with Elliot Janeway, “Profiles in Greatness” with Efrem Zimbalist, Jr., “Rip Off” with Martin Milner, “Traditions” and “Kids Say the Darndest Things” with Art Linkletter. And, the “RKO Superstars” artist profile music specials, too! Doing business with O’Connor makes a lot of sense and profit.”

Don Oberbillig
Sales Manager
WSDR
Sterling, Illinois

Broadcasting March 20 1978
WHY WE'RE INTRODUCING AUTOMATIC SAFETY BELTS NOW

WILL YOU LIKE THEM? WILL YOU CHOOSE THEM? WE NEED TO KNOW.

In May we will make automatic safety belts available as an option on the Chevrolet Chevette. We're doing this now because we need to know how well you like them and whether you'll choose them.

Not enough people use the safety belts that are now standard equipment in every car. So the government has directed that some form of passive restraint, such as air cushions or automatic safety belts, be built into every car by 1984.

The automatic safety belt is very easy to use. When the door is opened, the safety belt automatically moves out of the way so that the passenger has room to sit down. As the door is closed, the safety belt automatically fits around the passenger. Knee bolsters are built into the instrument panel to help limit forward movement during an accident. In addition, regular lap belts can be fastened to supplement the automatic safety belts.

We also have plans to offer air cushions in some of our future cars, because they have advantages in convenience and appearance. And we are working hard to improve them.

On the other hand, automatic safety belts have these advantages: they are lighter, which helps gas mileage; their cost is relatively low, and they would be easy to replace.

We'd like you to try the new automatic belts and judge them for yourself. How many people order automatic safety belts, and what they think of them, will help us plan our cars for the 1980's.

That's why we're offering the option of automatic safety belts now, so you can tell us how to design these cars the way you want them.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors
People building transportation to serve people
### BAR reports television-network sales as of Feb. 26

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total Minutes Week Ended Feb. 26</th>
<th>Total Dollars Year to Date</th>
<th>1978 Total Dollars Year to Date</th>
<th>% Change from 1977</th>
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<td>Monday-Friday</td>
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<td>Sign-on-10 a.m.</td>
<td>118</td>
<td>$935,800</td>
<td>$7,320,000</td>
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<tr>
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<td>11 p.m.-Sign-off</td>
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<td><strong>596,677,300</strong></td>
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**Source:** Broadcast Advertisers Reports

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**Smithfield Packing Co.**

**General Tire & Rubber Co.**

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**Algonquin Gas**
- Gas transmission company plans 26-week radio push starting in early April. Doremus, Boston, will buy spots in 13 New England markets including Boston, Hartford, Conn., and Newport, R.I. Target: adults, 18 and over.

**Bacardi Imports**

**Ronzoni Macaroni**

**Team Central**
- Retail electronics stores begins four-week radio push next week. Grey, Minneapolis, will place spots in 67 markets. Target: men, 18-34.

**U.S. Navy**

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**Radio only**

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**Please send**
- Subscribers Service
  - 3 years $90
  - 2 years $65
  - 1 year $35
  - (Canadian and other international subscriptions add $5 per year)
  - 1978 Cable Sourcebook $20.00
  - 1978 Yearbook $37.50
  - Payment enclosed

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

**ADDRESS CHANGE:** Print new address above and attach label from a recent issue. or print old address including zip code. Please allow two weeks for processing.
THESE KIDS HAVE ALL THE ANSWERS.

The answer to prime access programming.
The answer to weekend programming.
The answer to programming for young people.
The answer to programming for people 18 to 49.
The answer to programming for just about anybody.
The answer to programming for people who are tired of the same old programming.
The answer to programming for people who want to be entertained.
The answer to programming for people who want to be informed.
The answer to programming for the PTA, the NAB, the FTC, the UJA and the USA.

THE NEW QUIZ KIDS

Produced by Bennett/Katleman Productions in association with

Columbia Pictures Television
YOUR DOG PROBABLY EATS BETTER THAN THEY DO.

Storer stations are concerned about the aged and are doing something about it.

Today for many of the 23 million Americans 65 and older, the term “Golden Years” is a cruel joke.

Nearly 1 in 6 lives in poverty, their small fixed incomes eaten alive by soaring inflation. One-third, it’s estimated, get fewer than 3 meals a day. Some are starving. Others resort to eating from garbage cans.

This in a nation that last year spent more than $1.6 billion for dog food, and over a half-billion for cat food.

To make matters worse, about two-thirds of our elderly live in cities or suburbs, where they’re preyed upon by thieves, drug pushers and muggers. Often ill, and afraid to venture out, many live lonely desperate lives in small inadequately heated rooms.

Worse yet, it’s figured that by the year 2,000, there will be 30.6 million Americans 65 or older—one out of every eight.

Obviously there’s an urgent need for help. A need Storer Stations respond to by calling the plight of senior citizens to the attention of local communities in editorials and programming.

WJBK-TV in Detroit, for example, recently fought against the medical phenomenon called “transfer trauma” said to cause many elderly deaths. Due to budgetary considerations, a 200-patient Long Term Care Facility was to be converted into a psychiatric treatment center, and elderly patients scattered among other facilities. Heeding the pleas of WJBK-TV, legislators responded with overwhelming support for a grant to continue the Facility.

WSPD-TV in Toledo faced a different problem. A law designed to give heating bill discounts to the elderly and disabled was passed. But because of official foot-dragging, those who qualified had little over a month to apply. Application forms were hard to come by and the plan flopped. That is, until WSPD-TV took up the cudgel for simplifying procedures and eliminating the deadline.

In San Diego, KCST-TV editorials gave enthusiastic support to a volunteer effort by local police. Their offer: free home inspections for senior citizens, to check doors and windows and recommend ways to make homes more burglar-proof. KCST-TV also threw its backing behind legislation to correct nursing home abuses with toll-free hotlines, surprise checks by the District Attorney, plus more.

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

The Michigan legislature recently passed a concurrent resolution of tribute in honor of Kalamazoo's WKZO radio.

"To better serve the people in its 38-county coverage area," the resolution states, "WKZO has always planned programming with local needs in mind. Emphasis is placed on providing agricultural information for the area's many farmers. And WKZO has earned a reputation for outstanding coverage of professional, college and high school sports." The legislature also commends WKZO for being named the National Adult Contemporary Radio Station of the Year in markets of less than one million by the Billboard International Programming Forum.

We're honored by this recognition and especially proud that the legislature wrote, "The staff ... is to be commended for their unwavering dedication to making WKZO responsive to the needs of its listeners." Doing our best is all part of the Fetzer tradition of total community involvement.
Missing ingredient: giving them the business news

After many years of viewing news programs on television, both as a consumer and an advertising executive, it is clear that the people who decide "all the news fits to broadcast" pay little or no attention to the demographics of their audience.

When is the last time you saw a business story covered with any kind of depth or intelligence on a television news program? Aside from the daily Dow Jones averages, it is usually only the sordid and sensational aspects of business that wind up on the screen.

Nevertheless, statistics show that the average audience for late news program is better educated, highly skilled professionals with above-average disposable incomes. Late news TV shows get 77% more men and women earning $25,000 or more than the audience that watches prime time TV. This is obviously an audience with more than a passing interest in business.

Yet the "news" that shows up on these programs has little or no direct interest to the business community. Every evening, we are treated to some "personality" who spends almost 10% of the 30-minute broadcast on the weather. Do we really need to hear witty little sayings interspersed with the barometric pressure over Idaho? Why can't some of this time be spent explaining the relationship between the closing of a steel mill in Pittsburgh and the thriving Japanese steel industry?

Isn't it real news that these balance-of-trade problems end up affecting all of us? Yet for the average viewer of news on TV, the relationship between business and economics and the daily live of that viewer is never even touched upon, much less explained.

The facts are that studies show time and time again that the American public is practically ignorant when it comes to business or economics. A poll done by the Opinion Research Corp. last year showed that the average person estimated the annual after-tax profit of manufacturers in the United States to be 33% on sales. The actual average was 5.2%. Still other polls have shown that most Americans have only the vaguest notion what profits really are, and most of the time the information about business received by the consumer is biased—coming from consumer activists, college professors and poorly informed reporters.

Business has never been the best-loved of American institutions, but its standing these days in the media is either to be discounted or, even worse, ignored. Most TV programs have never even touched upon, the vaguest notion of business community. Often these stories come out of sports, entertainment or general news.

Consequently, business is pouring more and more advertising and public relations money into institutional campaigns to "educate" the public on the company's posture in the world. But what else can business do? The only business news that ever emanates from television is scandals and sensationalism. One cannot blame the business community for being "paranoid" about its image as portrayed on TV.

Monday Memo

A broadcast advertising commentary from Harold Levine, chairman, Levine, Huntley, Schmidt, Pipler & Beaver, New York

Harold Levine is chairman of Levine, Huntley, Schmidt, Pipler & Beaver inc., New York. Mr. Levine formed his agency six years ago with his friend and partner, the late TV newsmen Chet Huntley. Mr. Levine is president of his clients' advertising dollars in television.

realize that corporations like Rockwell International, TRW, E.F. Hutton, Collins & Aikman, and Exxon, for example, advertise on these programs because they want to reach the businessmen and women who make up a large part of the audience for TV news.

Since everything on television seems to be geared to the young, it is interesting to note that the young people of the 70's are not totally turned off by business. Producers and programers of TV news programs would do well to note that enrollments in the nation's business schools are up dramatically over the past few years, belying the notion that the young are not interested in business.

Quite the contrary, not only are young people interested in business, but unlike generations before them, they now ask tough questions and demand real answers about how business and the economy operate. It is obvious that they will not get these answers from television news.

Yet, who can deny that what happens in the business world has both immediate and long-range effects on their style of life and the lifestyle of all Americans? Rarely is any attempt made to explain the function of business in our society, or as a matter of fact, the contributions that business continues to make to our way of life.

Television, the most potent force in modern society for informing and teaching, is an exciting medium. It can be used effectively to report real news events that influence our lives both directly and indirectly.

It is interesting to note that commercial television, for the first time in its history, is sponsoring a decrease in viewers. Public television on the other hand is gaining viewers as well as increased support from the business community.

Why? Can it be the public is tired of what the "experts" in programing think they know about what the public wants? Has the time finally arrived that the public has reached it's saturation point of mindlessness that commercial TV offers both in prime time and on the news programs?

I am tired of watching news programs that are more concerned with the drama of the picture than the importance of the story. We really don't need to see a fire, a mugging, a street fight or a protest meeting 'spedily staged for the cameras every evening. Often these stories aren't even important enough to hit the morning newspaper the following day.

If television news continues to ignore the "hand that feeds it," the business community will turn to alternative methods and media for getting its message across. In fact, many are already doing so.
This week
March 19-20—Spring convention of Kentucky CATV Association. Executive Inn Rivermont, Owensboro, Ky.
March 21—Fourth symposium on microwave mobile communications to precede Institute of Electrical and Electronics Engineers Vehicular Technology Conference. Denver.
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 on proposal to expand cable television relay service band from 127-129.50 to 127-132.30 (BROADCAST-ING, Jan. 16). Replies are due April 26, FCC, Washington.

Also in March
March 27—FCC’s deadline for comments on proposal to expand cable television relay service band from 127-129.50 to 127-132.30 (BROADCAST-ING, Jan. 16). Replies are due April 26, FCC, Washington.
March 29—NBC Radio Network regional affiliate meeting. Sheraton Benton Inn, Sea-Tac Airport, Seattle.
March 31—NBC Radio Network, regional affiliate meeting. Opryland hotel, Nashville.
March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 4 conference.

Major meetings

April
April 21-22—MIPTV 14th annual international marketplace for producers and distributers of TV programming. Palais des Festivals, Cannes, France.
April 26-29—American Association of Advertising Agencies annual meeting. Cameback Inn, Phoenix.
April 30-May 3—Annual convention of the National Cable Television Association. New Orleans.
May 9-10—Annual meeting of CBS-TV affiliates. Century Plaza hotel, Los Angeles.
May 22-26—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 23rd annual seminar Radisson St. Paul, St. Paul, 1979 convention will be June 7-10, Nashville.

June
Nov. 15-18—National convention of Society of Professional Journalists, Sigma Delta Chi, Hyatt House, Birmingham, Ala.
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May
May 1-3 - Association of Canadian Advertisers annual seminar, Royal York hotel, Toronto.
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 6-8 - Sixth annual Gospel Radio Seminar, Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville, Information: Gospel Radio Seminar, PO. Box 22512, Nashville, Tennessee 37202.
May 9-10 - Annual meeting of CBS-TV affiliates, Century Plaza hotel, Los Angeles.
May 11 - National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.
May 16 - NBC Radio Network regional affiliate meeting, Sheraton Twin Towers, Orlando, Fla.
May 18 - National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.
May 18 - New Hampshire Association of Broadcasters seminar, New England Center, Durham, N.H.
May 17 - NBC Radio Network regional affiliate meeting, Sheraton Safeguard, Dallas/Fort Worth Airport.
May 17 - National Radio Broadcasters Association "radio sales day" Airport Sheraton hotel, Philadelphia.
May 17-18 - Ohio Association of Broadcasters spring convention. New Marriott East, Cleveland.
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 - National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.
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. Hyatt Auditorium and Sheraton-Boston hotel, Boston.
May 28-June 3 - Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the European Broadcast Union and UNBSCO. Building von Bischler Rundkun, 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. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes, Stouffer's Tower, Cincinnati.
June 1-3 - International Idea Bank convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, PO. 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, Louisville, Ky.
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 23rd 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. MBAA 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 14 - Virginia Association of Broadcasters meeting. Mariner Resort Inn, Virginia Beach, Va.
June 15-16 - Oregon Association of Broadcasters spring conference, Salishan Lodge, Gleneden Beach, Ore.
June 15-17 - South Dakota Broadcasters Association meeting. Holiday Inn, Mitchell, S.D.
June 16-18 - Annual convention and awards banquet of Chesapeake AP Broadcasters Association. Hunt Valley Inn, Cockeysville, Md.
June 21-23 - Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fourountains Inn and Spa, Ocean City, Md.
June 21-24 - Florida Association of Broadcasters 43rd annual convention. The Colony Beach and Tennis Resort, Longboat Key Sarasota, Fla.
June 22-23 - Broadcast Financial Management Association/IBCA quarterly board of directors meeting, Opryland hotel, Nashville.
June 23-24 - Radio Television News Directors Association board meeting, Atlanta Hilton, Atlanta.
June 25-28 - Public Broadcasting Service's annual membership meeting. Fairmont hotels, Dallas.
June 25-30 - National Association of Broadcasters joint board meeting, together with board of Canadian Association of Broadcasters. Hotel Toronto, Toronto.
July
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.
August
September
Sept. 10-12 - Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.
Sept. 12-14 - Wescott'78 electronics show and convention. Convention Center, Los Angeles.
Sept. 15-16 - Annual meeting of Public Radio in Mid America. WHAAM Madison, Wis. Will be host station, Wisconsin campus, Madison.
Sept. 16-18 - Nebraska Broadcasters Association annual convention. Kearney, Neb.
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The result: while all across the country arson is looked at as a growth stock in the criminal's stock-in-trade, Seattle and Houston have actually experienced significant reductions in the number of cases of arson and substantial increases in the number of arrests. Proof, maybe, that those two statistics go hand in hand.

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CBS licenses jeopardized by tennis deceptions; Wussler exits

FCC threatens short-term renewals for one, some or all of network's owned stations, but gives company 30 days to persuade commission that penalty is inappropriate; CBS Sports president, who had been demoted from TV network presidency, will become independent producer

CBS finds itself as close as any network ever has to the indignity and anxiety of having the FCC grant a short-term license renewal to one or more of its stations. The commission last week said such a sanction might be appropriate punishment for what it said was CBS's deception of the public in promoting four CBS "Heavyweight Championship of Tennis" matches in 1975 and 1976. But the network was given 30 days to provide information that might persuade the commission not to impose the sanction. Among other things the FCC wants to know: what actions CBS has taken to prevent repetitions of such deception.

The commission issued what amounted to an interim decision in the matter on Thursday, one day after CBS announced the resignation of Robert Wussler, a key figure in the events that led to the commission's action, as president of CBS Sports. He is to form his own production company with financial help from CBS Inc.

Although the commission did not take the final step of imposing a sanction, its action last week reflects the seriousness with which the commissioners view the matter. Three weeks ago, Chairman Charles D. Ferris appeared determined to have the commission grant short-term license renewals to one or more CBS stations ("Closed Circuit," March 6). And while no consensus had formed behind that idea, most commissioners felt something stronger was warranted than the letter of admonition recommended by the staff.

The commission vote last week was unanimous, with Commissioners James H. Quello and Margita White concurring. But Mr. Quello, who had vigorously opposed the chairman's call for short-term renewals, issued a statement making it clear he had not changed his mind on that point; he disassociated himself from the conclusion that short-term renewals might be appropriate.

While the commission was postponing final decision in the CBS case, it was about ready to conclude its work in the investigation of ABC Sports coverage of the scandal-ridden U.S. Boxing Championship. The commission is said to be satisfied that while ABC appears to have been guilty of negligence, it did not commit deliberate fraud. A letter of admonition—being redrafted, among other reasons, to accom-

modate a suggestion of Commissioner Joseph Fogarty's that ABC be asked to report on steps it is taking to prevent a recurrence of the errors revealed in the investigation—will probably be sent this week.

Much of what the commission disclosed in its report on the CBS matter had been aired before—in the report the House Communications Subcommittee prepared on the subject and in the report prepared by outside counsel retained by CBS to investigate:

- Losers as well as winners in the four matches—all won by Jimmy Connors—were paid substantial sums of money ($280,000, in the case of John Newcombe, in the second match). And CBS's promotion of the matches as winner-take-all, the commission said, "countered false or misleading statements to the public. CBS knew before the second match, the commission said, that each los-

ing player would receive at least $150,000. (The first match was promoted by Tennis Championships Inc., the three others by William F. Riordan, who also was Mr. Con-

nors's manager for the first two matches.)

- The two host hotels—Caesar's Palace, in Las Vegas, for three matches, and the Cerromar Beach hotel, in Puerto Rico, for the fourth—apparently violated the payola statute. The commission said each of the four contracts provided that the promoters, in return for large payments, would assure identification of the hotels on television. Neither the promoters nor the hotels disclosed the identifications to CBS, and no network employee attempted to learn the details of the arrangements, although "many CBS executives were aware the hotels were paying large sums to the promoters," the commission said. (Mr. Wussler is said to have been told by Mr. Riordan before the second match that Mr. Riordan expected to receive $300,000 from Caesar's Palace.)

- CBS apparently violated the sponsor-

ship identification section of the Com-

munications Act by failing to "exercise reasonable diligence to learn" of the pro-

moter's arrangements with the hotels regarding their identification on the telec-

asts. That alleged violation was also tied in with a new disclosure in the commission's report—the "inaccurate statements" of Mr. Wussler regarding "complimentary rooms, food and beverages" he received.
from Caesar’s Palace in connection with the Connors-Newcombe match. The commission said Mr. Wussler stated he did not knowingly receive such services without charge when evidence indicates he did.

The commission also said that, contrary to his statements, Mr. Wussler may have been aware that other CBS employees were receiving similar considerations from the hotel.

"Appropriate announcements were required" when CBS executives received those considerations from Caesar’s Palace and aired identifications of the hotel "that were not reasonably related to its use on the broadcast," the commission said.

Another "inaccurate statement" attributed to Mr. Wussler involved the true financial details of the third Connors match. The commission said evidence supports the statement of Mr. Connors’s lawyer that he told Mr. Wussler that Mr. Connors would receive $500,000 for the match, win, lose or draw.

With that as background, the commission said it did not conclude "at this time" that the findings "required designation for hearing of CBS renewal applications. But, it said, a short-term renewal of one or more of the licenses "might very well be appropriate." (CBS’s KNXT(TV) Los Angeles, whose renewal application has been deferred because of a petition to deny, is one station likely to be picked.) Nevertheless, the commission said, CBS was being given 30 days to offer data "showing grounds for possible mitigation."

The commission asked CBS to relate efforts taken to prevent a recurrence of the promotion practices at issue and any safeguards regarding new procedures in connection with the broadcast, advertising and promotion of sports events CBS has initiated or intends to initiate.

The commission also asked the network to report in detail on what it has done or intends to do "to inform the general public of the deceptive practices" and of the steps taken to prevent their recurrence. The commission’s investigation disclosed only one effort, on May 14, 1977, on the part of CBS—by Pat Summerall—to inform the public of the truth.

The Wussler resignation announcement came at 6 p.m. (NYT) Wednesday (March 15), about 16 hours before the FCC met to consider censuring or penalizing CBS for its promotional handling of several "winner take all" tennis tournaments. Mr. Wussler denied that any connection existed between his departure and the FCC’s deliberations, saying he had been discussing the move to independent production with Gene Jankowski, president of the CBS/Broadcast Group since last October. (Mr. Jankowski became CBG president at the same time Mr. Wussler was demoted from the TV network presidency and told CBS on April 15).

"I know, being a journalist, it’s a very logical conclusion to make [that there was a connection between the two events]," Mr. Wussler said Thursday. "I’ve got to tell you that I know nothing about that. During all those conversations with Jankowski about the production deal, that was never raised once. Ask Jankowski or John Backe."

Mr. Jankowski denied that Mr. Wussler’s leaving was related to the FCC problem. "It would have happened in any event," he asserted. Other sources said the possibility of Mr. Wussler’s becoming an outside producer with CBS backing had been under consideration at least since last November.

Mr. Backe was reported to be out of the country on vacation late last week and could not be reached for comment. A spokesman, however, also denied any relationship between the Wussler resignation and the FCC matter, and said the idea of CBS financing his production efforts in return for first call on the product had been Mr. Wussler’s.

The deal was agreed upon some time ago, "except for the flourishes," which were not finally worked out between CBS’s and Mr. Wussler’s lawyers until last week, a spokesman said. Then, he said, "word began to leak, and we had to go ahead and put out the announcement."

Mr. Wussler, he said, "wanted to make some money" and "there’s a lot of money" in TV production and TV sports. "What people forget," the spokesman said, "is that Bobby is a bang-up producer. At CBS News and later at CBS Sports he was one of the best we had."

A successor to Mr. Wussler had not been named as of late last week, and he said he expected to remain in his post until April 15.

Some CBS sources said the "logical" replacement for Mr. Wussler would be Barry Frank, who had headed the sports department until Mr. Wussler stepped down from the network presidency to take command of sports as a separate CBS division last October (Broadcasting, Oct. 24, 1977). Mr. Frank is now executive vice president, programing, for the division.

It was rumored in network sports circles that a power struggle of sorts had developed between Mr. Wussler and Mr. Frank when the former resumed control of sports, and Mr. Frank had come close to leaving the division for his own production deals ("Closed Circuit," Feb. 27). When Mr. Frank changed his mind about two weeks ago, "that was the tip-off that Wussler was going," said a sports executive for another network. Asked if the knowledge that he would be leaving influenced Mr. Frank’s decision to stay, Mr. Wussler said, "You’d have to ask Barry that, but I can only presume there was a tie there." Mr. Frank was on vacation last week and unavailable for comment.

Some sources speculated a possible stumbling block in Mr. Frank’s way back to the president’s chair might be his own connection with the controversial tennis issue. The promotional problems surrounding the events occurred under Mr. Frank’s tenure as head of sports as well as under Mr. Wussler’s, and as an executive at Trans World International before joining CBS, Mr. Frank had helped package the events from their inception. However, one CBS executive said last week, "I certainly haven’t heard any other names mentioned."

Mr. Wussler has secured a multiple-year commitment from CBS which entails "a considerable sum of financial backing" through the full term of the agreement whether or not the network buys any programs from the new company, Mr. Wussler said. CBS is to have first refusal rights on any specials, made-for-TV movies, miniseries, sports or news programing Mr. Wussler produces, he said. He hopes to have the as-yet-unnamed company geared up to offer projects by the next pilot season a year from now. Current plans are to have headquarters near broadcast row in New York with offices in Los Angeles.

Mr. Wussler said the production deal grew out of various programing possibilities he had suggested to Mr. Jankowski during the last several months. "I was peppering him with all these ideas," Mr. Wussler said, "many of which were outside the sports area, and he said, 'Do you think you could do something like this for us on a full-time basis?' Finally over the course of January and
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early February I said to him, "Well, maybe I should go off and form my own deal.""

The agreement was reached at the Muhammad Ali-Leon Spinks fight in Las Vegas, Mr. Wussler said, and lawyers for the two sides have been hammering out a "very sophisticated, very complex" contract since then.

Pressed about the possible link to the FCC and congressional investigations into the division's handling of various events, Mr. Wussler said he had not been in contact with representatives of either body other than socially since last fall, except for sending them copies of his new guidelines for promotion and coverage of sports broadcasts (BROADCASTING, March 13).

"I'm aware of the fact that the FCC is meeting on that today," he said Thursday. "We had been led to believe some time ago that they were going to handle this in February or late January, and I think if the FCC was going to ask for my head they would have been asking for my head then. I certainly don't think that CBS would be putting the kind of financial resources that it is into this arrangement with me if in fact the FCC had been asking for my head."

Mr. Wussler sounded tired, if not discouraged, the day after his resignation was announced. "I've been here 21 years, and I'm 41 years of age. You don't cut those umbilicals easily," he said. "But I was quoted in BROADCASTING six months or so ago that I wanted to get into other kinds of programing, and CBS has been kind enough to provide that opportunity. Let's see how good I am."

Audits & Surveys picks up RAB's TRAC-7 ball and runs with it

New computer-based ratings service will start in four largest markets this year, be in 20 in two years

Audits & Surveys Inc., New York, a leading independent marketing and media research firm, announced last week it was entering the radio audience measurement field, using the so-called "TRAC-7" system developed by the Radio Advertising Bureau ("Closed Circuit," Feb. 6).

The service, called A&S/TRAC-7, will deliver its initial reports covering fourth-quarter measurements this year in four markets, probably New York, Los Angeles, Chicago and Philadelphia, according to Solomon Dutka, A&S president. Mr. Dutka said he expected to expand the market list to 10 during 1979, be measuring 20 by the start of 1980 and go on from there.

TRAC-7—which stands for Telephone Radio Audience Cumulation, with 7 representing the number of days each respondent is interviewed during a week—calls for continuous interviewing by telephone to gather not only average quarter-hour listening by daypart but also product usage information and data on the amount of time respondents spend with TV and newspapers. Quarterly reports are planned.

The gathering and compilation of information will be computer-based. The role of the interviewers, seated at computer-linked call-out tube, will be limited to dialing the telephone numbers provided by the computer, asking the questions displayed on the CRT and entering the appropriate answers into the computer. The computer program has built-in error-prevention measures, according to A&S. For instance, if a respondent gives the call letters of a station not heard in that market, the computer tells the interviewer to challenge the answer. In addition, when the answer to one question has been entered, the computer provides the appropriate follow-up question for the interviewer to ask.

A&S officials estimated that, with the assistance of the computer, the average interview would be 10 to 12 minutes in length.

A&S field-tested the TRAC-7 system for RAB and the National Association of Broadcasters last September in Chicago to determine its feasibility. RAB planned to set up an industry-owned organization to provide improved measurements to TRAC-7 specifications but deferred that plan when it learned that "private enterprise"—presumably A&S—was interested in doing the job (BROADCASTING, Feb. 13).

Herbert Zeltner, head of his own consulting firm, who helped RAB develop TRAC-7, has been named development director for A&S/TRAC-7. The technical and statistical phases of the project will be supervised by Lester R. Frankel, executive vice president of A&S. A liaison committee of representatives of station management, station reps, advertisers and agencies is being formed.

A&S officials did not disclose their rates but said they would be competitive with those of Arbitron Radio, the principal syndicated radio rating service. Arbitron currently measures 164 markets from one to four times a year.

Mr. Dutka said he had received indications of interest from stations in medium-sized and small as well as large markets but is just now beginning to formally offer the service.

He said samples would include only one person per household, to be interviewed daily for a week, with questions dealing with listening only during the past 24 hours and usually within 12 hours of the time listening actually occurred—to minimize memory loss. Continuous measurements, he noted, would immediately show the effects of any hypoing done by stations during other services' measurement periods.

RAB officials called A&S's move "a positive development" and also said the TRAC-7 methods and name would be available to any other research organizations wishing to use them. They said some interest had already come from two custom research firms.

Networks keeping wary watch for jump in number of pre-emptions

Boom in syndication as evidenced at NATPE is cause for some concern, although all three, for the record, don't expect it to amount to much

Television network officials are girding for an onset of program pre-emptions among their affiliates in the months ahead, as programs unveiled at the National Association of Television Program Executives convention approach air dates (BROADCASTING, March 13).

ABC and NBC authorities agree that the syndication surge will have an impact on network clearances, but at each network the hope is that the biggest impact will strike the two others. CBS sources say they don't expect pre-emptions to increase "unless," as one put it, "spot and local business goes through the roof." They're keeping an eye out nevertheless.

Officials of ABC-TV, at the crest of the prime-time ratings and strong in other dayparts as well, say clearance levels have never been better than now, in all dayparts. Except for occasional pre-emptions for special local broadcasts, such as local basketball or public service programs, they place their prime-time clearances at "close" to 100%. "Don't hold me to this," one executive said, "but I believe that in the top 100 markets we have only two affiliates with prime-time movies."

The worst ABC clearance problem is in late night, "where we still have a ton of delayed broadcasts," followed by the midday period where a number of stations have local news at noon.

"There's more good [syndicated] product out there now," an ABC official said. "I'm sure it will have an effect on all three networks, but I honestly don't think it will be significant for ABC. We have tremendous support from our affiliates, and that was also true when we were at the bottom."

CBS-TV sources expect pre-emption—but not any more than in the past, and some say there may be fewer. They say this time, this network imports from a number of major-market affiliates that they don't plan to increase their syndicated program inventory and in some cases intend to reduce it, due to syndicated pricing. One affiliate in "an important market" was quoted as saying he planned to drop almost entirely out of the syndication market.

CBS authorities won't say what their
clearances levels are, but they're believed to be above 95% in prime time.

NBC-TV's are also said to be "above 95%." Sources there concede some erosion since introduction of the prime-access period but say it's not a serious problem yet—the "above 95%" comparing with 97.5% to 98% or so" in the best years.

The erosion, according to those sources, developed from several factors. As one put it: "The access rule gave stations an opportunity to set up budgets for program acquisitions. Also, some stations have opened their arms to barter—barter is not the dirty word it was a few years ago. Also, their Washington guys are encouraging a lot of stations not to take just everything that comes down the network pipe. And, of course, we've all had, shall we say, some program disappointments."

No easy answers for the FCC in its cable inquiry

'Facts' from NAB and NCTA are 180 degrees apart; broadcasters' comments claim there's real economic damage to small TV's

The National Association of Broadcasters and the National Cable Television Association last week presented two independent studies in the FCC's just-the-facts inquiry into the economic relationship between cable and broadcast television, but the facts did not quite jell. NAB found that cable does "pose a demonstrable threat to the maintenance and further development of broadcast television service." NCTA, on the other hand, found that "no such evidence exists" to support the contention that cable saps broadcast viewers.

The two organizations submitted their studies as comments in the FCC's inquiry came due last week. Other comments, most of which were filed by broadcasters, supported the NAB position that cable poses a serious financial threat to television.

NAB's study, prepared by Wharton EFA Inc., Philadelphia, said, "As one would expect, increasing the number of imported distant signals on cable decreases local station audience." And smaller UHF stations "with a relatively poor signal quality" suffer the largest reduction in audience when the broadcaster is competing against a cable television system.

Such local stations, the study said, are also "apt to be the marginal stations in a given market." Those least able to survive a cut in audience "suffer the largest loss," the study concluded.

But, it also found, in slightly larger markets—where there are three or more local stations "with high signal quality"—stations "are not as strongly impacted by increasing the number of imported distant signals."

NAB declared, "in words befitting Dragnet's Detective Joe Friday," that (1) cable carriage of distant signals diverts audience from local stations, (2) audience losses suffered by stations due to cable "will lead to comparable losses in revenue to the local station" and (3) "revenue reductions will reduce the local stations' ability to serve the public."

And NCTA said its conclusions represent "a totally inaccurate representation of the relationship between cable and broadcasting." NCTA admitted a "minimal" loss of broadcast audience to cable—"less than 8%"—but insisted that "UHF stations, particularly independents, benefit through the increased audience levels resulting from cable."

Furthermore, the cable association said, intermediary competition has a "positive impact" on broadcasters in that it forces them "to make a greater effort to serve the public."

The NCTA study also spent considerable space attacking what it called the FCC's "intuitive model" of the cable-broadcast competition. It attacked the commission's basic assumption in the inquiry—that the increased viewing options available on cable would cause a decline in local station audience—and called the model "a totally inaccurate representation of the relationship between cable and broadcasting."

"Cable competition," NCTA submitted, "will, contrary to the assumptions of the static 'intuitive model,' have a positive...

In Brief

Combined Communications Corp. and Gannett Co. were reported to be holding merger talks last week. Officials at both companies refused to comment on reports. Earlier in week, CCC acknowledged it had been holding "exploratory" talks with larger company with eye toward merger (see story, page 36).

For first time in 33 years, next CBS board of directors won't have Frank Stanton as member, according to proxy statement going out to shareholders over weekend. Former president (1946-71), who retired as vice chairman in 1973 and who will be 70 years old today (March 20), said he isn't standing for reelection because of plan approved by board few years ago requiring some members to go off board at age 70. Departure doesn't affect his contract as CBS consultant, which runs through 1987 and which paid him $180,000 in 1977. Proxy statement shows Chairman William S. Paley and President John Backe were highest paid officers-directors in 1977 at $500,000 each. John A. Schneider, president of CBS/Broadcast Group until named senior VP in October, received $267,679, and Gene F. Jankowski, who succeeded him as broadcast group president, received $139,435. In addition, 1977 cash payments under Performance Incentive Plan for 1974-76 period totaled $222,941 for Mr. Paley, $102,887 for Mr. Backe, $137,813 for Mr. Schneider and $17,330 for Mr. Jankowski. They also received contingencies toward 1977-80 performance period, not payable before 1981, of $206,300 for Mr. Paley, $201,633 for Mr. Backe, $105,360 for Mr. Schneider, $100,414 for Mr. Jankowski. Not included are CBS payments into investment fund in proportion to their own contributions.

Julian Goodman, board chairman of NBC, told meeting in Springfield, Mass., last Friday (March 17) that television's outstanding contribution has been area of national, international and local news and information. Speaking at 25th anniversary of WWLP (TV) Springfield, Mr. Goodman pointed out that TV has become primary source of news for most Americans and promises to solidify its position in future as technology and satellite communications permit medium to provide instant reports from around world.

National Organization for Women's Kathy Bonk, who has played leading role in NOW chapters' efforts to promote interests of women at television stations around country, struck note of conciliation in talk at Federal Communications Bar Association luncheon last week. "We're not in business of taking licenses away," she said, "What we want is a dialogue." And she said NOW's talks with stations constitute "learning process" in which NOW members and station personnel learn "neither side has horns." ("When we first go into a station," she related, "they think we're going to burn the place down.") Ms. Bonk, who is chairperson of NOW's National Media Committee, made it clear she was concerned not only with employment of women in broadcasting. In response to question, she said FCC "is at the bottom" of list in Washington in terms of hiring women for "top staff jobs." She said Federal Trade Commission is "fabulous" with hiring women. "I was disappointed to see the network inquiry jobs go to two white men," she said.

Home Box Office will begin serving Arlington, Va. (suburban Washington) cable system, Artel, when new system begins operation this summer. HBO will feed pay cable programming via RCA Satcom satellite to Artel-owned earth station in Arlington. Artel's John D. Evans said company's "primary commitment" was to Arlington county, but it was interested in expanding to other Washington suburbs in Northern Virginia. Mr. Evans also said he saw "no reason why we couldn't eventually cross Potomac and build system in capital itself."

Time Inc. is now owner of Washington Star. Joel L. Albritton's sale of newspaper for $20 million plus $9 million in obligations was closed last...
impact on broadcasters." The association also declared that "current regulation of cable television harms broader public interest considerations by unnecessarily restricting freedom of choice."

NCTA's position received support from the Department of Justice which, as it has in a number of other cable proceedings, said restrictions on cable are unnecessary and not in the public interest. "What the commission should do," Justice said, "is set forth its basic policy guidelines and make clear its intention to propose substantial cable 'deregulation.'" One policy guideline Justice suggested was, "Don't equate injury to existing firms or their profits with injury to the public."

Other comments filed tended to support the broadcasters' side of the argument, however. Key Television Inc., licensee of KEYT(TV) Santa Barbara, Calif., for example, bared a great deal of its private financial information in an effort to demonstrate the adverse effects of cable competition.

Because of cable systems in its area of coverage, Key said, its network programming competes head-to-head with network-owned KABC-TV Los Angeles, 160 miles away. Key said that almost 80% of the homes in Santa Barbara that receive viewable signals from both KEYT and KABC-TV "stated they would watch ABC network programming" on the O&O and not on the local station. Key called that a "significant lack of audience loyalty" that was directly attributable to the presence of a cable system in its viewing area.

"A reduction of audience," Key said, "has been, and will continue to be, translated into reduced station revenues."

But, Donald D. Agostino, a professor of communications at the University of Indiana at Bloomington, studied several smaller markets in the Midwest and found that "viewers tightly clustered their viewing on the three local commercial network-affiliated stations." He also found that "the additional channels cable delivers were not used to provide alternatives to network viewing."

The Commissioner of Baseball urged "the commission to recognize that audience fragmentation has adverse effects, not only upon the broadcaster, but upon the program supplier and ultimately the public interest."

And William F. Turner, president of KCAV-TV Sioux City, Iowa, told the FCC that broadcasters "in the one-hundred-plus markets feel especially threatened by a proliferation of cable television."

The Association of Maximum Service Telecasters noted that the commission ought to be "concerned with the impact of cable expansion on the willingness of private entrepreneurs to invest in the construction and development of new broadcast stations."

AMST was also quite critical of the questions the commission raised in its notice of inquiry. "It virtually none" of the points raised by the FCC was relevant to the "critical impact issues" of the cable-broadcast competition, AMST said. Because of that, "it seems very unlikely that the comments will "effectively address all of the important facets of the broad impact issue." The group concluded its comments with a list of questions the commission "should have posed but did not."

The Public Broadcasting Service also submitted comments in the proceeding and raised a heretofore little discussed problem of noncommercial broadcasters which, it felt, was exacerbated by cable competition. According to PBS, local station fund-raising efforts are severely affected by the presence of imported and often substantially wealthier stations on cable. The result, PBS said, was that the local station "loses the funds which the audience might have contributed directly" and also "might lose a portion" of its community service grants (money given to noncommercial stations according to a 2:5:1 nonfederal to federal matching formula).

Interestingly, at the same time the FCC was being told by PBS of the adverse economic impact of cable systems on non-commercial television, the Corporation for Public Broadcasting, the funding arm of the public television network, announced that cable increases the public television audience, but this same audience contributes money to public television based on affluence rather than a preference for the programming that appears on public television stations.

(The CPB studies on the effects of cable...)

Wednesday. Next step in his sale of WHAT-TV Washington to Combined Communications Corp., however, remains to be taken, Commission two weeks ago reaffirmed his original approval of transfer, but parties have been delaying closing.

FCC is seeking help on how to implement laws dealing with political broadcasting. It adopted two inquiries on general subject last week, one to determine whether it should adopt guidelines or rules to make sure that federal candidates receive "reasonable access" on radio and television other to revise its definition of "legally qualified candidate." Another instance of heat between Chairman Charles D. Ferris and Commissioner James H. Quello came up during discussion on first of those issues. Chairman said he felt candidates' wishes were not being given enough weight. Commissioner countered with mention of licensees' "journalistic" decision as to when to "give time." Rebutted chairman: "Sell, not give."

Ave Butensky, president of Dancer-Fitzgerald-Sample's Program Syndication Services subsidiary, named president of newly formed Viacom Television Program Group. Reporting to Mr. Butensky are Henry Gillespie, Viacom Enterprises president; Elliot Abrams, vice president-feature films acquisition, and Art Zeiger, vice president-program acquisition. Mr. Butensky reports to Ralph Baruch, Viacom International president and chief executive officer.

Bill Moyers, chief correspondent for CBS Reports, will be returning to Public Broadcasting Service after contract expires in August to revive weekly Bill Moyers' Journal. Mr. Moyers gave up series two years ago to join CBS News. In statement he praised CBS but said he didn't get "either the satisfaction or the impact I want from television through irregularly scheduled broadcasts," missing "variety of subject" and "flexibility of format." He said he may also produce documentaries independently. (One report said he's making arrangements with ABC News, but that network denies it.) Staying put, however, is Robert MacNeil, ex-executive editor of PBS's MacNeil-Lehrer Report who had been talking with ABC News. Mr. MacNeil said "we did not agree" on "nature and scope" of proposed job, which he later said "was one of the anchor positions." He explained there were differences regarding "editorial input" and over-all "it wasn't worth making the jump." Mr. MacNeil's PTV contract expires July 31, and he admitted "gestures" were made "to make it more attractive to stay" at PBS. But, he added, "it is attractive to stay, period."

Martin Rubenstein, vice president-general manager of ABC News, has been named executive vice president-administration, Mutual Broadcasting System, Washington.

Chief Judge David Bazelon of U.S. Court of Appeals in Washington is recuperating in Boston hotel from prostatectomy in Massachusetts General Hospital on March 3. Judge Bazelon's office in Washington said operation revealed no malignancy and that judge, who was released from hospital on March 10, is expected to return to Washington this week. There was no firm date for his return to work.

Federal Communications Bar Association's annual seminar is scheduled for Sept. 14-17 at Homestead, in Hot Springs, Va.  TOP OF THE WEEK  Broadcasting March 20 1978 29
on public television viewing and fundraising contributions are to be published next month. They do not show the financial impact, if any, on noncommercial stations, but they do show, CPB said, "that cable should not be expected to influence viewer financial support except in instances where cable extends the local public TV station's market.)

Other comments in the inquiry were also filed by Taft Broadcasting, Capital Cities Communications, the ABC Television Affiliates Association, McGraw-Hill Broadcasting and others.

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**FCC wants to put some teeth in its top-50 policy or yank them all out**

It starts up inquiry to determine if it's desirable to come up with enforceable rule on limiting group ownership in big markets

The FCC last week made it clear it wants either to get rid of its top-50 policy—designed to promote diversity of ownership of television stations in the major markets—or make an honest policy, or rule, of it. If Chairman Charles D. Ferris has his way, it will be the latter.

For 13 years, the policy has been on the FCC's books as a monument to futility.

It was adopted in an effort to slow a trend toward concentration of ownership of television stations in the major markets. And it requires an applicant for a fourth television station—or a third VHF—in the top 50 markets to demonstrate a compelling public interest in showing in support of a grant.

But for 13 years, every applicant involved managed to persuade the commission that a grant would outweigh the public interest in diversity of ownership.

So at its meeting last week, the commission initiated a notice of inquiry and proposed rulemaking aimed at helping it determine whether the policy has any value.

The commission asked for comment on:

- Whether the policy should be retained, terminated or modified, and whether, if kept, it should be made part of the rules.
- Whether there has been a trend of concentration of television ownership in the top-50 markets, and, if so, whether that is undesirable.
- Whether the policy has determined competition and diversity on a nationwide basis by locking into place existing multiple owners, including the networks.
- Whether the current multiple-ownership rules effectively serve the same purpose as the top-50 policy.
- The number of markets that should be considered.

- The standard for measuring those markets and whether a separate standard should be used for UHF.
- Special considerations for licenses exchanging stations or trading up or down in the top 50 markets.
- The dominance of an applicant's stations in the market.

The commission also asked whether it should take into consideration the cumulative number of top-50 households served or the percentages of top-50 homes reached, rather than deciding cases on a case-by-case basis. The commission noted that a station in New York, the number one market, had the potential for reaching more homes than seven stations in markets 44 through 50.

Chairman Ferris, who during the meeting frequently characterized the top-50 policies "no policy" appeared to be looking forward to the proceeding. He said he regarded it "not as a recommendation that we get rid of the policy" but as a way of providing a "rational basis" for the policy.

(In a separate statement after the commission acted, the chairman said the policy serves no purpose other than to generate "useless paper and fees for the communications bar.")

For a time, it seemed that the chairman favored making the grant of any application pending during the proceeding subject to whatever action is taken. However, members of the staff and Commissionet Margery White suggested that would not be fair, and he later retreated from that position. The commission accepted the staff's recommendation that it deal with all applications during the pendency of the proceeding under existing policy.

The staff said two applications are affected—Post-Newsweek Stations' proposed station in Atlanta and Twin Cities Broadcasting's KDOG-TV. The latter, submitted by Lucille White, puts forth an interesting argument that enhancing the public interest in diversity of ownership.

NTIA expected to be born this week

Executive order is about ready for Carter signature; it's said it will give new agency sufficient authority in telecommunications

The long wait for presidential action completing the reorganization plan that creates the National Telecommunications and Information Administration out of the functions and responsibilities of the Office of Telecommunications Policy and the Department of Commerce's Office of Telecommunications is, officials last week were insisting, all but over.

Bureaucratic arguing over the text of the executive order implementing the plan—an order that has already gone through five major drafts since September—was said on Friday to have virtually ended. A final draft which all parties are prepared to accept is expected to be submitted to President Carter for signature this week.

At about the time the order is signed, the White House will submit to the Senate the nomination of Henry Geller, former FCC general counsel, to head NTIA, which is to become part of the Department of Commerce. Mr. Geller will carry the title of assistant secretary of commerce.

The job of drafting the executive order began even before the executive branch reorganization plan, which involved the elimination of NTIA, became effective on October 19, 1977, with passage of the deadline for either house of Congress to veto it.

In drafting an order providing for the merging of OTP and OT functions, the persons involved had the delicate and difficult job of clarifying the relationships OTP had with other agencies of government—the Department of Defense, General Services Administration, Office of Management and Budget, among others—without, at the same time, modifying the plan that was submitted to Congress.

The drafting process went forward under a increasingly anxious watch of members of Commerce and Senator Ernest Hollings (D-S.C.), who had complained that the original plan did not provide for sufficient authority for the proposed NTIA. He felt the successive drafts were stripping it of even the authority specified in the plan.

The week that the worst fears of Senator Hollings and OTP officials ready to switch to NTIA appeared to have been realized. A new draft from the Office of Management and Budget's reorganization group was seen as demurring NTIA of some of its major responsibilities. ("Closed Circuit," March 13).

The weeks ago, early last week, White House sources gave assurances the executive order would be consistent with the plan submitted to Congress. And late in the week, after meetings of Mr. Geller, Commerce Department officials and representatives of OMB's reorganization team, various interested parties proclaimed themselves reasonably satisfied. Mr. Geller said he was "comfortable" with the draft.

It's understood the draft assures the new NTIA authority to "develop and set forth" telecommunications policies, including those relating to regulation of the telecommunications industry, provide for the coordination of telecommunications activities of the executive branch, and manage the government side of the electronic spectrum. NTIA is also seen as OMB's lead—though not sole—adviser in the procurement of telecommunications systems for the government.

Still uncertain at last week's end was whether the secretary of commerce will—by OMB's description, the principal adviser on telecommunications policy. The argument against using the adjective is that other agencies are paramount in certain areas of telecommunications matters—OMB in procurement, for instance.
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U.S. Postal Service
FCC sought to subvert court on format rule, groups charge

Commission's holding that changes are best left up to the licensee is termed 'unprecedented defiance'

The FCC stands accused by a number of citizen groups of attempting to overrule a decision of the U.S. Court of Appeals in Washington. The court, the groups maintain, shouldn't let the commission get away with it.

The charges are made in briefs seeking reversal of the FCC in its entertainment-format proceeding, in which the commission, following an inquiry, held that the determination of such formats is best left to the discretion of licensees and the regulation of the marketplace (Broadcasting, Aug. 2, 1976).

The commission's action followed a series of decisions of the court, culminating in one involving WEFM (FM) Chicago in 1974, in which the court directed the commission to hold hearings in station-sale cases in which members of the public complain about the proposed purchasers' plans to abandon a format not otherwise available in the market.

"The commission has used its inquiry not to inquire into ways of facilitating or enforcing the court's statutory decision in WEFM," said WNCN Listeners Guild and the Citizens Communications Center in the lead brief, "but to overrule it. This the commission lacks all power and authority to do, and its attempt must be deemed null and void."

"The commission's action," said Classical Radio for Connecticut Inc. and Committee for Community Access in another brief, "constitutes an unprecedented defiance of this court" and the principle that government must operate within the law.

The commission clearly expected its order to be appealed and appeared to attempt to take some of the edge off what seemed a challenge to the court when it acknowledged that it and the court had reached conflicting conclusions on the issue. The commission said that in such a situation: "If the tension implicit in [their] relationship is to be creative rather than destructive ... it is incumbent upon [them] to step back and rethink [their] entire position."

But CRC and CCA said the court should "ignore" what they said was the FCC's effort, in effect, to obtain reconsideration by the court of its WEFM decision—a decision, they noted, the commission did not seek to appeal to the Supreme Court.

The court decisions leading up to the commission order that is now being challenged led to the preservation of classical, rock, jazz and other music formats. And the United Church of Christ and six groups concerned with broadcast service for Spanish-speaking persons said, in joint brief, that the court was correct in interpreting the Communications Act as requiring more than that format decisions be left to the play of the marketplace.

"Minority needs must be met if technically and economically possible," the brief said.

All three briefs argued that serving such needs serves the First Amendment as well, by promoting "diversity" of programming. CRC and CCA also said, in response to the argument that government interference in broadcasters' decisions on formats violates that amendment, that what the broadcaster selling his station is really concerned about is the possibility of a lost sale and, perhaps, a lost profit. The law does not protect "such a private economic interest at the cost of injury to the public interest in diversity of programming," the brief added.

Indeed, a friend-of-the-court brief filed in behalf of five citizen groups, including the Consumer Federation of America, cites the Supreme Court decision in the 1969 Red Lion case to support the argument in favor of the public's rights. The court held that it is "the right of the public to receive suitable access to social, political, aesthetic, moral and other ideas and experiences which is crucial here." And, it added, in balancing that right against the broadcaster's "right of the viewers and listeners . . . which is paramount."

Beyond the substantive arguments and the contention that the commission was attempting illegally to overturn an appeals court decision, the appellants criticized the procedures the commission followed in conducting its inquiry as unfair to citizen groups and biased in favor of broadcasters.

The briefs alleged that the commission failed to encourage adequate public participation in the inquiry—that it did not make an affirmative effort to solicit comments from members of the public and that it failed to grant extensions of time to groups requesting them—and that it did not consider all of the comments that were filed by those supporting the court decisions. What's more, they said that while the commission refused groups' requests to conduct studies on the questions at issue, it relied on two staff studies on which the parties, the briefs noted, had not been given an opportunity to comment. (They are referred to as "secret" studies in the WNCN Listeners brief.)

WNCN Listeners and CCA have been involved in format-change litigation with broadcasters. WNCN Listeners' opposition to a decision by WNCN (FM) New York to abandon a classical music format in favor of rock resulted in Starr Broadcasting's sale of the station to GAP Broadcasting, which has promised to retain classical music (Broadcasting, May 3, 1976). The court, the FCC has told the commission to reconsider its approval of the proforma transfer of control of WTIC-AM-FM Hartford, Conn., because of an abandonment of the FM's classical music format and, on the same grounds, has petitioned for denial of the stations' renewal applications (Broadcasting, March 6).

Pay for what you play is proposed by copyright chief

Ringer tells Congress broadcasters should be made to pay performer royalties

The head of the U.S. Copyright Office last week recommended that Congress enact legislation to create performer royalties, saying she finds no evidence that the new fees would be a hardship on broadcasters, who would bear a large share of the payments.

Register of Copyrights Barbara Ringer, in a report requested by Congress when it passed its sweeping copyright-reform law two years ago, also rejected broadcasters' arguments that they already virtually underwrite the record industry by giving free air-play to records. Said Miss Ringer: "There is no question that broadcasting and jukebox performances give some recordings the kind of exposure that benefits their producers and individual performers through increased sales and popularity." But she called the benefits of free air-play "hit-or-miss," bringing significant success to some "hit records," but not enough to "justify the outright denial of any performing rights to any sound recordings."

Miss Ringer turned aside another broadcaster argument—that the royalties could drive marginal radio stations out of business and force healthy ones to change their programming—saying a study she commissioned concluded the new royalty payments would not disrupt broadcasting service. "There are arguments aplenty to the contrary," she said, "but there is no hard evidence to support them."

Miss Ringer said she supports performer royalties because she feels record performers constitute "a vital artistic profession," which, in keeping with the principle of copyright protection, should be encouraged by Congress. "The lack of copyright protection for performers since the commercial development of phonograph records," she said, "has had a drastic and destructive effect on both the performing and recording arts."

She proposed specific legislation to Congress following the outline of a bill already pending in the House by Representative George Danielson (D-Calif.). The proposal would have broadcasters pay royalties either on a "pro-rated" basis, determined by the amount of program time actually devoted to playing music, or on a "blanket" basis according to total advertising receipts. The formula for the
former would be determined by the Copyright Royalty Tribunal, but for the latter, the fees are spelled out in the Danielson bill: Radio stations with gross revenues of $25,000 to $100,000 would pay $250 annually; stations with between $100,000 and $200,000 would pay $750; those with $200,000 or more, 1% of their net receipts. For television stations, gross revenues of $1 to $4 million would incur a $750 royalty; receipts of $4 million or more, $1,500.

Miss Ringer's recommendations are sure to trigger "I told-you-so" reactions from broadcasters, who have questioned why Congress sentenced the performer royalty royalty to someone with an admitted bias. Miss Ringer has testified in support of the proposal before Congress in past years and acknowledged in the introduction of the paper she submitted last week that "Congress could hardly have expected me to abandon beliefs and convictions based on many years of personal research and experience in the field." But she defended her comments nonetheless as being "honest and unbiased" and "based on a fresh review" of the evidence. She added that she hoped the expected attacks on her recommendations will not undermine the documentary material attached, which she said is "full and objective." Based on work by copyright office staff members and independent contractors, the material includes legal, historical, international and economic perspectives of performers royalties.

While Miss Ringer's opinion was expressly sought, the final decision still rests with Congress. Hearings have been scheduled on Representative Danielson's bill before Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee March 29-30 (rescheduled from March 28-29) in Hollywood, at which broadcasters, jukebox distributors, record companies and other interests potentially affected by the measure are invited to testify. Another hearing to take testimony from Miss Ringer, originally scheduled in Washington March 21, has been postponed to a date yet unannounced.

**Multimedia and McClatchy say good-bye to deal**

Swap of Stockton and Greenville stations called off; it would have eliminated two crossownerships

A major deal that was to have dissolved two existing newspaper-television crossownerships fell through last week as Multimedia Inc. and McClatchy Newspapers announced that they would not continue their year-old deal swapping the former's WFWC-TV Greenville, S.C., for the latter's KOVR(TV) Stockton, Calif. Wilson C. Wearn, president of Multimedia, said last week that the parties agreed to kill the deal after the "initial term" of their contract expired and they had "resolved all of the legal complications" surrounding it. According to Mr. Wearn, Multimedia was "willing to extend the contract on the same terms," but McClatchy, which had to have paid Multimedia $3 million as a part of the swap, was "asking for better terms" to which Multimedia would not agree. Also, three petitions to deny the sale had been filed.

Although the deal fell through, Mr. Wearn said, Multimedia is "as concerned as we were before" about the crossownership issue. He admitted that the deal had been made in the first place "only because we felt it prudent" to move ahead and break up their crossownership in Greenville. He said he "never did like the idea" of swapping, and "I still don't like it." C.K. McClatchy, vice president of the California company, said that "mutual changes in the market positions of both stations," coupled with the lengthy work of the application at the FCC prompted their decision not to go through with the swap.

Mr. McClatchy said they would have been willing to continue the transaction "on new terms," but he refused to comment on what they might have been. "I'm not going to discuss what didn't happen," he said.

Multimedia also owns the Greenville News and Piedmont, and McClatchy owns the Sacramento Bee in the same market as KOVR.

**NAB's Zeifang says government stands in way of progress**

But he adds that local service will win future for broadcasters

Donald Zeifang, the National Association of Broadcasters senior vice president for government relations, gave an old charge a reverse twist last week: It's not broadcasters who are protecting the status quo. It's the government.

In a speech to the Indiana Broadcasters Association in Indianapolis, Mr. Zeifang said that more and more radio stations spring up, but the government clings to the concept that it should review their formats to protect diversity. Broadcasters continue to increase the time of access for their audiences, he said, but government continues to talk about mandatory access. Radio has become the most effective mechanism to promote speech, he said. "Why then does the government [still] seriously consider creating a copyright monopoly that would permit record companies to pass the buck to broadcasters to pay performers for the privilege of making them stars?"

Mr. Zeifang said government continues to follow the same "muddled-headed ... refrain: that government knows best, government can do it, leave it to government."

**Viacom, Sonderling propose marriage**

Tentative merger is set, but there are many hurdles to clear, not the least of which is the FCC

Viacom International Inc. and Sonderling Broadcasting Corp. agreed in principle last week to merge. Under the terms of the agreement, Viacom, the surviving company, will issue one share of a new convertible preferred stock or $25 for each share of Sonderling—making the merger a $27,675,000 deal. According to the announced terms, no more than 49% of Sonderling will be exchanged for cash.

The agreement requires that prior to the merger, Sonderling will spin off its motion picture theater operations and WOPA(AM)-WRBMX(FM) Oak Park, Ill. (Chicago) to Egmont Sonderling, chairman and president of the Miami-based group, who, with other members of his family, owns approximately 25% of the public company.

Although the agreement in principle was approved by the Sonderling board last Tuesday (March 14), the transaction is subject to Sonderling obtaining a favorable investment banking opinion, entry into a definitive agreement and its approval by the boards and stockholders of both companies. FCC approval and the receipt of a favorable tax ruling, said the companies' joint announcement.


For the past year, Sonderling has been the subject of an FCC investigation of allegations of payola or plugola at its WOL. Furthermore, commission sources have
said, the FCC has put a hold on the WDAS-AM-FM transfer application because those stations, owned by Max Leon, are themselves being investigated for similar charges.

William B. Ray, chief of the commission’s complaints and compliance division, said he was “not sure” how the commission would act on the proposed merger. Under normal procedures, Mr. Ray said, the commission defers action on applications that “might go to a hearing.”

One more snag develops in San Francisco station deal

Proposed three-way station sale, already under fire on programming grounds, is challenged with charges of ex parte contacts

A three-way FM station-transfer case that involves a proposal to open the door to station ownership in San Francisco to a black group and that is already complicated by a petition to deny filed by a local group concerned about losing a “unique” format has taken on another level of complexity: It involves a charge, which has been denied, that the black group violated the commission rules by hiring two media activists to contact FCC personnel with a view to expediting commission action on the applications.

The stations—all in San Francisco—are CBS’s KCBS-FM, Family Stations’ KMPX-FM and National Science Network’s KMPX-FM. Under the plan, CBS would buy KMPX (more powerful than KCBS-FM) for $2 million; and Family Stations would buy KMPX for $1 million. KCBS-FM would be sold to Golden Gate Radio Inc. for $850,000 (Broadcasting, Sept. 6, 1976).

Golden Gate is owned by Lloyd Edwards and his wife, Barbara, who are black, a circumstance that would normally be an argument in favor of commission approval of the three-sided transfer. However, the net effect of the exchanges would be the disappearance of KMPX’s format featuring “big band” and jazz music of the 1920’s, 30’s and 40’s. For Family Stations would continue its religious programming and CBS, its “mellow sound,” while Golden Gate would introduce an “adult contemporary” format. It was to prevent the loss of KMPX’s “unique” format that a local group, The KMPX Listeners Guild, was organized, and filed a petition seeking denial of the KMPX sale (Broadcasting, Nov. 15, 1976).

And it was the guild that introduced the ex parte charge, which was based on a court suit the activists in question—Marcus Garvey Wilcher and Edwin Terry—filed in Oakland, Calif., municipal court against Golden Gate and PACT, a corporation that assists minorities in entering business. Messrs. Wilcher and Terry alleged failure to pay them the full amount they said Golden Gate was committed by a contract to pay them—$2,075, plus reimbursement for newspaper advertisements—for opposing the guild’s petition and undertaking various efforts to expedite FCC action on the suit. The suit, including “direct contact with [former] Commissioner Benjamin L. Hooks...and influential staff members in the [commission’s] Renewal and Transfer Division.”

The contract was signed by the president of PACT, Louis M. Barnett, on Oct. 29, 1976. According to the suit, Golden Gate paid Messrs. Wilcher and Terry $1,000 but, on Nov. 16, 1976, notified them they “would no longer accept plaintiffs’ services.” The suit sought $1,075 “in lost earnings,” as well as $3,000 for each of the plaintiffs “in loss of reputation and loss of awarding of other contracts.” A settlement in the suit was reached two weeks ago.

The guild said that execution of the contract constitutes a violation of the ex parte rules, and warrants denial of the Golden Gate application—which would collapse the three-station sale. The guild is also seeking an order requiring Golden Gate to pay the guild’s attorneys’ fees.

Golden Gate attorneys said no ex parte violation occurred. It said the contract in question was signed before the guild’s petition to deny, Nov. 1, 1976. Thus, “there was no restricted proceeding” in which ex parte contacts were barred, Golden State said. What’s more, it said, the contract was “stated to be violative of the commission rules if a petition to deny the sale was filed.” Golden Gate pointed out in a response to the guild that the contract requires that “$950" of the "effective work" be completed "within 20 days" after the Guild’s petition is filed.)

Golden Gate also pinned a large share of the responsibility for the contract on Mr. Wilcher, who since the early 1970’s has been prominent figure in citizen group debates over San Francisco radio stations. The pleading said that Mr. Wilcher "represented" that he might be able to persuade guild leaders not to file a petition to deny and that PACT signed the contract “not knowing that Mr. Wilcher proposed action that would be violative of the commission’s rules if the parties filed a petition, and unnecessarily if the guild did not file.”

Furthermore, the pleading said, “the original plan was to concentrate solely on local personnel in the guild, and not the FCC, despite what the purported agreement states.”

Golden Gate buttressed its case on March 7 with an affidavit from Mr. Wilcher supporting his assertion that no ex parte contacts were made. Mr. Wilcher said that neither he nor Mr. Terry, nor anyone acting on their behalf, contacted FCC commissioners or staff, nor did they solicit help from persons outside the commission in contacting anyone at the FCC in connection with the applications. However, one commission official said the fact that ex parte contacts were not made might not be determinative. If the contract was designed to produce “improper contacts,” he said, “that might cause a problem.”

Meanwhile, the applications in the case, which have been pending some 18 months, are expected to reach the commission’s agenda in the next several weeks. Staff members who have working on them hope to see final commission action by the end of April.

Why the delay? One official said the case is a “tough one.” On the one hand there is a minority ownership issue, and “we have court cases on both sides,” he said. The staff has been faced with questions of whether and to what degree the commission should concern itself with uniqueness of format, in accordance with one line of cases (see page 32) and whether a decision should be made based on race in accordance with another. And those questions are independent of the others raised by the guild with its allegations of ex parte activity.

The National Science Network, which claims KMPX is losing money—$137,133 in 1976 and a total of $734,246 for the five years ending in 1975—apparently is not suffering while the commission ponderers the case. The contract calls for CBS to pay NSN $8,000 a month during the life of the agreement.

Climbing the corporate ladder at CBS Inc.

Purcell is named senior vice president, while Frank becomes chief operating officer of publishing division

John R. Purcell, president of the CBS/Publishing Group, last week was named to the additional post of senior vice president of CBS Inc. Stanly R. Holt, president of Holt, Rinehart & Winston and of its parent CBS Educational Publishing division since 1974, was appointed executive vice president and chief operating officer of the CBS/Publishing Group.

Mr. Purcell succeeds Peter A. Derow, who left the CBS senior vice presidency after six months to return to the presidency of Newsweek Inc. (Broadcasting, March 6). Mr. Purcell, like Mr. Derow, will coordinate all corporate staff work and have reporting to him the vice presidents of administration, corporate affairs, development, finance, law and CBS Washington.

The announcement by CBS President John D. Backe did not mention two responsibilities that had been in Mr. Derow’s portfolio, but CBS spokesmen said Mr. Purcell has them anyway: advising on future diversification plans for CBS and working with the presidents of the four CBS operating groups—broadcast, records, Columbia and publishing—to help define and establish corporate policy (Broadcasting, Aug. 22, 1977).

Mr. Purcell joined CBS in February 1977.
Cetec Schafer System 7000:
Post-graduate technology, elementary operation

System 7000 is the leading-edge in radio automation: Multiprocessor architecture, plug-in firmware boards, super-clean audio circuitry, almost limitless expandability.

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Add Verified English Logging. Plug-in a “debug card” for system self-diagnosis.

A goof-proof keyboard
You talk to the 7000 in English on a color-coded, mode-clustered keyboard that won’t accept mis-programming errors. Your instructions are displayed on a video screen (or several video screens, if you wish). The system answers politely, in English, on the same screen(s). At any time, you can look forward or backward to verify program sequence, or real-time sequence, or to review editing-in-process.

The bottom-most line is that Cetec Schafer System 7000 can handle the toughest and most complex radio broadcast tasks easily and cost-effectively, and with built-in capability to take on tomorrow’s added jobs.

All the details are in our new, full-color 7000 product book. Write to Andy McClure at Cetec Broadcast Group, or telephone him at (805) 968-0755.
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Pepping up
the Pioneers
There's a move afoot to put
new life in organization for
broadcast industry's veterans

A movement to revitalize the Broadcast
Pioneers is being launched with the
nomination of a new slate of officers and
directors, and membership and fund
drives are scheduled to start soon.

Edwin P. Pfeiffer of WPRI-TV Providence,
R.I., Pioneers president, announced last
week that the nominating committee had
proposed Norman E. Cash, vice chairman
of the Television Bureau of Advertising,
for president. As another first step in the
revitalization program, Robert H. Boul-
ware, former executive director of the
International Radio and Television Society,
has been hired as executive director.
The organization, formed in 1942 under
the leadership of the late newsmen H.V.
Kaltenborn, has been active in many areas
but has become much less so in the last
year or two, especially since the deaths last
summer of Robert J. Higgins, its long-
time treasurer, and Meyer H. (Shap)
Shapiro, executive secretary.

Mr. Cash and Ernest Lee Jahncke Jr.,
retired NBC vice president and former
Pioneers president who was enlisted late
last year to develop a reactivation pro-
gram, discussed their hopes and plans for
the organization at a news conference in
New York last week. President Pfeiffer had
planned to participate but was kept in Pro-
vidence on business.

Mr. Cash and Mr. Jahncke said they
hoped to double the membership, cur-
rently at 800, in the next year and
especially to attract younger people who
don't think of themselves as "pioneers"
but who nevertheless are pioneering in the
sense of being part of new developments in,
say, programing, sales or technology.

Mr. Cash suggested that, as an organiza-
tion devoted to communications, mem-
bership might be opened to people in
public radio and television and "down the
line we might think about cable."

Messrs. Cash and Jahncke did not indi-
cate whether they might favor a change in
the requirement that members have at
least 20 years' service in broadcasting or a
related business. They did suggest that
perhaps the Broadcast Pioneers is no
longer appropriate, and were more
emphatic in urging that the organization's
image must be changed, as Mr. Jahncke put
it, "from a bunch of fogies to an
organization of real professionals."

Nor could they be specific about
fund-raising goals, except to give some per-
sonal impressions of what may be needed.
Mr. Cash at one point mentioned the
possibility of a fund that "would throw off
$20,000 or $30,000 a year," and Mr.
Jahncke also noted that 1,600 members at
the current rate of $20 a year would
provide $32,000 in annual income.

At another point, in discussing the need
for permanent financing for the Pioneers' es-
established library project, Mr. Jahncke
spoke of perhaps an endowment totaling
$2 million.

Both men emphasized, however, that in
speaking of such things as funds, goals
and a possible name change they were giv-
ing personal views, since such matters
must be decided by the board if not the full
membership.

One of the Pioneers' main services,
handled through its nonprofit, charitable
arm, the Broadcasters Foundation, is to
assist needy people who have been iden-
tified with broadcasting in the past, or the
spouses of such people. Currently the
foundation is providing "modest" assis-
tance to about a dozen people, Mr. Cash
said. He also mentioned there are
undoubtedly many others who deserve help
and said the organization would like
to know about them.

"This industry is so affluent that it
can certainly afford to seek out the people
who need help," Mr. Cash asserted.

Chief fund-raiser for the foundation in
the past has been the annual Mike Award
dinner honoring distinguished stations.
The dinner was not held last year and will
not be held this year but will be revived in
1979.

Among other ongoing Pioneers activ-
ities are the Broadcast Pioneers Library,
houses in the National Association of
Broadcasters headquarters building in
Washington, D.C., and the Hall of Fame.
Awards presented posthumously to per-
sons who have made significant contribu-
tions to broadcasting; up to five annual
awards to individuals for outstanding ser-
vice over many years, and an association
with the University of Georgia under
which the Pioneers serves as host at the
annual Peabody Awards luncheons.

The next Peabody luncheon is sched-
uled May 3 at the Hotel Pierre in New
York. More detailed plans for the organi-
sation's revitalization program are ex-
pected to be made then.

"People don't think of the Pioneers as an
institution," Mr. Cash said, "but they
should." He envisioned it as both a fellow-
ship organization and one with serious
purposes. In addition to what it is doing
now, he said he would like to see it expand
into other areas such as endowing chairs at
"meaningful journalism schools" and
making grants to communications arts stu-
dents showing excellence.

Mail ballots for the current election were
scheduled to begin going out late last
week. The nominees, chosen by a com-
mittee headed by Donald Mercer of NBC,
are the following in addition to Mr. Cash:

Dan Calibrano, WGN-AM-TV Chicago,
and Harold Niven, NAB, vice presidents;
Geraldine H. McKenna, Westinghouse
Broadcasting Co., secretary; Mr. Jahncke,
treasurer; and the following for board
members: Leslie G. Arries Jr., WIVB-TV
Buffalo, N.Y.; Harold L. Neal Jr., ABC
Radio; Sam Cook Diges, CBS Radio;
Mr. Mercer; Roy Danisch, Television Infor-
mation Office; Robert McConnell, wisi-
tv Indianapolis; Robert Ferguson, WTRF-
tv Wheeling, W.Va.; Don Brewer,
Westinghouse Broadcasting; Art Harrison,
Sonderling Broadcasting; Joseph Baudino,
retired vice president of Westinghouse
Broadcasting; Jack Fritz, John Blair & Co.;
Otis T. Gaston, WZDZ(AM) Kalamazoo,
Mich., and Mr. Boulware.

A lot of talk about Combined

Rumors fly about CCC take-over
or doing some taking over of its own;
nothing's going to happen, says Eller

Combined Communications Corp., last
week confirmed reports that the Phoenix-
based broadcast and publishing giant had
been holding talks with a major corpora-
tion interested in acquiring CCC. But Karl
Eller, president of CCC, told BROADCAST-
ing such talks are held "all the time," and
a report that his company was ripe for a
take-over was "one of those rumors that
just keeps on coming." The company also
confirmed that it was discussing a "signifi-
cant" acquisition of its own with another
party.

Mr. Eller said the company is con-
tinually "exploring opportunities" but, at
this time, "nothing's happened and
nothing's going to happen." He said the
company issued a statement announcing
it was in the "preliminary stages" of "ex-
ploratory conversations with a larger com-
pany regarding a possible combination of
the two." He said the company confirmed
rumors of its talks after its stock price rose
"dramatically" early last week, and its
lawyers insisted that some sort of announ-
cement would be necessary. Mr. Eller
refused to identify the other company.

Mr. Eller also refused to comment
NATPE Went Absolutely BONKERS! The Undisputed Runaway Hit Of 1978!
Everyone's Wild About...

Zany, Wonderful And Musical In T...
NATPE With 51 Sold Markets... And Left With 94.*

Starring The Hudson Brothers And Also Starring Bob Monkhouse

The Great Hellzapoppin' Tradition!
further on Combined Communications’ possible acquisition of another company and would not discuss whether the other company is a broadcasting firm. Mr. Eller did volunteer, however, that reports that the company was talking with the Coca-Cola Bottling Co. of New York, parent of wix(tv) Syracuse, N.Y. (formerly wny5-tv) were “not true.” He said, too, that for now his company’s primary concern is to close its deal to acquire wila-tv Washington.

Larry H. Israel, former president of The Washington Post Co., who formed a buying group owning 51% by Coke New York and acquired the Syracuse station earlier this year, also said Combined Communications was not acquiring the firm.

CCC’s announcement triggered a barrage of rumors throughout the station trading business that even one high-rank- ing Combined Communications official contributed to. Alvin Flanagan, president of the corporation’s broadcast division, said he was not privy to information surrounding the acquisition talks. Any company big enough to acquire Combined Communications, he said, would have to be one whose name is known “in every household” in the country. “I heard it was Exxon,” Mr. Flanagan said jokingly.

Combined Communications has almost 7 million shares outstanding and they were each selling in the mid-30’s last week. One media broker estimated that an offer would have to be somewhere in the $45-per-share range.

**Changing Hands**

**Announced**

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

- **WBUT-AM-FM Butler, Pa.:** Sold by Larry M. Berg and Guy A. Travaglio to Brandon Communications Systems for $453,000. Sellers have no other broadcast interests. Buyer is owned by W. Frank and Elva Jean Brandon and their sons and daughters. One, Robert C. Brandon, is president and general manager of wpgw-AM-FM Portland, Ind. Brandon family has no other broadcast holdings. WBUT is 250 w daytimer on 1050 khz. WBUT-FM is on 97.7 mhz with 720 w and antenna 290 feet above average terrain.

- **WULA-AM-FM Eufala, Ala.:** Sold by Vogel-Milligan Corp. to WULA Inc. for $275,000. Seller is principally owned by William R. Vogel, owner of wtcp(AM) Flomaton, wbl(AM) Evergreen, whod-AM-FM Jackson, all Alabama; WNOI(FM) Flora, Ill.; WNGS(AM) Murfreesboro, Tenn.; WIPN(FM) Franklin and WMP(FM) Scottsburg, both Indiana, and WDOH(FM) Delphos, Ohio. Buyer is principally owned by R.E. Hook, who also owns 55% of wrag(AM) and 100% of waqt(FM) both Carrollton, Ala.; 55% of wrus(AM)-wakq(AM) Russellville, Ky.; 50% of wslg(AM) Gonzales and KRUS(AM)-KXXZ(AM) Ruston, both Louisiana, and 80% of wmag(AM)-wqtf(AM) Forest, Miss. WULA is on 1240 khz with 1 kw day and 250 w night. WULA-FM is on 92.7 mhz with 3 kw and antenna 79 feet above average terrain. Broker: Chapman Associates.

- **WMGL(AM)-Puaski, Tenn.:** Sold by SBG Enterprises Inc. to Jay D. Austin and his wife, Grace M. Osgood, and Mr. and Mrs. Robert Lohite for $250,000. Seller is owned by Charles R. Solomon, Ben Irvin and Roger Wright, who have no other broadcast interests. Buyer, Mr. Austin, is associated with Commerce Union Bank of Tennessee. Ms. Osgood is management consultant there. Mr. Lohite is producer for noncommercial wctitv Chattanooga. WMGL is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

- **KJRA(AM)-JFRF(AM) Vermillion, S.D.:** Sold by Siouxland Broadcasting Inc. to Viking Communications Ltd. for $180,000, plus $20,000 covenant not to compete. Seller is principally owned by Ralph Macy, who has no other broadcast interests. Buyer is owned by Charles W. Halverson and Gerald F. Guth, owners of Wausau, Wis., land development firm. They have no other broadcast interests. KJRA is 500 w daytimer on 1570 khz. KFRF is on 102.3 mhz with 3 kw and antenna 255 feet above average terrain. Broker: Chapman Associates.

- **Other station sales announced last week included:** wcdq(AM) Hamden, Conn., and KBJR(AM) Boise, Idaho (see page 58).

**Approved**

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

- **WPRW(AM) Manassas, Va.:** Sold by Prince William Broadcasting Corp. to Kenneth Thompson and Robert McKeen Jr. for $900,000, plus $150,000 covenant not to compete. Seller is principally owned by Harold H. Hersch and Harry Sells, also principals of wroi(AM) Glen Burnie, Md. Mr. Sells is also Washington communications attorney. Mr. Thompson is Washington-area building contractor. Mr. McKeen is former general manager of wava-AM-FM Arlington, Va., recently sold by Arthur Arundell for $2.5 million (BROADCASTING, Oct. 17, 1977). WPRW is on 1460 khz with 5 kw full-time.

- **WHET(AM) Waltham, Mass.:** Sold by Charles River Broadcasting Co. to Anthony R. Martin-Trigona for $850,000. Seller is principally owned by Theodore Jones, owner of wcrb(AM) Waltham. Buyer, Chicago attorney and real estate investor, is self-described “consumer advocate and public-interest litigant” who has distinguished himself over years by bringing political broadcasting issues before FCC and courts. Mr. Martin-Trigona formerly owned wtaptv Marion, Ind., which has been off air for several years. WHET is on 1330 khz with 5 kw full-time.

- **Other station sales approved last week included:** KSN-AM-FM Pocatello, Idaho (see page 58).
Denver DA loses round one in diary tampering case

The Denver district attorney has been forced back to the drawing board in his attempt to press felony charges against two employees of one of the city's top radio stations for allegedly tampering with Arbitron rating diaries.

A circuit court judge on March 10 dismissed indictments against Harold Moore and Bud Elliot Stambaugh, program manager and news director, respectively, of KHOW(AM) Denver, on grounds that the indictments did not spell out clearly enough the criminal conduct charged ("In Brief," March 13). Richard Spriggs, Denver's chief deputy district attorney, said last week he planned to ask the grand jury to issue new, more complete indictments at its next meeting, scheduled for March 16.

Mr. Spriggs added that the grand jury is still hearing evidence on the district attorney's charges that other Denver stations may be involved in tampering (BROADCASTING, Jan. 9, Feb. 20).

Mr. Spriggs termed the judge's dismissal of the charges a "technicality." Mr. Moore and Mr. Elliot [Mr. Stambaugh's professional name] had been charged with directing employees of the station to fill out one or more diaries for Arbitron's April-May 1976 survey. An attorney for Mr. Moore, Mike Dimanna, contended that the judge's dismissal was based on more than a technicality, since there is no evidence that altered diaries ever reached Arbitron (the rating service's policy is to destroy its diaries 11 months after they are processed). Merely filling out the diaries "is just not criminal," Mr. Dimanna said, although he does not acknowledge that Mr. Moore actually did so. "They're trying to fit a set of facts to a crime, and they've lost round one," he said.

Carter near to naming five for CPB's board

West Coast types dominate list of possibilities; two are from public television stations

The White House is reported close to a final decision on its nominees for five spots on the Corporation for Public Broadcasting's board of directors.

White House aides say the present list contains at least eight names, but that more may be added before final recommendations are made to the President. Members of the public broadcasting community in Washington say published reports naming five persons said to be the White House's choices square with their information as to the names on the final list.

They include two men who are members of boards of local noncommercial stations—Paul Friedlander, Seattle businessman, of KCCT-TV there, and Ralph Guz-
swaps of PNS's WTOP-TV Washington for ENA's WWJ-TV Detroit.

In the main, the letters deal with such matters as programming, equal employment opportunity proposals, and plans for keeping in touch with community needs.

PNS and ENA will provide existing and prospective minority broadcasters with engineering and financial advice they request in acquiring stations. And when they learn of a station for sale in which they are not interested, PNS and ENA will provide the seller or broker with names of up to 12 minority broadcasters from a list supplied by NBMC.

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Better employment picture

Almost half of the women employed in the broadcasting last year held positions in the higher-pay categories, the FCC announced. Furthermore, the commission noted, 64% of minority group members working full time in broadcasting held higher-paying jobs.

The commission said that in 1977, 37,588 women worked full time at broadcast stations. Of those, 17,911 (48%) held jobs in either managerial, professional (on-air talent, copy writers, etc.), technical or sales areas. The commission said that in 1976 only 43% of the women broadcast employees held positions in one of those four categories.

Of the 17,362 minority group members employed full time in the industry, the commission said, 17,126 held upper-category jobs. In 1976, 63% of the minorities were in the higher-paying positions.

Breaking the employment statistics down even further, the commission reported that women held 19.7% of official and managerial positions, 20.1% of the professional jobs, 23.1% of those in sales, 6.1% of technical jobs and 90.1% of the office and clerical posts.

Minorities held 7.4% of the management positions, 12.2% professional, 7.3% sales, 15.3% technical and 22.3% office and clerical.

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Helping out. RCA President Edgar H. Griffiths (1) presents a check for $20,000 to Dr. Edward Bloustein, president of Rutgers University, Brunswick, N.J., as the first installment of an RCA pledge of $100,000 toward the university's $33-million capital development program.

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Cablecasting

Teleprompter's economy version of pay cable introduced in New York

Uptown offers a limited feature schedule, matinee price

In an effort to lure basic cable subscribers as well as to offer pay cable subscribers a service cheaper than that of Home Box Office, Teleprompter Corp.'s New York City system has introduced "Uptown," a $3.95 monthly package of one big-name feature, one entertainment special and four specialty films.

HBO lately has put its average at 14 new movies per month as well as entertainment specials and encores. Teleprompter Manhattan Cable TV claims 13,000 HBO subscribers paying a $9 monthly charge, out of an over-all 30,000 subscriber count. (Teleprompter's system covers northern Manhattan; Time Inc.'s system has the south.)

The major film, rotating every four weeks after multiple play ("Taxi Driver" this month, "The Late Show" in April), will have run on HBO some three to six months earlier. The entertainment special (some deals already have been worked out with Columbia Pictures' cable service) and the specialty films—including black, kung fu, chiller and romantic comedy fare—generally will be new to the system.

No X-rated films are to be included and Teleprompter claims to have designed the service to the character of the upper Manhattan population. HBO's movie supply subsidiary, Telemation Program Services, has been working closely with Teleprompter.

Program costs (excluding equipment conversion and the like) for "Uptown" are expected to run Teleprompter the equivalent of a third or less of the $3.95 per month, according to the system's director of programing, James Miller. He said that many of the programs have been bought on a per-subscriber basis.

Will the New York City effort be the forerunner of systemwide packages? Bill Bresnan, Teleprompter cable division president, said: "It's too early to talk about it."

In addition to the "Uptown" offering, the system also has beefed up its basic service and has changed the name to "Metrovision." The new service includes distant signals of WSBK-TV Boston and WTAF-TV Philadelphia and additional "cherry-picking" from other stations. A Reuters wire and a horse racing channel have been picked up and another channel now offers a program guide for conventional and cable television offerings.

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Canada says no to pay television at this time

Indications now are that programs would be foreign-made, says CRTC, which wants home-grown product

The Canadian Radio-Television and Telecommunications Commission has rejected proposals for introducing pay television in that country, largely because it has not been demonstrated that pay programming would be predominantly Canadian-made.

There are some pay TV services now at hotels in Toronto and Vancouver, but their fare, mostly U.S. movies, fails to meet the government's standard for a nationwide system, the commission said. The Canadian Broadcast Act requires that most of the programming on a pay system would have to be produced in Canada.

The commission's decision was based on about 140 submissions it received at public meetings last June. As in the U.S., broadcasters who commented were against pay TV. Cablecasters were for it.

Although the commission rejected the idea for now, it anticipated that pressure for pay TV will continue and may one day prevail over anti-pay TV forces. With that in mind, the commission set out several objectives for a pay service.

Pay TV in Canada, the CRTC said, should consist of a single national network run by the government, some private entity or a combination of the two. It suggested that a benchmark be set of at least 50% Canadian-originated programing, and further suggested that some of the revenues generated by the system might go toward the support of Canadian program production. The commission also suggested that rules be adopted to protect program owners and to go on over-the-air television from being siphoned into a pay TV system.

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The brass is not quite as green at NCTA. Two months after disclosure of the top executive salaries at the National Association of Broadcasters (BROADCASTING, Jan. 23), it's learned that officials of the rival National Cable Television Association are also doing reasonably well—all though not on a par with their NAB counterparts. NCTA President Robert L. Schmidt is drawing $90,000 a year during the last two years of a contract that runs until January 1980. (NAB President Vincent Wasilewski draws $105,000 in base pay plus $15,000 deferred) NCTA's Executive Vice President Thomas E. Wheeler earns $60,000. (NAB's Executive Vice President John Summers earns $75,000.) Other key NCTA salaries: Stuart N. Miller, vice president and programing, $45,000; Wally Briscoe, senior vice president, $41,000; Robert Luff, vice president-engineering, $39,000; Robert Johnson, vice president-pay cable, $36,000; Lucille Larkin, vice president-public affairs, $33,000; Kathie Hilton, vice president-research, $32,000.

Broadcasting March 20 1978 42
Slow-down in spot last year shown in TVB statistics

New yearly high in billings reached on only 4% gain; other media, as an advertiser category, make biggest again; Time Inc., as a company, up the most; record number of brands promoted

Spot television's humdrum pace in 1977 was documented by figures released by the Television Bureau of Advertising which showed a 4% gain over 1976 which, nevertheless, amounted to a record $2.3 billion.

Citing data compiled by Broadcast Advertisers Reports, TVB said publishing and media scored the largest percentage gain among 1977's spot advertisers, up 78% to $73.4 million, followed by records and tape, radio and TV sets, up 37% to $142.8 million; agriculture and farming, up 21% to $15.7 million; horticulture, up 20% to $17.3 million, and jewelry, optical goods and cameras, up 18% to $26.2 million.

Time Inc. showed the largest increase among individual advertisers, up 159% to $18.2 million. Others posting large gains in 1977 were Nissan Motors Corp., U.S.A., up 127% to $12.8 million; Ford Auto Dealers Association, up 67% to $8.8 million; Philip Morris, up 60% to $10.4 million; Milton Bradley Co., up 59% to $13.2 million, and Quaker Oats, up 51% to $17 million.

TVB said a record number of brands—10,888—were advertised by 2,426 national and regional advertisers in 1977.

The 30-second commercial now accounts for $1.9 billion, or almost 83% of all spot TV investments. The 60-second spot was in second place with $331.7 million, or 14% of the total, while the 10-second commercial was third with less than 3% of spot TV expenditures.

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<td>331,737,900</td>
<td>14.4</td>
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Broadcasting March 20 1978
HRTS's pick of the ads

British spots are best in TV; Baldwin Piano's are tops in radio

A series of three commercials for the British Egg Authority won top television honors in the 18th annual International Broadcasting Awards of the Hollywood Radio and Television Society. McCann-Erickson Ltd., and Morgan & Mount, both London, were the agency and production house, respectively, involved with the winner.

The HRTS judges picked a series of three commercials for the Baldwin Piano & Organ Co., entered by the Northlich & Stolley agency, Chicago, and produced by Dick & Bert, Chicago, as the cream of the radio entries.

The competition drew entries from 47 countries. The awards ceremony took place last week at a Los Angeles dinner attended by some 1,000 broadcasting and agency executives. At the ceremony, Edward Asner, who plays the title role in CBS-TV's "Lou Grant" series, was honored as the society's "Man of the Year."

The list of other HRTS category winners, with agencies and production houses:

**Television**


Live action, 60 seconds, non-English language, "Cherub," Kleenex Tissues, JIMA Dentsu Advertising Ltd., Tokyo; A01 Promotion, Tokyo.


Live action, 30 seconds, non-English language, "A Sick Room," AIU Insurance Co., JIMA Dentsu Advertising Ltd., Tokyo; A01 Promotion, Tokyo.


**Radio**


"Rolls-Royce," Wedgwood, Josiah & Sons, Ltd., Footé Cone & Belding, Toronto; Paul Herriott Productions, Toronto.

"Unfinished Yogurt Song," Knudsen Diary Products, Allen & Dorward Inc., San Francisco; Art Twain Productions, Oakland.


"Delicious," The New York Deli, Post Oak & Westheimer, Houston; Bob Green Productions, Houston.

"Right Moment," Church of Jesus Christ of Latter-Day Saints, Direct, Bonneville Productions, Salt Lake City.
'77 was good, and '78 should be better

DDB report places TV expenditures up 13% over 1976 and predicts they'll hit $8.4 billion this year

Doyle Dane Bernbach, New York, estimated last week that television expenditures in 1977 reached $7.6 billion, a 13% increase over 1976, and projected that TV spending would increase by 11% to $8.4 billion this year.

This information was contained in DDB's annual "Media Trends" report, which placed total 1977 advertising in the U.S. at $37.8 billion. The agency predicted that advertising in 1978 would be $41.8 billion.

Radio's spending in 1977 was estimated at more than $2.5 billion, a jump of 12%. Doyle Dane Bernbach said network radio rates during the year climbed by 14% and spot radio's 9%. The agency forecast that in 1978 network radio billings would increase by 11% and spot radio by 7%.

The report said there was a downward trend in TV usage in 1977 but pointed out that analysis showed it was the older segment of the population that is watching less TV. DDB said viewing was up among the 18-24 age group and the sharpest decline was among the 55-and-over segment.

DDB predicted there would be a "slowing down" of TV rates this year, and said network prices would be up about 12% and spot TV about 7%.

TV stations wary of 15-second ads

Payne warns they'll increase clutter; SRA says they'll be opposed at the local level

If the networks continue to accept 15-second spots, it seems certain they'll be flying in the face of stiff resistance from stations.

The subject was elevated two weeks ago at the convention of the National Association of Television Program Executives convention in Los Angeles at a meeting of NBC-TV affiliates (Broadcasting, March 13). Leading the charge against the short-form advertisement was Ancil Payne (KING Broadcasting, Seattle), chairman of the board of delegates of the NBC Television Affiliates. Mr. Payne tied his criticism of the 15-second spot to the 45-minute format being used by Procter & Gamble.

"The board of delegates is dead set against 15-second spots," Mr. Payne said after the meeting.

"P&G pays for one minute, uses 45 seconds and allows stations to use the remaining 15 seconds for a public service announcement," Mr. Payne said. "Stations don't sell public service spots, so this 15-second spot is adding to the clutter of a station. When is it going to stop?"

"Can you imagine a station break with four 15-second spots on both sides of an ID, plus credits and other nonprogram material?"

Last week, the Station Representatives Association claimed that virtually all of the TV stations represented by its members are opposed to 15-second spots.

M.S. Kellner, SRA managing director, said stations complain about the clutter and segmentation the 15-second spots would create. He noted that SRA recently signed an agreement with Broadcast Advertisers Reports to monitor commercials with a view toward uncovering "odd-length" spots.

Mr. Kellner said thus far there have been only a few instances of the use of 15-second commercials by stations, but stations almost unanimously are opposed to their use in any combination, and added: "If 15's happened to double in number, the public perceives there are three times as many commercials on the air."

A number of national reps queried echoed Mr. Payne's remarks and one said that although the use of 15-second spots are only in the infant stage, the trend could grow. He added that stations are "upset by any change that upsets the prevailing pattern."

It is known that piggyback 30-second spots (two 15-second units) have been carried on networks for Admiral, Clairol and Mr. Coffee, and stations also are apprehensive that this practice might spread ("Closed Circuit," Feb. 13).

These four men have come to a decision about cable television

Speaker Thomas P. O'Neill U.S. House of Representatives
Rep. Lloyd Van Deplin, Chairman House Subcommittee on Communications
Sen. Ernest S. Hollings, Chairman Senate Subcommittee on Communications
Charles Ferris, Chairman Federal Communications Commission

Next month, four of Washington's most influential decision makers on the future of communications will address National Cable Television Association's convention commemorating the 30th anniversary of the cable industry.

The place is Rivergate Convention Center—four days of conferences nearly 45,000 net square feet of exhibits, and all of New Orleans.

The topic is the future of cable: a new communications act, an omnibus cable bill, the information you need.

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National Cable Television Association

Broadcasting March 20, 1978
Another for ABC, even with reruns

Mixed bag of old, new and second-time-around shows gives network ratings win despite a low average for first week of March; CBS is second

In a somewhat unusual week of reruns, specials and second-season premieres, ABC-TV won March 4-12 with its lowest prime-time average in 10 weeks, a 19.9. CBS-TV came in second with an 18.8, one point ahead of NBC-TV's 17.8.

ABC filled more than half its schedule with reruns, intending, a spokesman for the network said, to save some original episodes for use this spring. NBC ran 27% reruns and CBS 19%, according to figures compiled by ABC.

ABC's reruns were by no means all throwaways. The two-hour Happy Days repeat on Tuesday, for example, pulled a 50 share, the highest-rated show of the week (it featured Fonzie's discovery by a Hollywood talent scout). Against it, CBS Reports: Who's Minding the Bank came in with a 16 share, the lowest-rated show of the week, while NBC's new Chuck Barris Rah Rah Hour came in with a 22.

A bit surprising was the 29 share pulled by ABC's repeat Friday of the made-for-TV movie starring John Travolta, "Boy in the Plastic Bubble." NBC also repeated a powerhouse made-for-TV movie, "Sybil," which pulled 26 and 25 shares in the network's events slots on Monday and Tuesday.

Third-season premieres were sprinkled throughout the week, primarily by CBS. On Wednesday, The Return of Captain Nemo came on NBC in a direct faceoff with a potential new ABC comedy/variety show, That Special Thing on ABC. CBS's Nemo won that battle, with a 28 share to ABC's 21, but NBC's Ringling Brothers circus special outperformed both with a 40 share.

On Friday, CBS plugged in The Incredible Hulk in the 9-10 p.m. time period and it looked strong with a 34 share against NBC's Rockford Files and the latter half of "Boy in the Plastic Bubble." Following Hulk was another CBS debut, Husbands Wives and Lovers, which faced NBC's Quincy and ABC's Charlie's Angels. That was the angels' second flight of the week (the first was a rerun), and it was thrown in as a spoiler for CBS's premiere, a technique ABC has been using in the past several weeks. Angels scored only a 30 share, enough to help hold back Husbands to a 26. Quincy beat both with a 35.

ABC also started a new show in its regular time period during the week—Having Babies, which is in temporarily for Family at 10-11 p.m. Tuesday. The show pulled a 32, a drop of 10 share points from its lead-in, Three's Company.

Following other recent schedule changes, CBS's new Monday night line-up remains solid. The lead-off hour of Good Times and Baby, I'm Back was pre-empted for a highly praised special, The Body Human: The Red River, which pulled a 23 share. But from 9 to 11 p.m., against movies on ABC and NBC, M*A*S*H, One Day at a Time and Lou Grant scored 40, 39 and 37 shares, respectively.

Several of NBC's newer series showed new signs of life. Black Sheep Squadron on Wednesday and CHiPs and James at 16 on Thursday all scored their highest numbers of the season—30, 31 and 27 shares, respectively. Class of '65, also on Thursday, scored a 31 share, much higher than usual. One of NBC's most recent entries, Quark, scored a 26 share in its lead-off spot Friday (8-8:30 p.m.), continuing a very gradual decline for the lavishly produced science-fiction satire. Project UFO on Sunday pulled a 31, also slightly less than previous outings.

For ABC, the Love Boat and Fantasy Island combination on Saturday remained strong—the former scored a 41 share, the latter a 43—as did How the West Was Won on Sunday, which pulled a 34.

**NBC's 'Mr. Talent' leaving after almost 20 years**

Dave Tebet, famous for catching and keeping big-time stars, exits on May 1 to head a new TV division for Levine firm

David Tebet, the man who signed some of NBC-TV biggest stars during almost 20 years as chief talent coordinator for the network, has been released from his contract there to head up a new television arm of Joseph E. Levine Presents Inc.

Mr. Tebet, who on May 1, a year before his contract expires. Both he and NBC-TV President Robert Mulholland described the separation as amicable. "The contribution David has made to NBC-TV over the years is incalculable," Mr. Mulholland said. "We will miss him enormously and wish him success in this new and challenging venture."

In his new post, Mr. Tebet will be in charge of developing made-for-TV movies for the Levine company. He called the opportunity to work for "one of the last great movie moguls" a "once in a lifetime" offer. He is to have a five-year contract.

Asked last week to list some of the talents he had been responsible for bringing to NBC, or for keeping there, Mr. Tebet mentioned Johnny Carson, the late Freddie Prinze, Dean Martin, Michael Landon, Angie Dickinson and, more recently, O.J. Simpson and Steve Martin. He is credited with convincing Johnny Carson to stick with the Tonight show when the star had tired of the program after its first three years on the air (an offer of paid vacations turned the tide). Mr. Tebet is still closely associated with the star and show.

In a recent profile of Mr. Carson in New Yorker magazine, Mr. Tebet was described by one television executive as "the ambassador of all NBC's good will—he sprinkles it around like Rudy dust" and by another as "vice president in charge of caring." Mr. Tebet himself told Broadcasting last week, "I happen to get along with actors. I love them, and I think they feel that way about me, too."

He joined NBC in 1956 as a general program executive, coming from a publicity career that included work for top Broadway production firms and for Your Show of Shows in television. In 1959 he proposed that NBC form a talent relations department, and Robert Sarnoff and Robert Kintner appointed him to head it. He's held that position ever since, while gradually taking on other responsibilities, including the production of some NBC specials.

Mr. Tebet's title in leaving NBC is senior vice president, and he believes his contentment with that position is partly responsible for his longevity at the network. They know I'm not plotting to become president or chairman of the board,' he has said. "As a matter of fact, I'm not interested in any other job in this building (Profile,' April 29, 1974)."

**No big deal on ratings mixup**

Nielsen reissues ratings that had been fouled up by 'enhancement;' finds most not all that far off; broadcasters say it's a warning

Shuddering only to think what might have been, network researchers last week appraised the effects of A.C. Nielsen's computer foul-up and found, they said, little to worry about.

As expected, the discrepancies in program ratings for the seven-week period in question turned out to be minor for the vast majority of programs—usually within tenths of rating points (Broadcasting, March 13). In any event, some sources said, once the networks and advertisers got the real numbers, it was business as usual in analyzing what they meant in...
terms of actual versus anticipated audiences delivered. And with scatter buys predominant, "the effect over an entire ad schedule doesn't mean anything," one researcher said.

The network ratings committee, CONTAM (committee on nationwide television audience measurement), met with representatives of Nielsen last Tuesday (March 14) to discuss the problem, a session one participant described as basically a finger-wagging affair. "It really was designed to put Nielsen on notice that they've got to be more careful in the future," said Phil Luttinger, director of national television research for CBS-TV. He said Nielsen's people promised to study the error to determine how it entered the sample undetected, and that they may establish some new policy guidelines to prevent similar problems in the future.

(As reported, Nielsen said it instituted an "enhancement program" to improve its efficiency and in the process failed to include computer instructions to account for delayed broadcasts and late ratings reports.)

Prime-time averages for the February sweep periods of both Nielsen and Arbitron Television were affected only minimally. ABC's average went from a 21.9 to a 22.0, CBS's stayed where it was, at 19.4, and NBC's increased from a 17.6 to a 17.9.

**Now it's Maude's turn to tire of weekly series**

Beatrice Arthur, star of the CBS-TV series, *Maude*, has announced she will not return for the program's seventh season next fall.

Citing fatigue with the Maude character, Ms. Arthur said she expects to pursue other offers in film, theater and television. She has commitments to do specials for CBS and may eventually star in another

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Broadcast Programming International, Inc.
series for the network.

*Maude's* future had already been tentative because of the lagging ratings, the show has pulled this year. A pilot had been made exploring a change of format, in which Maude and her husband, played by Bill Macy, would go to Washington after Maude's appointment to a vacant congressional seat. According to a spokesman for Tandem Productions, the show still could go on with a new central character, if CBS was interested, but one CBS source doubted that would happen.

### CBS brings in two for Saturday night

Mary Tyler Moore's anchorman and Rhoda's ex-husband return in series of their own for tryout; 'Randall' and 'Newhart' benched

CBS-TV has set Saturday night time periods for two new sitcoms that will join the network's schedule April 8.

*The Ted Knight Show*, starring Mary Tyler Moore's vain anchorman as the boss of an escort service, will go in at 8:30-9 p.m. NAT, replacing the *Tony Randall Show, Another Day* starring Joan Hackett and David Groth (Rhoda's former husband) as "a married couple who find humor in pursuing their share of the American dream," will follow *Knight* at 9-9:30 p.m. *The Jeffersons*, formerly in that time period, will move up to the 8-8:30 p.m. time slot, taking out the Bob Newhart Show.

CBS's announcement said that "future scheduling plans for the rest of the season will be announced" for *Newhart* and *Randall*. (Bob Newhart has decided not to return for another season in any case.) The network has 13 episodes of *Another Day* completed and six of *Knight*, and unlike the purposely experimental short runs of many entries at this stage of the season, both are to be left on indefinitely. CBS's Saturday line-up has fared poorly in the ratings for most of this season.

### Doing it themselves

Case & McGrath form production arm with projects on tap for all three commercial networks

Case & McGrath Inc., New York, has formed a production company subsidiary that is developing three movies, two comedy series and a one-hour dramatic program for the three networks.

Merrill Grant, senior vice president for C&M who heads Grant Case McGrath Enterprises, New York, considers it unusual that an advertising agency is financing and producing its own TV productions. He noted that other agencies involved in TV programing restrict themselves to distribution and arranging sponsorship.

The agency's entry into actual production was undertaken because it believes there is opportunity today for programing from diverse sources and it has a strong desire to make its TV presence more visible, according to Mr. Grant. He said the agency bills about $33 million, of which approximately 80% is in TV.

The development projects that are in script form are two movies for NBC and one for CBS; one comedy series for NBC and one for ABC, and the hour dramatic special for NBC. Mr. Grant said they would be ready in time for telecasting in January 1979. He said he would serve as executive producer or co-executive producer on all the programing.

Mr. Grant joined Case & McGrath less than two months ago after serving as president of Don Kirshner Productions and as executive producer on many of the company's TV programs for the past three and a half years. Earlier Mr. Grant had been an executive in the media and programing departments of Benton & Bowles and Grey Advertising, both New York, and with Viacom Enterprises in program development.

### ACT takes its flight to the supermarkets

Local members will distribute 'warning' tags for TV sets

Action for Children's Television is launching a new TV education campaign that includes the distribution of red and white "TV reminder tags" to be hung directly from the family set. They read: "Reminder: Too much television can be harmful to your child."

Tags printed in English and in Spanish were to be passed out at supermarkets, libraries and pediatrician's offices in major cities across the country last Saturday (March 18) to kick off the project. ACT members in more than 80 cities will continue to distribute them and hopes are to eventually have a million or more in circulation.

Inside the tag are suggestions for how parents can participate in their children's viewing habits. "You can help your child," it says, by choosing, watching and discussing TV programs with him or her. Also provided is a list of questions for parents to ask their children, such as "What have you learned from TV?" about food, teachers, the city, police, cars, doctors, guns and yourself?

John Ryor, president of the National Education Association, has endorsed the campaign as "a convenient and clever way to involve parents and to encourage their supervision of their children's viewing."

### 'Evening' show sees daylight in syndication

Group W stations' access show is now offered to other outlets for localizing as 'PM Magazine' .

What began as a local prime-time access venture at KPIX(TV) San Francisco and later spread to all five Westinghouse Broadcasting Co. television stations will be available outside the group this fall.

Group W last week announced plans for a *PM Magazine* program service, built out of its *Evening Magazine* strip. Under a cooperative arrangement to begin this September, outside stations are expected to be able to duplicate the *Evening* format. Group W stations will be supplying two-seven-minute "national" stories per day, as well as three two-minute informational pieces from outside contributors.

At this point, nine major market non-Group W stations are said to be on board, with participation limited to between 12 and 20 for the first year. Group W isn't naming the members; it claims competitive reasons makes it best for the stations to make their own announcements.

According to Win Baker, president of the Westinghouse television station group, "it is not our intention to make available *Evening Magazine* in its present form. What has evolved with the *PM Magazine* program service... involves incorporating national story material into locally produced programs which have the same basic format."

As further explanation, Bill Hillier, national executive producer of *Evening* and executive producer of *PM*, said "we don't expect it" and would be "disappointed" if stations carried both daily long-form stories. A probable arrangement, he said, would be for a station to use one and then makes its own local version of the other. Also available to the stations in the cooperative will be *Evening's* back inventory of stories.

Mr. Hillier added that the outside stations in the cooperative are buying the concept and graphics and would be expected to localize stories with introductions, epilogues and commentaries. Contractual arrangements, varying from market to market, require locally produced programing to be fed back to the cooperative, he said. All local work is to be done with minicas in keeping with the *Evening* format.

Group W stations will be retaining the *Evening* title while others will start up with *PM*. The stories are to be distributed on tape. As to expected profits, Mr. Hillier said during the first year the outside sta-
Accessories after the fact

CBS celebrated its golden anniversary six months late last Monday night with cocktails, dinner and dancing at a gala preview of CBS-TV's week-long, nine-and-a-half-hour CBS: On the Air look-back at the first 50 years. New York's push Four Seasons restaurant was wall-to-wall people—some 420 in all, including national and out-of-town television press, other guests, CBS brass and 40 past and present stars of CBS radio and television. After 75 minutes of excerpts from the anniversary program, to be broadcast March 26-April 1, CBS newsman Walter Cronkite presided over the cutting of the giant birthday cake, attended by Jean Stapleton of All in the Family and long-time CBS TV and radio entertainer Arthur Godfrey. Among the brass and stars on hand (and pictured here) were CBS Inc. President John D. Backe and Gene F. Jankowski, president of the CBS/Broadcast Group, and Robert A. Daly, president of CBS Entertainment, and Phyllis George of CBS Sports. Highlights of the anniversary show include an appearance by CBS Chairman William S. Paley (shown at the taping) and a man named Moore, who with Mr. Cronkite is co-host of the anniversary series, also appeared at the party—on tape. Alxander Cohen, executive producer, was there live.

It's back to the drawing boards more than ever for the networks

Shows in development for next season set record numbers for all three, with themes of sex, fantasy and nostalgia, according to Dancer-Fitzgerald-Sample

The three commercial TV networks are developing a record number of shows—149 of them—for possible use on their fall prime-time program schedules, according to a report issued last week by Dancer-Fitzgerald-Sample.

The agency's study compares this fall's crop with the 119 shows it said were in development last spring for the current

Rushnell takes over 'Good Morning, America'

ABC-TV has handed responsibility for its Good Morning, America show to Squire D. Rushnell, the network's vice president of children's programs. A new title comes with the job—vice president, children's and early morning programming, ABC Entertainment.

Lewis Erlicht, ABC's East Coast vice president of programs, to whom Mr. Rushnell will report, absorbed the Good Morning, America duties when Robert Shanks left them to produce ABC's upcoming news magazine, 20/20.

Mr. Rushnell has been in charge of children's programming at ABC since 1974. He has had extensive experience with morning talk show production in the past, beginning in 1964 when he was executive producer of Bob Kennedy/Contact for Westinghouse's WAB-TV Boston. Later he became a consultant for Group W's stations, helping establish several morning talk shows around the country including Tom Snyder/Contact at KYW-TV Philadelphia, according to ABC.

He joined ABC's WLW-TV Chicago in 1969 to produce another morning talk show.
season, and with the 104 projects for the 1976-77 season. CBS-TV and NBC-TV are "notably more active in development" this year, DFS said, with CBS increasing its projects from last year's 37 to 56, and NBC going from 43 to 54. ABC is "just slightly ahead" of its pace last year, according to DFS, going from 33 to 39 projects.

As for trends next fall, DFS noted the following themes as being particularly evident: Sex, "ranging from cheerleaders, to roller derby girls, stewardesses, co-ed dorms, unwed couples living together and female James Bonds"; fantasy, "a return to the simpler 1960s-like formats involving mermaids, escapism and magical powers of body and mind transposition"; nature, "with zoo veterinarians, wildlife reserves and oceanic adventures"; space and "other trendy subjects like skateboard-ing," and nostalgia, "as represented by the potential revivals of Laszlo and Maverick in new formats." (For listings of most of the projects in the works, see BROADCASTING, Feb. 27, March 6, 13).

By network, DFS figures that ABC's pilots break down into 44% comedy, 44% drama and 12% variety; CBS's into 60% comedy, 37% drama and 3% variety and NBC's into 46% comedy, 46% drama and 8% variety.

### Program Briefs

**Mobil carries on.** Mobil Oil Corp. has acquired American rights to Royal Victorians, 13 half hours that had been kept on shelf by CBS-TV for past five years. CBS-TV never exercised its option to air BBC production, reportedly for lack of confidence in show's audience pulling power. Mobil, through SFM Media Service Corp., later this year will be lining up stations to air it on 13 consecutive weeks beginning in January. Title will be changed.

**Run up NBC's flag.** WZLJ(FM) Charleston, S.C.; KBEF(AM) Modesto, Calif.; WRSO(AM) Augusta, Me., and WRNB(AM) New Bern, N.C., have joined NBC Radio. WKMCI(AM) Altoona-Roaring Spring, Pa., will affiliate with that network on April 1.

**Two to CBS.** KXCO(AM) Tulsa, Okla., and WOKE(AM) Charleston, S.C., are to affiliate with CBS Radio March 13.

**BFA adds.** Broadcast Foundation of America reports it has added 46 stations as members or subscribers during 1977, raising total to more than 500 in U.S., Canada, Europe and Asia. Foundation distributes programs from various nations, including public affairs, cultural and musical presentations.

### Holy day programming. Tapes of An Easter Special from St. Matthew's Cathedral, half-hour radio special produced by Gene Valentino for Archdiocese of Washington, are being offered free for broadcast Easter Sunday (March 26). Inquiries to: Father Maurice Fox, director of communications for archdiocese, (202) 783-1465.

### Syndication's not the same. The National Association of Television Program Executives last week provided the official breakdown of first-runs programs entered in the organization's marketplace earlier this month. And as had been borne out from a preliminary profile immediately following the conference (Broadcasting, March 13), stereotypes of what projects in syndication continued to diminish.

To those who not long ago might have said original comedy can't be done in syndication, this year there were 14 new entries. Similarly, there were 12 original drama series. In other categories, variety shows flourished, documentaries were noticeably on the increase and science fiction was showing its face more strongly.

Over-all, NATPE said about 200 distributors (176 in suits) had offered about the same number of programs during the conference. But with some withdrawn or postponed, the final count of entries (at least three episodes) still in the market was put at 145. That list too is sure to decrease.

The breakdown by program category: game, 11; sports, 11; documentary, 28; talk/interview, 14; science fiction, 3; variety/music, 18; comedy, 14; drama, 12; instructional, 20 and children's, 14. Add to that 16 off-network series new to first-run syndication as well as new feature film packages.

### New First-Run Product

<table>
<thead>
<tr>
<th>Title</th>
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<th>Length</th>
<th>Category</th>
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<td>Music</td>
<td>NTN Entertainment</td>
</tr>
<tr>
<td>Roger Ramjet &amp; The American Eagles</td>
<td>31</td>
<td></td>
<td>1/2 hr</td>
<td>Children's</td>
<td>Broom Group</td>
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<tr>
<td>American Eagles</td>
<td></td>
<td></td>
<td>5 min</td>
<td>BBC cartoons</td>
<td>Arcadia</td>
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<tr>
<td>Reel Good Pals</td>
<td>140</td>
<td></td>
<td>1/2 hr</td>
<td>Documentary</td>
<td>TV Syndication Group</td>
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<tr>
<td>Sacred Spice, The</td>
<td>39</td>
<td></td>
<td>1/2 hr</td>
<td>Documentary</td>
<td>Rhodes Productions</td>
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<tr>
<td>Seventh Sense, The</td>
<td>26</td>
<td></td>
<td>1/2 hr</td>
<td>Documentary</td>
<td>Rhodes Productions</td>
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<tr>
<td>1774</td>
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<td>1/2 hr</td>
<td>Comedy Soap</td>
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<tr>
<td>Shabby Tiger</td>
<td>7</td>
<td></td>
<td>1 hr</td>
<td>Drama</td>
<td>Bruce A. Raymond Co.</td>
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<tr>
<td>Shape Up with the Stars</td>
<td>130</td>
<td></td>
<td>1/2 hr</td>
<td>Instructional</td>
<td>Syndicate</td>
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<tr>
<td>Showdown of the Dreamteams*</td>
<td>26</td>
<td></td>
<td>1/2 hr</td>
<td>Game</td>
<td>Lex Broadcast Services</td>
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<tr>
<td>Sorrowly 62*</td>
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<td>Comedy</td>
<td>Viacom</td>
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<td>Soup Sales Show</td>
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<td>Game</td>
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<td>90 mins</td>
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<td>Hughes TV Network</td>
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<td>Star Force</td>
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<td>Peter Rodgers</td>
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<td>Stars On Ice</td>
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<td>Organization</td>
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<td>Stargate with Arlene</td>
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<td>Dahl</td>
<td>365</td>
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<td>1 min</td>
<td>Sports</td>
<td>MMT Sales</td>
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<tr>
<td>Stranger Than Fiction</td>
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<td></td>
<td>1/2 hr</td>
<td>Sports</td>
<td>Bruce A. Raymond Co.</td>
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<tr>
<td>Superstars of Wrestling</td>
<td>79</td>
<td></td>
<td>1/2 hr</td>
<td>Sports</td>
<td>continues on page 52</td>
</tr>
</tbody>
</table>

Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co., Box 270879 Dallas, Texas 75227 (214) 331-7161

Broadcasting March 20 1978
Talkbacks** 52 1-1/2
Thacker's World 26 1/2 hours
That Nashville Music 26 1/2 hours
This Was America 6 1/2 hours
Three Misfits 26 1/2 hours
Tic Tac Dough 13 1/2 hours
Tommy Nelson Show, The 13 1/2 hours
Tony Brown's Journal 13 1/2 hours
Truth be Told, Anderson 26 1/2 hours
Unicorn Tales 8 1/2 hour strip
Unknown, The* 130 1/2 hours
Unknown Wat, The 20 1/2 hours
Vegetable Soup 78 1/2 hours
Vin Scully On Sports 8 1/2 hour strip
Vision On 32 1/2 hours
Watch Me 26 1/2 hours
Way It Was, The 18 1/2 hours
What's The Score? 26 1/2 hours
Wonders-Woof* 30 1/2 hours
World Full of Music 26 1/2 hours
World War II: G.I. Diary 109 1/2 hours
Young Chefs, The 13 1/2 hour strip

Barney Miller 122 1/2 hours
Caplain Inventory 129 1/2 hours
Carol Burnett & Friends 120 1/2 hours
Chico & The Man 86 1/2 hours
David Wolper Specials of The Seventies 30 1/2 hour strip
For A Better World II* 5 1/2 hours
Gambit 260 1/2 hours
Gong Show 130 1/2 hours
Good Times 109 1/2 hours
or
Groovy Gooeys, The 104 1/2 hours
Kroff Superstars 137 1/2 hours
Novel's for Television 33 1/2 hours
Pat Patrol 58 1/2 hours
Sanford & Son 136 1/2 hours
Streets of San Francisco 120 1/2 hours
Welcome Back, Kotter 13 1/2 hours

Barter** Barter or cash

**Barter

Defective capacitor in color sets will be replaced by Zenith

Zenith Radio Corp. has decided to pay for the replacement of a defective part installed in as many as 1.2 million of its color television sets.

The part is a four-lead capacitor, which prevents direct current electricity from reaching internal circuits. When the capacitor fails, the set will not work, and other parts, including the picture tube, may be damaged. Several sets made between January 1974 and April 1975 contain the faulty part.

The replacement program was initiated after the New York State attorney general's office took the position that, since the company's warranty policy covered the cost of replacing defective capacitors, owners of the sets should be notified of that opportunity and of the fact that their sets contained the part. After Zenith agreed to so notify New York owners, it extended the plan nationwide.

Owners are to be notified by mail that they have until June 30 to take their sets to an authorized repair shop, and that Zenith will reimburse them for the costs. The price of the repairs price in New York could go as high as $59 per set.

Arnie aims for a million-dollar hole

NBC-TV and the Colgate-Palmolive Co. have added a $1-million attraction to the broadcast of the Colgate-Dinah Shore Winners Circle golf tournament next month—a sweepstakes centering on whether Arnold Palmer can hit a hole-in-one.

Here's how it works: During the broadcast, Mr. Palmer will drive 21 golf balls on the par-three 17th hole of the Mission Hills Country Club in Palm Springs, Calif., where the tournament will be held. Each ball will be numbered.

Participating viewers, informed of the contest via advertisements in TV Guide and in more than 450 Sunday newspaper supplements, will have sent in entry forms marked with two numbers—one to represent the ball they hope will make a hole-in-one, the other to represent the ball that makes it closest to the hole if there is no hole-in-one.

If Mr. Palmer makes a hole in one, all the entries with the number of that ball as their hole-in-one choice will be thrown into a hopper for a drawing. The winner gets $1 million. If he doesn't score a hole-in-one, all the entries that correctly picked the number of his closest-to-the-pin ball will similarly be thrown in a hopper. The winner gets a new car and $20,000. Other prizes to be awarded include more cars, sailboats, color TV sets and watches. The broadcast will be on Saturday, April 1 (5.6:30 p.m. NYT) and Sunday, April 2 (4:6 p.m.).
Taking off. Today is the official release date for With a Little Luck (Capitol)—the newest Wings' single—but it's already represented on "Playlist" as the biggest debut of the week (at 36). Radio stations received early copies of the record and many music directors added it out of the box. The RKO chain of radio stations is playing it, among others, and Dave Sholin, music coordinator, calls the record "a smash. It's Paul McCartney...and it's a good record." Steve Meyer, national promotion manager of Capitol records, says it's "classic Paul McCartney. The production is magnificent...he really put his heart and soul into it." Wings' last single, Mull of Kintyre, never reached "Playlist" top 50. Mr. Meyer of Capitol explains "people in this country didn't understand Mull of Kintyre. It was a personal song for McCartney...With a Little Luck will be on the upcoming London Town album. C&W=R&B. On the country side of "Playlist," Waylon Jennings and Willie Nelson are a "combination that sells every time." So says Jerry Stevens of WHK(AM) Cleveland where Mamas Don't Let Your Babies Grow Up To Be Cowboys (RCA) is the number one record (as it was on "Playlist" Feb. 20, moving down to three this week). "It gets away from the old fiddle and twang. It's almost a progressive country record that a lot of people can identify with," says Mr. Stevens. But Willie Nelson is moving on his own at the moment; he has two current singles out called Georgia on My Mind (Columbia) and If You Can Touch Her at All (RCA).

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title ◆ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staying Alive◆ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>2</td>
<td>Nights Are White◆ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>3</td>
<td>Love Is Thicker Than Water◆ Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>4</td>
<td>Emotional Clean◆ Samantha Sang</td>
<td>Private Stock</td>
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<tr>
<td>5</td>
<td>Sometimes When We Touch◆ Den Hill</td>
<td>20th Century</td>
</tr>
<tr>
<td>6</td>
<td>Can't Smile Without You◆ Barry Manilow</td>
<td>Arista</td>
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<tr>
<td>7</td>
<td>The Way You Are◆ Billy Joel</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td>Lay Down Sally◆ Eric Clapton</td>
<td>RSO</td>
</tr>
<tr>
<td>9</td>
<td>Our Lady◆ Natalie Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>Jack and Jill◆ Raydio</td>
<td>Arista</td>
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<tr>
<td>11</td>
<td>How Deep Is Your Love◆ Bee Gees</td>
<td>RSO</td>
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<tr>
<td>12</td>
<td>Ebony Eyes◆ Bob Welch</td>
<td>Capitol</td>
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<tr>
<td>13</td>
<td>Peg◆ Steely Dan</td>
<td>ABC</td>
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<tr>
<td>14</td>
<td>Thunder Island◆ Jay Ferguson</td>
<td>Asylum</td>
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<tr>
<td>15</td>
<td>Falling In &amp; Out◆ LeBlanc &amp; Carr</td>
<td>Big Tree/Atlantic</td>
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<tr>
<td>16</td>
<td>If I Can't Have You◆ Yvonne Elliman</td>
<td>RSO</td>
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<tr>
<td>17</td>
<td>I Go Crazy◆ Paul Davis</td>
<td>Bang</td>
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<td>18</td>
<td>What's Your Name◆ Lynyrd Skynyrd</td>
<td>MCA</td>
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<td>19</td>
<td>Dust In The Wind◆ Kansas</td>
<td>Kirshner</td>
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<tr>
<td>20</td>
<td>Sweet Talkin'◆ Woman Electric Light Orchestra</td>
<td>UA/Jet</td>
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<tr>
<td>21</td>
<td>Wonderland◆ Art Garfunkel</td>
<td>Columbia</td>
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<tr>
<td>22</td>
<td>The Way You Do The Things You Do◆ R. Coolidge</td>
<td>A&amp;M</td>
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<td>23</td>
<td>We'll Never Have To Say Goodbye◆ Dan &amp; Coley</td>
<td>Atlantic</td>
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<tr>
<td>24</td>
<td>We Are The Champions◆ Queen</td>
<td>Elektra</td>
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<td>25</td>
<td>Theme From &quot;Close Encounters&quot;◆ Meco</td>
<td>Millennium</td>
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<tr>
<td>26</td>
<td>Dance Dance Dance◆ Chie</td>
<td>Atlantic</td>
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<td>27</td>
<td>More Than A Woman◆ Bee Gees</td>
<td>RSO</td>
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<tr>
<td>28</td>
<td>Baby Come Back◆ Player</td>
<td>RSO</td>
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<td>29</td>
<td>Hot Legs◆ Rod Stewart</td>
<td>Warner Bros.</td>
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<tr>
<td>30</td>
<td>Always And Forever◆ Heatwave</td>
<td>Epic</td>
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<td>31</td>
<td>Goodbye Girl◆ David Gates</td>
<td>Elektra/Gates</td>
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<td>32</td>
<td>Thank You For Being A Friend◆ A. Gold</td>
<td>Elektra/Asylum</td>
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<td>33</td>
<td>Running On Empty◆ Jackson Browne</td>
<td>Elektra/Asylum</td>
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<tr>
<td>34</td>
<td>Come Sail Away◆ Styx</td>
<td>A&amp;M</td>
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<td>35</td>
<td>The Closer I Get To You◆ R. Black/Th. Hathaway</td>
<td>Atlantic</td>
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<tr>
<td>36</td>
<td>With A Little Luck◆ Wings</td>
<td>Capitol</td>
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<tr>
<td>37</td>
<td>Count on Me◆ Jefferson Starship</td>
<td>Grunt</td>
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<td>38</td>
<td>Flashlight◆ Parliament</td>
<td>Casablanca</td>
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<tr>
<td>39</td>
<td>Theme From &quot;Close Encounters&quot;◆ John Williams</td>
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<td>40</td>
<td>Happy Anniversary◆ Little River Band</td>
<td>Columbia</td>
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<td>41</td>
<td>Before My Heart Finds Out◆ Gene Cotton</td>
<td>Arista</td>
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<td>42</td>
<td>Name Of The Game◆ Abbe</td>
<td>Atlantic</td>
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<td>43</td>
<td>Which Way Is Up◆ Starguard</td>
<td>MCA</td>
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<tr>
<td>44</td>
<td>More Than A Woman◆ Tavares</td>
<td>Capitol</td>
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<td>45</td>
<td>Reels So Good◆ Chuck Mangione</td>
<td>A&amp;M</td>
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<td>46</td>
<td>You're In My Heart◆ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>Short People◆ Randy Newman</td>
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<td>Moon In◆ B&amp;B◆ Billy Joel</td>
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<td>49</td>
<td>This Time I'm In For Love◆ Player</td>
<td>RSO</td>
</tr>
<tr>
<td>50</td>
<td>Fantasy◆ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

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

Sixth duPont-Columbia University study points out that while profits were up in 1976-77, quality and amount of news fell short of medium's capacity

"At three-fourths of the nation's commercial [television] stations, news budgets and staffs had been increased. The typical [newscast] was no longer a 30-minute rip-and-read time filler but an elaborately equipped, manned and presented operation running, in many instances, an hour or more. News had never been so important, nor so well-heeled. But, under such apparently favorable circumstances, was it allowed to do the best job it could?"

The answer to this question, posed in "Rich News, Poor News," the sixth Alfred I. duPont-Columbia University survey of broadcast journalism, for 1976-77, comes across as no.

"The good news in broadcasting in 1976-77 had to do with profits," wrote Marvin Barrett, director of the duPont-Columbia survey and awards. "The bad news ... had to do with the quality and nature of the fare with which the profits were earned. Somewhere between the good news and the bad was 'the news.'"

The 244-page study, said to represent two years of research, was based on reports from 80 duPont correspondents in major markets, as well as from news and public affairs directors. Supervision at the Columbia University Graduate School of Journalism came from Dean Elie Abel and a five-member jury: Richard T Baker, Columbia journalism professor; Edward W. Barrett, former journalism school dean and new publisher of the Columbia Journalism Review; Michael Arlen, New Yorker magazine television critic; Dorothy Height, president of the National Council of Negro Women and National News Council board member, and Michael Novak, author, media critic and Syracuse University religion professor. The survey has a March 29 publication date from Thomas Y. Crowell Co., New York. Price: $5.95.

As mentioned, not all the news was bad. Notable examples of high-quality broadcast journalism in the eyes of the surveyors were singled out for duPont-Columbia awards and citations (Broadcasting, Feb. 20). All winners this year came from the television sector.

However, among the conclusions reached in the survey:

- "The failure of hour-long network news was a major setback for the forces of responsible broadcasting."

- "The regular weekly prime-time commitment to broadcast journalism remained on two networks—ABC and NBC—at zero."

CBS, however, was praised for 60 Minutes and for its Who's Who prime-time magazine attempt. (Both ABC and NBC currently are preparing weekly news magazines.)

- "As broadcast news became increasingly important to the American public there had been, rather than an enthusiastic acceptance of this added responsibility, a steady resistance to it on the part of network and local stations."

- And from those surveyed, corporate ownership at times was blamed for "the milking of broadcast operations, the hiring of newsmen to jazz up the news in the interest of maximizing profits, and the manipulation of news items and ad schedules to benefit other members of the corporate family."

- There was "virtual unanimity" among business leaders responding to the survey that "broadcast journalism was superficial, ill-informed and biased in its treatment of business news."

- "While women are making gains on the air and in the credits, the duPont-Columbia correspondents ... estimate only one of five on-air reporters and producers are women."

- Despite some promising experiments, "as of January 1977, only 117 of the 3,715 cable systems operating nationwide had public access channels—and many of them were unused."

- Of the news presented in 1976, the survey found much of it to be "fragmented and repetitive, explaining that the "limitations and idiosyncracies of television had infected not only the viewers but the very events the medium chose to cover."

Emphasis on foreign news was said to be down, while coverage of terrorism was up. According to the report, almost one-fourth of all the news directors surveyed said they had an incident of terrorism in their stations as of March 1977.

While the survey was able to cite examples where there wasn't sensationalism, it did claim that "exploitation of sex to increase news ratings characterized an increasing number of local stations;" including those owned and operated by the networks. It added that 50% of the stations surveyed admitted that their local newscasts were influenced by the ratings sweep periods.

Over one year, the news directors reported the use of a consultant at least once up from 30% to 50%. Fifty-seven percent thought the influence of consultants had stabilized, 27% said it was increasing and 14% thought it was the decline.

Regarding competitive pressures, 65% said they had increased; 33% thought they were about the same, and only 2% claimed they were declining. Eighty-five percent, according to the survey, said that their news budgets were up and 75% cited staff increases. Seventeen percent said more time had been allotted for news.

Investigative journalism was said to have remained at the same level or increased by all but 4% of the news directors. The report claimed that most of the investigative efforts showed up either as minidocumentaries or as single items or series within newscasts. Four out of five news directors reported they use the minidoc form regularly. The duPont-Columbia survey found an improvement in quality as well as a growing number of minidocs.

Although "there were many impressive exceptions," the surveyors found that "the most conspicuous were often devoted to lurid and superficial treatments of promotable subjects." And, the report later added: "In even the best of these investigative efforts there was an uncomfortable feeling that more time and fewer interruptions would better inform and serve the public."

The use of electronic newsgathering equipment also was on the rise, with 72% of the stations claiming that their ENG investments were up. However, the report said the growth had reached a point where ENG "was no longer an instrument for outflanking the competition."

 Anchors and young reporters were averaging a two-year tenure at a station and according to the report, "the most alarming symptom of a TV news establishment in upheaval was the shifting about that was taking place at the supposedly stable network news operations."

Heavy on the minds of many surveyed, according to the report, was the position of broadcast news operations belonging to large corporations. "Siphoning of profits, especially from the news, with a resulting ceiling on budget and staffs, had been mentioned with increasing frequency ... in recent years," the report said. It cited FCC figures to show that "a ceiling on time for news and public affairs had been reached nationwide despite climbing profits ... ."

But especially disturbing, the report said, was the lobbying efforts by broadcasters. "Nothing that broadcasting did seemed more directed to the pledge to serve the public interest, convenience and necessity than its lobbying presence in the nation's capital. The report said that it would be "impossible" to know if the lobbying stances were filtered down to the newsroom, but that the lobbyists and the politicians they dealt with were aware of those newsrooms and the power they wielded was, however, quite obvious." In particular, broadcasters' stance against the move to create a consumer protection agency was hit.

As to broadcast coverage of business news, comments from both the industry and journalism sides were presented. The key word among business leaders, however, was "distrust" exhibited by journalists.

At the local level, business coverage was reported to be up by 92 news directors, and 123 said they had begun or increased consumer reporting. With an increased commitment, positive responses from local businessmen were said to have been forthcoming.

However, there were still 150 reports from news directors surveyed of attacks on
Corporon, WPX vice president, news, said: "I regret to inform you that we are temporarily shelving our plan... A block of stations within ITNA [a news feed cooperative of 10 independents] have successfully mounted a campaign to prevent the use of ITNA news materials in any national news program."

Mr. Corporon explained that the no-go position for the program, which was to have been satellite-distributed, prevailed at a Los Angeles meeting earlier this month "with acceptance by members of a legal opinion ruling out use of ITNA materials..." nationally.

The position was that ITNA's bylaws and licensing agreement forbid the use of material outside individual members' local markets.

In a further memo to his news staff, Mr. Corporon said that "while we do not necessarily agree...we do not wish to create a storm which might wreck or disable ITNA."

He said that WPX has not abandoned the national news idea but "the prospects of getting the news airborne this year are very remote."

When questioned later, Mr. Corporon expressed the belief that the opposition (he said it was led by Metromedia station members, as well as KPLR-TV St. Louis and KTUU-TV Oakland Calif.) may have developed from fear of increased competition among independents in certain markets. But taking his own side, he claimed that although one ITNA member might have exclusive rights to the national program over another, there would be nothing to stop another national news program from using the same ITNA feed.

To duplicate the feeds now available from ITNA, Mr. Corporon estimated it would add $750,000 to the $2.5-$3.5 million cost of the project.

Amex bullish on stock market news

Exchange is beefing up its free telephone audio services

The American Stock Exchange is expanding its service for radio stations and has installed new equipment in a move to reach more broadcasters—and listeners—around the country.

The programs, available without charge, include hourly 90-second telephone reports on activity in Amex stocks, daily market reports tailored to specific geographic regions and distributed by AP Radio, taped comments on breaking news and an expanded schedule of interviews with Amex executives.

The taped telephone material is said to be of broadcast quality. The hourly 90-second market reports, updated each hour from 11:05 a.m. to 3:05 p.m. and with a closing report at 4:30, are divided into three segments separated by a brief pause, enabling stations to use only portions of a report or to insert station breaks or commercials. The confidential telephone number to reach the tape will be provided on request from John J. Sheehan, press relations vice president, American Stock Exchange, 86 Trinity Place, New York 10006.

Jerry Conway, former news director of WOR (AM) New York, is director of the Amex communications center and supervisor of the expanded radio service.

Fates & Fortunes

Michael Owens, VP, Buck Owens stations (KNIX-FM Phoenix and KWWZ-FM Bakersfield, Calif.), named VP-general manager KNIX-KKXX.

E. Ben Havel, assistant general manager of Scripps-Howard's WCPO-TV Cincinnati, named general manager of co-owned KETV-TV Tulsa, Okla. He succeeds William S. Ritchie, VP, transferred to Scripps-Howard corporate staff.

Dick Dixon, station manager, KOIT-FM San Francisco, named president-general manager.

Perry Kidder, general sales manager, WMT-AM-FM Cedar Rapids, Iowa, named general manager.

Jim Throneberry, owner-manager, KBUF-AM-FM Garden City, Kan., appointed general manager.

Geneva, N.Y.

E. Ben Havel

he has acquired interest.

Nancy Taylor, sales manager, WKED (AM) Wickford, R.I., appointed station manager.

George Loar, controller of Amatio Group, group owner based in St. Joseph, Mo., named VP of Amatio's KTVL there.

Monte Gast, general sales manager, KSTV (FM) Los Angeles, named station manager.

John Lynch, VP-general sales manager, KMBZ-AM-FM San Diego, joins XETRA Tijuana, Mexico, as executive VP-general manager.


Linda Weir, sales secretary and sales research assistant, WNAZ-FM Boston, named research specialist there.

No news is bad news for WPX

Station calls off national news program, citing opposition by members of ITNA against use of its feeds by new venture

WPX-TV New York's hopes to originate a half-hour, bartered national news program for independent stations (Broadcasting, Feb. 6) have been dashed—at least for the near term.

In a Telexed message to 15 stations said to have been supporting the project, John

William B. Colvin, manager of marketing and resource development, corporate, for Buford Television Inc., group station owner, Tyler, Tex., appointed senior VP Errol Kapellusch, general manager-resources, of BTI subsidiary, BTI of Luften (Tex.), named executive VP of subsidiary.

Joseph R. Shields, general manager-marketing, KXON-TV Sioux Falls, S.D., appointed president and general manager-marketing, with FCC approval of sale of station by Buford Television Inc. to Gillett Broadcasting Co. Jack L. Rea, general manager-resources, assumes additional title of VP.

Newly elected VP's Susquehanna Broadcasting, York, Pa.: Jack Herr, VP-administration; George Hyde, VP-marketing and development; Eric Bosch, VP-national sales, New York, and Jim Devay, VP-general manager, Susquehanna's WARMZ-MT Scranton, Pa.

David C. Weinfield, general manager, WKST-AM New Castle, Pa., named VP-general manager, WECO(FM) Geneva, N.Y.

Dean M. Shaw, manager, WTVB-AM- 

Broadcasting March 20 1978

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Ernest F. Martin, professor of broadcasting, University of Kansas, Lawrence, and faculty adviser for noncommercial KJHK(AM) there, joins Cox Broadcasting Corp., Atlanta, as director of research.

Jerry Kersting, business manager, WDAF-TV, Kansas City, Mo., joins WRCO-AM, TV, and WERQ(FM) Cincinnati in same post. All are Taft Broadcasting properties.

Deborah A. Niemer, business manager for news department, WXYZ-TV, Detroit, named business manager at co-owned WXYZ(AM)-WRIF(FM) there.

Mel Pennington, sports director-reporter, KTVV(TV) Austin, Tex., named operations manager.

Broadcast Advertising

William S. Vernon returns to John Blair & Co. as VP-director of corporate development. He first joined the company as TV account executive in 1952 and was VP for special projects before forming his own management consultancy in 1965. Mr. Vernon was later chief executive of In Sight Marketing Inc., out-of-home advertising subsidiary of Katz Agency Inc.

Thomas G. Kettinger, account executive, Tatham-Laird & Knudsen, Chicago, elected partner in agency. Laurie Walons, research assistant for Schenfield & Associates, management consulting firm there, joins TLK as account research manager.

James V. McConnell Jr., senior VP, international, McCann-Erickson, New York, named group senior VP, Doyle Dane Bernbach there.

Jim Richardson, account manager at Ketchum, MacLeod & Grove, Pittsburgh, named VP-account executive there.


Ronald Nielken, audio visual manager, Clinton E. Frank, Chicago, promoted to broadcast producer.

John H. Willie, VP-director of client services, Bozell & Jacobs, Dallas, named senior VP. Newly elected VP's there: Michael W. Lehman, media director, Avanell Gray and Ian M. Sacks, media group directors, and Robert J. Kownyila and Rose E. Pusekar, account supervisors.

Linda Cadwell, Pat McBride and Jim Olson, copy supervisors, Needham, Harper & Steers, Chicago, and Jim Nawrocki, from Leo Burnett there, named creative supervisors, NH&S.

Six new VP's, McCaffrey & McCull, New York:

Patrick Corrigan, Don Green, and Richard Sardelli, account supervisors; Constantine (Gus) Shoukas, art director, and Timothy Fenton and David Baker, copy supervisors.

Mara Fidzdale, associate creative director; Harold Martin, executive art director, and Dick Minchell, account supervisor, Leo Burnett U.S.A., Chicago, named VP's.

Diane M. Zgonc, associate media director, Benton & Bowles, New York, elected VP.

Mark L. Kallan, from William Esty Co., New York, joins N. W. Ayer there as senior account executive. Oliver Leigh, associate account executive from Benton & Bowles, and Barbara Henry, director of advertising-public relations, Carrier Inc., join Ayer as account executives.

Joan I. Marshall, supervisor of payroll department at Ayer, elected assistant treasurer.


Ed Karlik, group sales manager, Petry Television, New York, and Art Scott, VP, group sales manager, named VP's and directors of sales, working with regional managers on client stations.

Arthur Meranus, senior VP and director of art department, Cunningham & Walsh, New York, appointed associate creative director.

Nancy M. Rosenbaum, art director of several Gardner Advertising accounts, New York, joins D'Arcy-MacManus & Masius, St. Louis in same position.

Kenneth Kinderman, manager of sales and client services, MCD Inc., Chicago, named account executive, CBS Radio Spot Sales, New York.

Charles D. Elnach, Hal Kurnit and Eugene Messinger, VP's and account supervisors, Nadler & Larimer Inc., New York, appointed senior VP's, account services, new title at agency.

Christa Reichen, media director at Tracy-Loecke, Denver, named account executive there. Jane Whitehurst, media director at Bloom Agency, Dallas, succeeds her.

Charles J. Hemrich, VP-account director of Gardner, Stein & Frank, Chicago, named account supervisor of Doremus & Co. there.

Al Ward, account coordinator, NBC local sales, West Coast, joins Christian Broadcasting Network's Los Angeles spot sales office as account executive.

Dai Dearnin, general manager, WFDI(AM) Wickford, R.I., becomes president, Dearnin/Crosby Associates Advertising, Providence, R.I.

Al De Hope, account executive, WEZF(AM) and WBRS(AM) Westbury, N.Y., named account executive, Westbury Broadcasting Co., New York. His account executive is John H. Willie.

Frank Melton, general manager-research, and

Larry Harris, general manager-marketing, Buford Television Inc. of Tyler, Tex., operator of KVT(TV) there, named executive VP's.

John McGowan, VP, area manager, Peters, Griffin, Woodward, New York, named program sales manager of WXH(TV) New York, concentrating on sales associated with New York Yankees telecasts. He assumes some of duties relinquished by Frank Tuoli, who has resigned as vice president, marketing and planning, of station to relocate to Arizona.

Maynard V. Hacker, local sales manager WSEA-TV Erie, Pa., named general sales manager.

Bill Schueler Jr., sales manager, KXSS(AM) Fort Worth, named sales manager.

Vic Mariani, general manager of KNX-AM-FM Phoenix named director of sales for Buck Owens Stations, which include KNX-AM-FM and KUZZ(AM)-KKXX(FM) Bakersfield, Calif.

Robert A. Fishman, general sales manager, WIXT(TV) Syracuse, N.Y., named VP-sales there.

Ed Herr, account executive, WINK-TV Fort Myers, Fla., named sales and promotion manager, WMBJ(AM) Marco Island-WRGG(FM) Naples, Fla.

Terry Reddy, member of sales department, KTVV(TV) Austin, Tex., named sales manager.

Bud Clayton, program director, KCLE(AM) Cleburne, Tex., joins KKKG(FM) Odessa, Tex., as sales manager.

John Lyons, creative services director, WRDU-TV Durham, N.C., named assistant VP in sales at WEZ(AM) Richmond, Va.

Tom Matheson, research director WXYZ(AM)-KAUM-FM Houston, joins KLEF(AM) there as account executive.

Jasmine Govindoo, territory sales manager, American Express, named account executive WXYZ(AM) Detroit.

George A. Byrd, from ABC Radio Spot Sales, joins WXFN New York as account executive.

Bill Petty, member of sales staff, WTTW(TV) Indianapolis, named account executive, WTBU(TV) there.

Charles O. Johnson, account executive, WMAL(AM)-WRQX(FM) Washington, joins WTTG(TV) there in same capacity.


Kenneth J. Burch, general manager, WSIB(AM) Beaumont, S.C., joins WMGY-AM-FM Newton, Miss., as sales manager. He has become owner. Otha Williams, account executive, WINK(AM) Meridian, Miss., joins WMGY-AM-FM Newton, Miss., as media consultant to local advertisers.

Elizabeth Hainstock, account executive, WTMJ(TV) Milwaukee, named to same post, WINS(AM) New York.

Janet Flori, media planner, Dial Media, Warwick, R.I., joins WPI(TV) Providence, R.I., as account executive.
**Programming**

Kathrin Seltz, executive story consultant, East Coast, ABC Entertainment, named executive producer, movies and novels. Jack Bab, freelance program consultant and representative for Sender Freies Berlin, West German TV network, joins ABC Entertainment, East Coast, as director-special programs.

John D. Berentson, managing director of Hollywood Home Theater, New York, named to new post of president and chief executive officer of pay TV programming company owned jointly by United Artists Corp. and 20th Century-Fox Film Corp.

Bill Finkeldey, director of station clearances, Syndicast Services Inc., New York, named sales representative for Lexington Broadcast Services, New York, program barter firm.


David Crouse, sales manager, W7DO-AM-FM Bellefontaine, Ohio, appointed program director.

Jim Davis, program director KLIF(FM) Dallas, named to same position at WXYM(DT) Detroit.

Jim Cialdine, executive assistant to president of Columbia Pictures Television, Burbank, Calif., promoted to director of financial analysis.

Dene Halliam, from WFCI(FM) Harrisburg, Pa., named program director, WEEP(AM) Pittsburgh.

Leo Rodrigs, program manager-air personality, WGBS(AM) Miami, named program director, WJW(AM) Cleveland. Both are Storer stations.

Marlene DeMarco, assignment editor, KDKA-TV Pittsburgh, joins WTAE-TV there as producer of A.M. Pittsburgh.

Mark Cooper, national promotion director in charge of album-oriented rock, Motown Records, Detroit, joins KMEL(FM) San Francisco as music director-announcer.

**Broadcast Journalism**

Stuart Zanger, assignment editor, KSL-TV Salt Lake City, named assistant news director-executive producer-managing editor.

Juan Samayoa, host and producer of public affairs show at KMEX-TV-San Francisco, named news and public affairs administrator there.


Kant Weissinger, Naples ( Fla.) correspondent for WINK-TV Fort Myers, Fla., joins WMBI(AM)-Marco Island-WRGI(FM) Naples, Fla., as news director.

Joe Kirlik, news producer, KDRA-TV Pittsburgh, named assistant news director-executive producer, WTAE-TV there.

Steve Wasserman, executive news producer WPLOTV Miami, joins KYW-TV Philadelphia as news producer.

Joe Giardina, general assignment reporter KTRK-TV Houston, joins WDSU-TV New Orleans in same capacity. Nancy Holland, general assignment reporter, KPRC-TV Houston, joins WSDU-TV in same capacity.

Posthumously, The late Thad Sandstrom of Stauffer Publications Inc., Topeka, Kan., has been awarded Television and Radio Political Education Committee's 1978 Grover C. Cobb award. Created in memory of late Mr. Cobb, National Association of Broadcasters senior executive vice president, award is given annually to person who has distinguished himself in furtherance of broadcasting's relations with government. Mr. Sandstrom, who died in May, 1977 (BROADCASTING, May 9), was member of TARPEC board of trustees. Cash award of $1,000 will be presented in his name to college student majoring in broadcasting or political science.

WDSU-TV in same capacity.

Jim Worthington, news commentator, KCCL-TV Des Moines, Iowa, named news and public affairs manager, WQAD-TV Moline, Ill.

Gustavo Godoy, assistant news director, assignment editor and program host, KWXT Miami, joins WTVJ-TV there as news editor and director of Latin affairs.

Judy Licht, news correspondent, WNEW-TV New York, named to same position, WGBS-TV there.

Susan Miller, reporter, KCMW(AM) Fairway, Kan., joins KMID(AM)-KMBR(FM) Kansas City, Mo., as reporter-anchor.


Marylin Singleton, reporter/co-anchor, WBNJ-TV Columbus, Ohio, joins KDVA-TV Pittsburgh as reporter. Reed Galin, from WPTV(AM) West Palm Beach, Fla., joins KDVA-TV as reporter-anchor. John Sanders, sports reporter-anchor from KMBC-TV Kansas City, Mo., named sports reporter for KDVA-TV.

Richard D. Brenner, sports director, WVAL-TV Portsmouth, Va., joins news department, WRAL-TV Raleigh, N.C., in same capacity.

Bob Weinzierl, photographer, KARK-AM Little Rock, Ark., and David L. Cooper, from WMED-TV Peoria, Ill., named photographers, WTHR(AM) Indianapolis.

Bob Ryan, meteorologist, WCVB(AM)-TV Boston, joins Today program, NBC, New York, as weather reporter.

Ford Atkinson, reporter and editor, KXLY-TV Spokane, Wash., joins KTXX-TV Salt Lake City as weathercaster.

B.D. Friedman, senior director, WDTN(AM) Dayton, Ohio, named news producer-editor. Kevin Walsh, floor director, and Tom Hauboldt, film editor, named WDTN news photographers.

Joe Regelski, news and public affairs director KLBBFM Carmel, Calif., joins news department of KMET(FM) San Jose., Calif.

**Cable**

Henry J. Bourdeau, chief engineer at Theta Cable of California, Los Angeles, named to same position at UA-Columbia Cablevision of Westchester County, Larchmont, N.Y.

Michael McKeown, chief engineer, United Cable Television systems in Hayward and San Leandro, Calif., joins Cox Cable, Atlanta, as chief engineer.

Timothy R. Neher, regional operating manager, Continental Cablevision of Lansing (Mich.), named VP-general manager of Michigan region.


**Equipment & Engineering**

Eugene E. Beyer Jr., VP and general attorney of RCA Corp., New York, named senior VP and general counsel, succeeding Robert L. Werner, who has reached mandatory retirement age of 65 after 30 years of service. Mr. Werner will continue to serve on RCA's board of directors and will become partner with Shla, Gould, Cimento & Casey, New York law firm.

Carroll Ogie, district sales manager for broadcast products, RCA, joins CCA Electronics, Cherry Hill, N.J., as manager-broadcast products.

David H. Buckler, Eastern region sales manager, Chyron Televisions, manufacturer of electronic graphics and titling systems, Plainview, N.Y., named director of sales.

Ron Jacobson, maintenance engineer, KSTV(TV) Tacoma, Wash., joins KVTV(TV) Salt Lake City as director of engineering.

**Allied Fields**

Ellen Deutsch, with policy and rules division of FCC's Common Carrier Bureau, Washington, joins general counsel's staff at Office of Telecommunications Policy, soon to be absorbed into new National Telecommunications and Information Agency.

Additions to adjunct faculty, Department of Television and Radio, Brooklyn College, New York: Stuart Gray, VP-research, NBC; Walter Pfister, VP-special television news programs, ABC News; Arthur Stark, freelance producer, and Tom Sievin, director of program management, noncommercial WNET(NY) New York.

John P. Newman, director of sales promotion, Major Market Radio, New York, named to new post of VP, promotion/public relations, Webster Group, New York, radio management-consultant firm, and at same time forms his own promotion-marketing company, which will make its headquarters at Webster at 575 Lexington Avenue, New York 10022.

**Deaths**

J. Fred Case, 76, founder of KWON(AM) Battlewiles, Okla., in 1942 and former owner of KZEE(AM) Weatherford, Texas, until 1973, died Feb. 27 at Campbell Memorial hospital in Weatherford. He is survived by his wife, Jerri, son, James, and 11 grandchildren.

Helen M. Sullivan, 49, corporate secretary of WPX Inc., New York, and executive assistant to president, died of apparent heart attack March 13 in Englewood (N.J.) hospital. She had been with wpix since 1951. Surviving are her husband, Bernard, and her mother, Mrs. Mary Serry.
As compiled by Broadcasting based on filings, applications, petitions and other actions announced by the the FCC during the period Feb. 24 through March 2.


Ownership changes

Applications

- KJO(FM) Los Angeles (98.7 mhz, 75 kw)—Seeks transfer of control of CCLACommunications Inc. from Coca-Cola Bottling Co. of Los Angeles to NIW Inc. Transfer is part of a stock tender deal valued at approximately $200 million. CCLA also owns bottling company and water business, among others none of which is broadcast interests. NIW is wholly-owned subsidiary of publicly traded Northwest Industries which has no other broadcast concerns although three of its shareholders/directors are same of major broadcast concerns: Thomas G. Ayers, Tribune Co., Chicago; Gaylord Freeman, Time Inc., N.Y.; and Ben W. Heineman, Field Enterprises, San Francisco, Ann. March 3.

- WDCQ(Am) Hamden, Conn. (1120 kHz, 1 kw-D, DA)—Seeks assignment of license from Southern New England Broadcasting Corp. to General Broadcasting Corp. for $175,000; Seller: is principally owned by H. Theodore Quale and has no other broadcast interests. Buyer: is 100% owned by General Communication licensee of WPLR(FM) New Haven, Conn. Ann. March 9.


- WBUT-AM-FM Butler, Pa. (AM: 1050 kHz, 250-w; FM: 97.7 mhz 720)—Seeks transfer of control of WBUT Inc. from Larry M. Berg and Guy A. Travaglio Jr. (100% before; none after) to Brandon Communications Systems (none before; 100% after). Consideration: $450,000; Sellers: have no other broadcast interests. Buyer: is owned by W. Frank and Elva Jean Brandon, their two sons and two daughters-in-law, and parents of one daughter-in-law. One son, Robert C. Brandon, is president and general manager WPW-FM Portland, Ind. He and his wife own largest (18.76%) each shares of buyer. Ann. March 9.


Actions

- KSNN-AM-FM Pocatello, Idaho (AM: 1290 kHz, 1 kw-D, FM: 93.7 mhz, 29 w)—Broadcast Bureau granted assignment of license from Pocatello Broadcasting Co. to KSNN Broadcasting Co. for $45,000. Owners: have no other broadcast interests. Buyer: is wholly-owned subsidiary of WPGW-AM-FM Portland, Ore. Buyer: is wholly-owned by Theodore Quale and has no other broadcast interests. Seller: is principally owned by Daniel C. Libeg and his wife, Gwendolyn L. Libeg, who have no other broadcast interests. Buyer: is wholly-owned subsidiary of WKKH Broadcasting Co. which also owns Santa Fe Broadcasting Co. (KTRC(FM) Santa Fe, N.M.) and KBHS Broadcasting Co. (KBBS(FM) Hot Springs, Ark.). WKKH is owned equally by William L. Mitchell, George E. Stucker, Lyle R. Foy—all Hutchinson, Kan. businessmen—and Eleanor M. Ferguson, St. College, Pa. Action March 6.

- WMDF(FM) McKeen, Pa. (102.3 mhz, 1.5 kw)—Broadcast Bureau dismissed application for assignment of license from Micro-Dawn to Jet Broadcasting Co. Action March 7.

- WPR(WAM) Manassas, Va. (1460 kHz, 5 kw-U, DA)-Broadcast Bureau granted assignment of license from Prince William Broadcasting to Commonwealth Communications for $1,050,000. Seller: is principally owned by Harry G. Selsi, L. Weston Gregory, Harold L. Hersh and Samuel J. Cole who are also principals of WJRO(AM) Glen Burnie, Md. Buyer: is principally owned by Robert C. McKeever Jr. (30%), Mark Lee Thompson (10%) and his wife Ann Charlotte (10%). Mr. McKeever was executive vice president and general manager of licensees of WAYA-FM, Mt. and Mrs. Thompson are principals in Merrifield, Va. construction concern. Action March 1.

Facilities changes

AM actions


- WAVS Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change ant: system from four towers to three and direction array, conditions (BP-20,950). Action March 6.

- WKNG Tallapoosa, Ga.—Broadcast Bureau granted CP to increase height of ant., conditions (BP-20,981). Action March 6.

- WDAL Meridian, Miss.—Broadcast Bureau granted CP to change TL, trans., ant. system, conditions (BP-20,910). Action March 6.

- KWKY Farmington, N.M.—Broadcast Bureau granted CP to increase power to 5 kw and change type trans., ant. conditions (BP-20,934). Action March 6.

- WATA Boone, N.C.—Broadcast Bureau dismissed mod. of permit to specify new type of trans. and changes in ground system (BMP-14,507). Action March 3.

- KWWW Wenatchee, Wash.—Broadcast Bureau granted CP to change TL and ant. system (BP-20,954). Action March 6.

- WZUU Milwaukee—Broadcast Bureau granted mod. of CP to increase height of tower, conditions (BMP-14,512). Action March 6.

FM actions


- KYLTI-FM Missoula, Mont.—Seeks CP to change TL, ant., make changes in ant. system, ERP: 3 kw (h&v) and HAAT: minus 196 ft. (h&v). Ann. March 9.


AM actions

- WAF-CFM Cleveland, Fla.—Broadcast Bureau granted mod. of CP to change TL and SL, ant., make changes in ant. system, ERP: 3 kw (h&v) and HAAT: 180 ft. (h&v) (BMP-15,411). Action March 6.


- KITG-FM Pequot Lakes, Minn.—Broadcast Bureau granted mod. of CP to change trans., ant., TPO, ERP: 100 kw (h&v) and HAAT: 140 ft. (h&v), conditions (BMPH-15,393). Action March 6.

- KRLY-FM Houston—Broadcast Bureau

Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>On air</th>
<th>Licenses</th>
<th>CPs on air</th>
<th>Total on</th>
<th>CPs not on</th>
<th>Total authorized</th>
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<tr>
<td>Commercial FM</td>
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<td>Educational FM</td>
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<td>Total Radio</td>
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<td>4</td>
<td>11</td>
<td>7</td>
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| Commercial TV |       | 4        | 23         | 65      | 43         | 108             |
| VHF           |       | 1        | 4          | 11      | 7          | 18              |
| UHF           |       | 1        | 4          | 11      | 7          | 18              |
| Educational TV|       | 2        | 8          | 11      | 7          | 18              |
| VHF           |       | 1        | 4          | 11      | 7          | 18              |
| Total VHF     |       | 3        | 12         | 0       | 0          | 12              |
| FM Transmitters|     | 2        | 4          | 11      | 7          | 18              |
| FM Transmitters|     | 2        | 4          | 11      | 7          | 18              |

*Special temporary authorization
**Includes of-off-air licenses

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T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11", illustrated. $12.95

T404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one they consult for the best line for radio/TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. $5.95

T405. BROADCAST STATION OPERATING GUIDE by Sed Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. $12.95

T406. THE BUSINESS OF RADIO BROADCASTING by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first book to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and caution to observe. 400 pages, illustrated $12.95

T407. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING Robert C. Siler. A practical, sell study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $9.95

T408. HANDBOOK OF RADIO PUBLICITY & PRO-MOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format and over 350 contests, stunts, station and personality promo! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages. 8½ x 11" bound in life-long 3-Ring binders. $29.95

T409. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer for disc jockey. 256 pages, illustrated $12.95

T410. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Aiken Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras, and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel (creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and video editing, optical effects and animation, plus a host of miscellaneous expenses such as winter fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. $12.95

T411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweater. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone licenses exams plus broadcast and radio endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations. $10.95

T412. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialing between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment" and how to convert a "No" to a "Yes:" 320 pages. $12.95

T413. MANAGING TODAY'S RADIO STATION by Jay Holley. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. $12.95


T415. RADIO PRODUCTION TECHNIQUES by Jay Holley. Here's an all-in-one book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio. With special emphasis on sales, tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remote, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. $12.95

T416. RADIO STATION SALES PROMOTIONS by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages. 8½ x 11" $10.00

T417. DIRECTIONAL BROADCAST ANTENNAS: A Guide To Adjustment, Measurement & Testing by Jack Layton A complete and practical—but non-mathematical—book about installing, adjusting and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This is one book every station should have, and every DA must have. 210 pages, 50 illustrations. $12.95

In contest

Petitions to deny

* WGBH-TV Boston—Morality in Media of Massachu- setts petitioned to deny. Received Feb. 23.
* WTBTS(FM) Cambridge, Mass.—WISR-FM Inc. petitioned to deny. Received Dec. 23.

Designated for hearing


Procedural rulings

* Deer Lodge, Mont., Deer Lodge Broadcasting, renewal proceeding: (Doc. 21.398)—ALJI Daniel M. Head granted motion by Broadcast Bureau, cancelled procedural schedule established by FCC order following prehearing conference, set certain procedural dates including evidentiary hearing on June 6 in Deer Lodge. Action Feb. 28.

FCC decisions

* KAVR-AM-FM Apple Valley, Calif. (Doc. 19- R44)—Commission imposed fine of $1,000 on BHA Enterprises for misstatements concerning finances on two applications. Action March 3.
* WFFM(FM) Braddock, Pa.—Commission granted Matta Broadcasting special experimental authority to field test electric utility load management system being developed by Westinghouse. Action Feb. 28.
* KOUL(FM) Sinton, Tex.—Commission affirmed Broadcast Bureau's action authorizing station to identify itself as Sinton-Corpus Christi and deleting its authority to use Sinton-Portland. Action Feb. 28.
* KIRO-TV Seattle—Commission deferred effectiveness of its decision directing three Seattle cable TV systems to protect station from prenetwork programing on Canadian stations. Action March 8.
* Commission denied appeal by Sonderling Broad- casting and five radio announcers from interlocutory ruling of ALJ Joseph Stirmer in payola-plugula inquiry that denied request to open hearing or to allow counsel for certain persons be permitted in closed session. Action March 8.

Complaints

* Total of 3,695 broadcasting complaints from public was received in January, decrease of 107 from December. Other comments or inquiries for January totaled 3,841, increase of 542 over previous month. Commission sent 1,605 letters in response. Ann. March 6.

Allocations

* Saint Mary's, Ga.—Broadcast Bureau proposed assigning ch. 22A as community’s first FM in response to petition by Camden County Broadcasters. Comments due May 2, replies May 22. Action March 3.
* Spera, Ga.—Broadcast Bureau has deleted FM ch. 244A and assigned ch. 249A there. Action March 3, effective April 17.
* Franklin, Mich.—Commission granted assignment of FM ch. 257 there in response to application of Benzie County Communications. Action Feb. 28.
* Lexington, Va.—Broadcast Bureau proposed assigning ch. 244A as community’s first FM in response to petition by The Energy Exchange. Comments due May 1, replies May 22. Action March 1.
* Bellows Falls, Vt.—Broadcast Bureau proposed assigning ch. 296A as community’s first FM in response to petition by We Trust in Jesus Broadcasting. Comments due May 2, replies May 22. Action March 3.
* Superior, Wis.—Commission approved joint agreement and granted application of WDSM Inc. for new FM on ch. 273 while dismissing mutually exclusive application of Northwestern College for same facilities. Action Feb. 28.

Rulemaking

Petition


Action

* Chief, Broadcast Bureau, in response to request by Association of Federal Communications Consulting Engineers, extended to and including June 14 and July 7, respectively, time to file comments and replies in amendment of Section 73.22 of rules with respect to re- lative phase tolerance for directional AM stations (BC Doc. 78-28). Action March 1.

Cable

Applications

* Following operators of cable TV systems requested certificates of compliance FCC announced March 7 (stations listed are TV signals proposed for carriage):
  * Barnsville Cable TV, for Barnsville, Ga. (CAC-12.452); commence operation.
  * Montpellier Cable TV, for Berlin, Vt. (CAC-12.559); existing operation.
  * Cablevision-Moore, for Moore, Okla. (CAC-12.566); commence operation.
  * Murfreesboro Cable TV, for Murfreesboro, Ark. (CAC-12.567); commence operation.
  * Bayshore CATV, for Seabrooke, Va. (CAC-12.568); commence operation.
  * CK Video, for Wayne, Catlettsburg, Ceredo, Kenova, all West Virginia (CAC-12.570-3); change signals.
  * Key-White Video, for Hurricane, Putnam, Milton, Cabell, all West Virginia (CAC-12.574-7); WTCG Atlanta.
  * Liberty TV Cable, for Liberty, Tex. (CAC-12.578); certify operation.
  * Micro-Cable Communications, for River Edge, N.J. (CAC-12.578); commence operation.
  * TV Cable of Andalusia, for Andalusia, Ala. (CAC-12.580); WTCG Atlanta.
  * Tar River Cable TV, for Rocky Mount, N.C. (CAC-12.581); change signals.
  * Cablecom General, for Idahebl, Okla. (CAC-12.582); KDFW-TV Dallas.
  * Artex, for Arlington, Va. (CAC-12.583); change signals.
  * Ultranom, for Haverford, Marple, both Pennsylvania (CAC-12.584-5); WTVZ-TV Allentown, Pa.

Certification actions

* CATV Bureau granted following operators of cable TV systems certificates of compliance:
  * Athena Communications, for De Soto, Miss. (CAC-09.906); Madison County CATV, for Madison, Miss. (CAC-09.997); Princeton Cable TV, for Wyanet, Ill. (CAC-11.879); Tele-Media of Lake Erie, for Geneva, Geneva township, Geneva-on-the-Lake, Madison, Harpersfield, all Ohio (CAC-12.003-8); BC Cable, for Greater Juneau, Alaska (CAC-08.946, 0982); Newchannels Corp., for Corning, Attison, Painted Post, Riverside, South Corning, Campbell, all New York (CAC-09.955-62); Ansetam Cable TV, for Washington, Williamsport, Hagerstown, all Maryland (CAC-10.184-6); City Communications, for Joliet, Ill. (CAC-10.184-6); Tele-Media, for San Juan, N.M. (CAC-10.387, 833-4, 643); Raystatt, for Washington, Wayneport, both Pennsylvania (CAC-10.735-6); Falcon Cable TV of Southern California, for La Canada, Monterey Park, both California (CAC-10.832-5); Tru-Vu Cable TV, for Altadena, Calif. (CAC-10.834); Ausable Communications, for Plattsburg, Schuyler Falls, both New York (CAC-10.837-8); Wyoming Televents, for Gillette, Campbell, both Wyoming (CAC-12.001-2).

Broadcasting March 20 1978 60
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<th>Name</th>
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<td>ATTORNEYS</td>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corp</td>
<td>5950 Cheeches Avenue</td>
<td>(301) 354-3400</td>
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<tr>
<td>CARL T. JONES ASSOCIATES</td>
<td>Telecommunications Consulting</td>
<td>2290 Telesat Ct, Suite 405</td>
<td>(703) 560-6800</td>
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<td>EDWARD F. LORENTZ ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1915 S. W., Suite 656</td>
<td>(202) 296-2722</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Swinmore Road</td>
<td>(216) 526-4386</td>
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<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9165 Pinkey Court</td>
<td>(301) 299-3900</td>
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<td>STEEL, ANDRUS &amp; ASSOCIATES</td>
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<td>2012 K Street, N.W.</td>
<td>(301) 827-8725</td>
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<td>HAMMERT &amp; EDISON, INC.</td>
<td>Radio &amp; Television Consulting Engineers</td>
<td>Box 14, International Airport</td>
<td>(415) 452-5208</td>
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<td>MATTHEW J. VISSIDES</td>
<td>STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES</td>
<td>7800 Burford Drive McLean, VA</td>
<td>(703) 296-8906</td>
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<td>C. P. CROSSNO &amp; ASSOCIATES</td>
<td>CONSULTING ENGINEERS</td>
<td>P.O. Box 18312</td>
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<td>KESSLER ASSOCIATES</td>
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<td>LAUREN A. COLBY</td>
<td>Attorney-at-Law</td>
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<td>D. L. MARKLEY &amp; Associates, Inc.</td>
<td>CONSULTING ENGINEERS</td>
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<td>RADIO ENGINEERING CO.</td>
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<td>JOHN F. BROWNE</td>
<td>CONSULTING ENGINEERS</td>
<td>1901 Pennsylvania Ave., NW</td>
<td>(309) 692-4226</td>
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<td>DON'T BE A STRANGER</td>
<td>To Broadcasting's 157,000 Readers Don't you Professional or Service Card here if it will be seen by the deci- sion-making station owners and man- agers, chief engineers and technicians, applying to buy AM, FM, TV and buyers of broadcasting services</td>
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<td>A. D. RING &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2004 S. W., Suite 606</td>
<td>(202) 296-2722</td>
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<td>A. EARL CULUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004</td>
<td>DALLAS, TEXAS 75209</td>
<td>(214) 631-8306</td>
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HELP WANTED MANAGEMENT
Director of Broadcast Services/General Manager Directs and sustains the functions and operations associated with Public Radio Station WSSR, and other electronic media delivery systems. Marketing, planning, development, public broadcasting experience desirable. Doctorate preferred or equivalent combination of education, and experience in broadcasting, teaching experience in higher education required. Salary negotiable. Sangamon State University, Search Committee. Call Director of Broadcast Services, Springfield, IL 62708, c/o Jack Coleman.

Major Midwest market station wants aggressive dedicated Manager—strong in Sales and Management. Excellent base, strong profit incentive plus stock ownership plan to create meaningful equity base. Station now strong in billings and ratings. No crisis. Will wait for right person. Confidentiality ensured. Could meet within NAB, Box C-252.

Operations Director for 3 religious programmed stations in the Midwest. Must be dedicated, motivating and knowledgeable. Excellent opportunity Write Box C-259.

WFEC—Harrietta, PA programmed by No. 1 Country PD. $100,000 modernization plan includes new 100 kw. tower and staff and talent accommodations. Sales leader—sales idea-persron. A Great Scott Station. Phone 215—326-4003.

Florida AM/FM Seeking strong, experienced Sales Manager with a proven record of agency and direct selling. Able to develop and lead a powerful sales team. Equal Opportunity Employer. Send resume to Box C-282.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market involvement in Southern FL. Excellent salary and benefits, long established community oriented. Contemporary MOR format. You must be aggressive and self-motivated to hold down this position. Box C-163.

General Manager Wanted For AM and Powerful FM on Florida Coast. The ideal candidate will have solid General Management experience, able to provide knowledgeable leadership in all areas. Must also be capable of directing and servicing large accounts. Community oriented. Salary, attractive, fringe, and share in profits. Group owner. Equal Opportunity Employer. Send resume to Box C-280.

HELP WANTED SALES
WANTED: Beginner or experienced sales person. Continuous sales training provided. Resume to Dale Low, KLES and KSNN, Matson City IA.

Are you tired of the bowing 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 swimming contemporary FM. We need two aggressive salespeople who are career oriented. Our company offers outstanding benefits and unlimited opportunity. Send resume to Gene Dickerson, KWKI-KROK Radio, R.O. Box 21130, Sheveport, 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. 27 opening in Bloom Area, Gallup, NM. Call Jack Chapman, KGNM-FM, (505) 863-4444.


Madison, WI. Excellent career opportunity for bright problem-solver strong on creativity with ability to write and sell creative promotional themes. Thirteen Mile 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).

Radio Time Sales person—Current experience in selling time in medium to large market. E.O.E. Send resume to Larry Thomas, KUEK/JFM, PO. Box K-1320, Oceanside, CA 92054.

Need Aggressive, self motivated Salesperson/Manger. 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-RO, Box 1685, Cumberland, MD 21502. E.O.E.

Sales Manager. Great opportunity for aggressive, hard working person who is ready to move up. Guarantee and bonuses equal $30,000. Must have proved track record in small/midum market in Sales. Midwest station. Send resume, Box C-231.

HELP WANTED ANOUNCERS
Number 1 station in 49th A.D. needs sile air per- sonality. Tapes, resumes, and references: WILO Box 1176, Williamsport PA 17701. M/F EOE.

Experienced communicator needed for small mar- ket Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary require- ments to Box C-102.

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.

Southern Fairfield County CT AM looking for an- nouncer with conversational voice, two years experi- ence 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 working conditions. Resume to Box C-204.

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 in ground breaking twelve station organization. Send tapes and resume to J.J. Justin, Leighton Enterprises, Inc., 501 Proctor Street, Port Arthur, TX 77640.

Connecticut station has immediate opening for an- nouncer with conversational voice, two years experi- ence and 3rd endorsed. Adult Contemporary syndi- cated format. Cassette, resume to PO. Box 1002, Waterbury CT 06720, E.O.E. M/F.

MOR-Personality. Unusual opening for experienced airman. We have a great station, Dicko/R & B Production experience helpful. Send tape, resume and salary history to Russ Knight, Pro- gram Director, WAKR Radio, P.O. Box 1530, Akron, OH 44309. An equal opportunity employer—Male/Female.

Announcer/Commercial Producer for advertising agency near Chicago. Fine growth opportunity Mid- western applicants only Replies confidential. Box C-239.

Opening for Sports Personality/Air Personality. Opportunity to work on exciting, growing station on the air and good production experience. 5 years commer- cial experience minimum, college grad preferred. Northern Illinois station, good pay structure and working conditions. Send resume. Box C-741.

Full-time radio announcer; Top 40 Format. Minimum of three years experience at commercial station, 18 months in large market. Audition Tape and resume should be sent to WYSY Radio, 400 Radio Road, Charlotte, NC 28216. We are an Equal Opportunity Employer.

Air Personality/Music Director for modern country format. Send air check with production samples and resume. Doug Wilson Box 293, Pueblo, CO 81002.

Need experienced professional broadcaster for five day-a-week production mix of morning classic rock and afternoon adults. Send resume and tape to Bert Silverman, WSVS, 800 Melody Lane, Cleve. WA 98339. EOE.

Announcer, Host: Board Work. Half: Sales Service. Sales training provided. Send tape, resume to Ken Norris, PD, WMJS, Box 547, Prince Frederick, MD 20678.

We're Growing Again...Now we need Sports Direc- tor for Daily Sportscasts, P.B.P. Interviews, Sales. Complete rewrite for position to get station going. Heavy local spots interest. Send tape/resume to Ben Granger, WIVG, 1727-1/2 4th Street, Petu, IL 61354. Callis O.K. 815—224-2100.

FM Traditional MOR. Need strong personality must know music. Send tape, resume. WADV, 2200 Rand Building, Buffalo, NY 14203. E.O.E.
HELP WANTED ANNOUNCERS CONTINUED

Number One Country station in Rockford, Illinois needs bright sounding jock who is also solid in production. Call Curtis King at WKKO 815-867-0806 or send tape and resume to 1901 Shaun Rock, Road, IL 61111.

Top news and sports station in Central California requires combo-news, play-by-play Send tapes and resume to General Manager, Dan Clarkson, KVEC Box 787, San Luis Obispo, CA 93401.

First Phone Answer: Engineer for Vermont MOR AM/FM. Experience a must. Contact Director of Engineering, Vermont Radio, Inc., PO Box 249, Rutland, VT 05701-5597.

HELP WANTED TECHNICAL

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.

Immediate Opening First Class licensed engineer for top radio station in Northern Minnesota summer and winter playground. We insist on top quality open line. If you're our person, call WKKO 218-262-4545.

If you are a technical crackjack who would like to spend the next few years developing with top-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 1000-watt FM station, contact W2501B, Philips CATV system (microwave, too), call Larry Seltzer at 215-384-2100 or write to W2CQJ/Cable TV of Chester County P.O. Box 231, Coatesville, PA 19320 EOE.

Chief Engineer: KBBCK/KPLT, Carson City, Nevada. Must have direction and digital electronics experience, familiar with microwave and strong on maintenance. Call 702-882-6263, or send resume to BOX 653, Carson City, NV 89701, EOE, MF.

Aggressive Chief Engineer for progressive AM/FM combination in beautiful mountain country of Southwest Colorado. AM is 5000 daytime, 1000 Directional night time, FM 100,000 Automated Stereo. Contact KUJK/KRJS, Box 641, Durango, CO 81301 303-247-4484. An Equal Opportunity Employer.

Atlanta Based Group Owner is seeking an Assistant Director of Broadcast Operations/Engineering. Applicants should have a strong technical background. Would suit a person with at least five (5) years experience as a Chief Engineer. This position involves travel to our stations as well as various administrative duties. Contact Steve Shroder, PO Box 647, Atlanta, GA 30320, Telephone 404-873-2355, EOE.

Chief engineer needed to provide complete engineering support for public radio station ( NPR member), 35,000 kw FM. Will plan and coordinate station expansion, maintain and repair transmit- ters plus studio and remote equipment, set standards for and supervise assisting staff, work closely with operating staff, college faculty and staff on electronic equipment. Must have FCC Class 1 first five years experience in broadcasting or equivalent. Electrical engineering degree desirable. Experience in installation and solid state circuits helpful. Salary open. Contact Paul E. Peterson, Manager, WCAI/WCIAL-FM, St. Olaf College, Northfield, MN 55071. Equal opportunity employer. Apply by April 3.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Karl C. Smith, KRAU-KPAU, PO Box 746, Tulsa, OK 74101-918, 58-5555.

Engineer needed for AM/FM, separate FM automation systems, Salary negotiable. Call Station Manager, WRSW, Warwick, RI. 41-267-3111.

Northeast Ohio station seeks engineer with an understanding of the radio station to good engineering practices. Will consider person with experience in AM-FM transmitters, studio equipment, audio chain or two-way radio. Send resume to Box 738, Ashbula, OH 44040. Equal Opportunity Employer.

Texas Panhandle City of 27,000 people seeking Engineer-Announcer. Job would involve production work and some on-air time for MOR station. Send tape and resume to KGEO, Box 1779, Pampa, TX 79065. Call Darrell Sehon 806-669-8809.

Maintenance Engineer for major AM/FM group station. Existing facilities up to date. Broad technical competence, FCC 1st Class Radio, Telephone license, and full commitment necessary. Send resume, salary history and present requirements to: Engineering Manager, PO Box 32046, Detroit, MI 48232. An Equal Opportunity Employer.

Chief Engineer Western New York State AM/FM. Must be strong on automation/digital equipment. Contact Director of Engineering, Vermont Radio Inc. PO Box 249, Rutland, VT 802-775-5597.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits. Must be strong in community oriented, contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

HELP WANTED NEWS

Progressive small market Colorado station needs a sales director with a minimum of 3 years experience. Must be able to work in a fast-paced market. Send resume to Box C-165.

Aggressive experienced, resourceful news reporter for major metropolitan station in the heart of the news gathering and news casting. Call Jack Chapman, KGAK Radio, Gallup, NM 505-863-4444.

Regional Station has openings on three person news staff. News, public affairs, sportsoriented, excellent facilities. Need "take charge" person who can organize and is a mature, seasoned, Broadcast Journalist. Midwest. Box C-224.


WHND-Honeyradio, Detroit is accepting tapes and resume for fulltime reporter position. Experienced News pros only. No calls please. Send tape and resume to: Peter Bookey, One Radio Plaza, Detroit, MI 48220. E.O.E./MF.

Immediate opening for experienced newswoman 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 line reporters in news, help news gatherers, write and edit copy. Must be good writer and have knowledge of FCC rules. Send tape and resume to Jeff Tatar, WDBO, Orlando, FL 32806.

Investigative reporter, small group Northeast, Minimum 5 years newspaper writing, experienced recording, editing tape, special projects and services. Must be able to write good copy, and has FCC license experience. Must be able to work cooperatively with others. Send resume to Station Manager WJAR, Providence, R.I. 02905.

Hard-working, aggressive account executive. 7 years major market experience seeks sales management opportunity Box C-226.

General Manager—17 years in Radio, all phases, from small to large stations. Seeking good management position. Strong on FCC, programming and sales. Reply: Box C-250.

General Manager with personality and ability to be your number one man. Currently successful, Excellent resume. Not a beginner. Peters South East, Box C-261.
SITUATIONS WANTED

SALES

Experienced in all phases of Religious Broadcasting, including Sales and Management. Write: Arten Vaden, Box 186, Truman, AR 72472.

Experienced broadcaster seeking sales with leading station. Contact: Lou Sason, 4518 Broadbush Drive, Dayton, OH 45426.

Sales Pro—12 years sales experience, also have 1st phone and jock experience, call 215-588-0142. Any size market.

Catch 22. Recent Communications graduate seeking first opportunity in Radio Sales. Intended at local station. Willing to start at low rate. Write Chuck Stroma. 3800 S. Decatur No. 284, Las Vegas NV 89103.

SITUATIONS WANTED

ANNOUNCERS

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newcastle. 914—238-8815 Preston (exes.) 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—326-7775 and ask for Jim.

How to profit from an experienced DJ, Newcastle (18 mos.) Send for my "free" tape & resume. Box C-173.

Top 40 A/C experienced air talent with 1st looking to polish act. Mid-Atlantic and Virginña desired. Box C-175.

Knowledgeable, in All Music formats. Three years experience as News & Production. Stable & dependable. Seeking Announcer or Announcer/M. position. Will relocate Box C-191.

3-1/2 yrs. exp. in country and M.O.R. Excellent voice. 1st ticket. Married, dependable—phone Scott. Lotness. 245-245-3869, afternoons.

9 Years Announcing in 3 markets and it's time to move on. I'm 29 a dependable family man and Broadcast School Grad currently a Music Director in a Medium market station. Seeking MOR, AOR, Top 40, or CW Broad musical experience. Box C-243.

Experienced, looking for move to Medium Market, A/C Format Good references. Box C-264.

Attention Solid Gold RD's. My Jock is winding up 5 year syndicated and contract operation. Now seeks full-time position with Solid Gold Format. Anywhere East OK. Will go West for right deal. Resume and tape on request from: Michael V, 92 Main St, Woodbridge, NJ 07605.

Third Ticket, with experience in all phases of Radio, looking for Contemporary air shift in Small or Medium Market, call Ron at 419-236-2245.

Versatile announcer. Production, office, news, public affairs. 2-1/2 years. 1st phone, 207-882-7395.

Let's Get Together. 4 yrs experience in all dayparts. Top 40 or contemporary. A production pro. First Phone, employed. 612-451-0638.

Call me. First ticket Announcer experienced in music, news, and production. Mark 617—587-3701.

Young Pro—5 years experience, looking for Midwest—Western Midwest Markets with positive environment, over 3 years at current station—includes Music Director. 303-243-1352. Call mornings before 10 M.S. after 7 evenings. Craig Hunt.

Serious Young Man looking to begin a career in broadcasting. Two years on air college radio, good voice. 3rd endowed, 24 years old. Dee Palazzo, 622 Warburton Ave, Yonkers NY 10701, 914—985-5818.

Top 40 Nite Personality looking for new gig. 4-1/2 years experience. Top 30 Markets. 417—739-5254.

Attention, Southeastern U.S. 14 year Pro MOR. Air Personality is available now. Randy Galline, 3907 Angol Place, Jacksonville, FL 32210. 904—771-7368.

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.


Experienced Chief Engineer seeks position with quality station. Box C-269.

SITUATIONS WANTED NEWS

Employed . . . but looking. Four years major market as reporter, editor, anchor, news director. Seeking medium/major market anchor-reporting job. The more news your station does, the happier I'll be, Box C-105.

Newman, Five years experience. Also specialized production talent. Desire to move to larger market, Prefer Midwest. Box C-187.

Experienced female TV reporter seeks employment. Radio or TV LA area. Phone Lesley Nickell 213—476-7853 or write: 451 Kenter Ave, LA, CA 90049.

Seeking reporting/anchor position medium market, experience and excellent credentials. Box C-229.

Sports Director/Music: Director available now. Ex. PBL solid production, announcing (tall formats), solid programming, Radio. Salary negotiable. 616—780-4104. Box C-257.


Play-By-Play Announcer, with current experience including AHL (Philadelphia) and major university games. Prefer Midwest & West. I'm a major professional team. Talk show host and reporter too. Education includes B.A. M.A., and M.B.A. (June grad). Reply Box C-274.

Hard Working Graduate seeks first reporting job, 2 yrs. college radio exp. Available Now, Dana Benson 612—588-2610.

Radio experienced Newspaperman wants back on air Box C-134 Arnold, MO 21012.

Articulate, energetic, young man who is graduating from college in April with degrees in Physics Education and I'd like to help you out. Your station with his fresh sound style of Modern Broad- casting. I have an extremely good working knowledge of sports and have excellent sports media experience. I enjoy play, comics, commentary and writing sports news all for a major New England college. If you care about sports I'd be a bonus at your station. 203—367-3250, Rod Michaud, 171 Hanover St., Bpl. CT 06064.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Major Market Personlity Desires On-Air PD opportunity. Contemporary music expert, production, music market research, promotions, community affairs. Prefer building a strong music drive in Contemporary or Top 40 opportunity in competitive market, utilizing professional concepts and human, take-charge manner. 4th year w/ present major chain broadcast employer. Credentials upon request. Your inquiry will be answered. Box C-182.


Natural, Bright, Announcer, PD experience, looking for MD, CD position with Adult Rock or Modern Country Format. Both Sales & TV. Experience. Top 50. Box C-246.

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 now. Applications are invited for: 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 filled as quickly as possible. Send application 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 afirmative action employer.

Operations Manager—Spanish TV station has an opening for a bilingual manager capable of scheduling and supervising Air and Production crews. Knowledge of union contracts helpful. Contact Chief Engineer at WJNU-TV 201—643-9100 or 212—233-8240 or resume to 1020 Broad Street, Newark, NJ 07102.

Assistant Director of Production. Responsible for production planning, scheduling, and operation at Keystone Educational Television in Portland, ME. Postion is a Full Time position in the ETV network with facilities in Lexington. Staff of 40 includes producer-directors, producers, cinematographers, studio and remote video crews, and production sound operators handling creative staff and in-depth knowledge of studio and location equipment and techniques. KET has two fully-equipped stations, 1st, and 3rd/4th vircs 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.

General Manager. Network affiliated UHF New England area. Strictly a hands-on type manager who knows operations and sales and who can do as well as or better a production and sales position. Must have production and supervisory experience, including experience in television camera work, editing and news writing. Salary commensurate with experience. EO. Submit resume to Box C-265.

2-3 years medium/major market experience. Please reply with personal letter outlining background and skills. EO. Reply to Box C-72.


Assistant Director Business and Development Broadcasting Services, University of Northern Iowa. Responsible for administering development programs designed to raise financial and volunteer support. Position requires skills in administering systems evaluation, financial accounting procedures and needs ascertainment activities. B.A. or business management or public relations is essential, M.A. is helpful. Five years management and fundraising experience. Public or commercial broadcasting experience is helpful. Send personal resume with reasons for interest and professional credentials to: Personnel Services, 161 Baker Hall, University of Northern Iowa. Cedar Falls IA 50613. UNI is An Equal Opportunity Employer.

Station Manager for small market UHF public television station with community school district licensees. Duties: Adminis- trate station departments: cooperate (act as liaison) with related instructional staff; oversee all fund rais- ing, including direct mail and pledge drives; look after station and local at the state and national level. Shirt sleeves position. Minimum of 3 years experience in station management required. In public TV. Successful grant application experience necessary. SALARY: $20,000-$24,000 (commensurate with ex- perience) plus fringe benefits. Application deadline: April 15, 1978. If interesting telephone: TV: Attention: Donald C. Ingram, Administrative Assistant, 1900 8th Avenue NW, Austin MN 55917. 212—437-6881 ex. 30.

Broadcasting March 20, 1978 64
HELP WANTED SALES
General Sales Manager wanted for small market VHF station. Must have background in National and local sales. Excellent benefits for the right person. Send complete resume to Box C-111.

Aggressive sales manager, Kuam, Guam. Pacific wide broadcast organization needs a Sales Manager for single station market of 125,000+. Potential earnings and future open in unique growing company. Year round sunshine and pleasant community with a great opportunity for experienced TV Sales Organizer and motivator. LS. Berger. Kuam (997) 1060 Bishop Street, Honolulu, HI 96813.

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 Operator. Excellent opportunity to experience television. Contact Ken Rentown, Chief Engineer, KOAA-TV 2207 7th Ave., Pueblo, CO 81003.

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.

Technical technician for NY production house. Heavy VTR experience required. Digital experience desirable. Excellent salary and 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.

Maintenance Engineer with good credentials, working primarily in film and transmitters. Good job in a growing market. Send resume to: Waco, WTVQ, PO Box 2505, Montgomery, AL 36105. An EOE.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF Box C-19.

Maintenance Engineer—experience with studio transmitters, contact Ken Rentown, Chief Engineer, KOAA-TV 2207 7th Ave., Pueblo, CO 81003.

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.

Immediate opening for experienced Broadcast Engineer in South Texas. Send resume and salary requirements to: Box C-212.

Maintenance Engineer with good credentials, working primarily in film and transmitters. Good job in a growing market. Send resume to: Waco, WTVQ, PO Box 2505, Montgomery, AL 36105. An EOE.

Engineer. Chief Television Engineer. We are recruiting for an aggressive Chief Television Engineer to assume responsibility for maintaining equipment and space of the CTVU Unit. This primarily includes the smooth and continuous technical operation of the CTVU studio, portable CTV system and distribution network. The Engineer must be able to evaluate new technology and设备 problems and engineering requirements. Requirements include: B.S. in Engineering, First Class FCC license and 5 yrs experience in colored TV systems, 2 yrs experience in installation, service, repair, maintenance and operation. Experience in technical direction highly desirable. Send resume including salary history to: Dr. G. L. Love, Office of Biomedical Communication, College of Medicine & Dentistry of New Jersey, New Jersey Medical School, 100 Bergen St, Newarck, N.J. 07103. Equal Opportunity/Affirmative Action Employer.

TV XMTX Maintenance Supx. for WGT-VE Channel 30, Toledo, Ohio. Must have first ticket, 3 years experience in operation, maintenance and trouble shooting. UHF transmitters plus 2 year college of electronics certificate (or trade school equivalent or 8 years xmitter experience). Salary open. Call Mr. Hafer 419-255-3350. Equal Opportunity Employe.

CCTV Engineer. Position available July 1, 1978 with well-funded and highly regarded Dental School Media Center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute, and preferably several years experience in maintenance and operation of Color CCTV or Broadcast equipment, including FCC 1st Class. Employee Benefits are excellent. Send resume to: Dr. John Kisch, 516 W. Baltimore Street, Baltimore, MD 21201; 301-528-7002.

Maintenance Engineer needed now. Minimum one year experience in transmitter and production equipment maintenance and first FCC license. $8700. Contact Marge Laskoski at WSKG Public Television and Radio, Box 97, EndWell, NY 13760. 607-754-4777. EOM-FIAA.

Bilingual Spanish/English supervisor to conduct month long training program in camera, audio and lighting in South America. James Day Associates. Suite 300, One Lincoln Plaza, NY 10023 or call 212-595-3456.

RKO General, Boston Division, has an immediate opening for the following position: 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, and CTVU experience is a real plus. RKO General offers a liberal compensation package. For prompt consideration, forward your resume and salary requirements to Personnel Department, WNAQ-TV Boston. A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer. M/F/H/Wets.

Assistant Chief for Rocky Mountain small market TV. 1st Class 5 years minimum, must know quads, studio, transmitters. Great area and good salary. Contact CE, KFI-TV, Box 2148, Idaho Falls, ID. EOE Employe.


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, WPWG-TV, 750 Ivory Ave., Pgh., PA 15214.

HELP WANTED NEWS
Journalism Broadcast Print: Full-time facility needed for Fall 1978 to teach broadcast and print journalism, may include basic reporting, public affairs, broadcast writing and history. May also coordinate print and radio, and television internships. MA minimum, professional experience necessary. Teaching experience desirable. Be a part of an expanding program. Application deadline, April 7, 1978. EOE, Write: Ralph A. Swain, Acting Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.


Central Florida’s largest television news organization is an experienced weekend assignment reporter. Rush resume and air check to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802, Equal Opportunity Employer.

Reporter: Must possess background in Broadcast Journalism including writing skills, interviewing techniques, and at least 1 year of reporting experience preferable in Television News. Must have working knowledge of live newscast production including audio tape equipment. Should have educational background in Mass Communications and the ability to aggressively pursue news and information. Box C-221.

Photographer: Must possess background in all phases of television production including the use of CP-16, DR-70, 35 MM Still Camera. Film editing and the Houston-Fearless Processor.

Anchor-producer Medium Midwestern City. ABC affiliate. Salary and fringe benefits commensurate with local competitive market. Must be a pro. Experience vital on air. Resume, writing samples, salary requirements in first letter. An EOE, Write Box C-242.

Immediate opening for Meteorologist with at least three years on the-air experience in major market. An EEO Employer. Send resume to Box C-272.

A Progressive AM-FM-TV Operation in Illinois is seeking an experienced person for Sports Director/Weatherperson position. Job also includes some news and interview experience. Excellent opportunity with a growing Midwestern Chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-275.

Wanted: 2 TV-News reporters, 3-5 years experience on the street. ENG preferred. Resume. VTR and salary requirements on first response. Address: Contact Clark Edwards, News Director. WSFA-TV, PO Box 25568, Montgomery, AL 36105. An equal opportunity employer; Female and male applicants from all races are desired.

Agressive street reporter with anchor potential for Midwest net affiliate. ENG operation. EOE, Resume to KDUB TV, Dubuque, IA 52001.

Experienced newsperson who can anchor superior news team with No. 1 ratings, eng, in small market. Outstanding opportunity! Must have ability to tell stories, work well as a team. Contact Colleen J. A. Murphy, News Director, WAGQ-TV, Po Box 595-3456, Idaho Falls, ID 83401. EOE Employer.

Producer Reporter for nightly Public Television News and Public Affairs program. Strong news writing background required. Send resume, salary requirements, and 2 years experience to WXXI-TV, P.0. Box 21, Personnel Office, Rochester, NY 14601, EOE.

Anchor needed Experience necessary. Must be bright and energetic, EOE. Fast growing sun belt area. Send cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.


HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS
Production Professional to join management team of major Mid-Western group owned station. Successful candidate will be responsible for contemporary news and commercial production. Excellent salary, profit sharing and fringe benefits. Resume, salary requirements to Box C-132.

ITV Producer/Director to produce college credit programs for university. Must be an experienced Program Producer/Director or an equivalent experience with solid 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 Dale N. Anderson, Manager-KTVU, 301 N. Warren Avenue. Topaz, CA 96604, or 913-272-8181.

Producer/Director for major market production facility. Must have complete knowledge of state of the art studio and remote equipment capabilities and all remote 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-216.

TV production facility production for top-notch audio production personnel. Must have thorough knowledge of all audio production techniques from studio MIC placement through final mixing, editing, recording and playback techniques. Minimum of 2 years audio production experience required. EOE, Send resume and salary requirements to: Box C-216.

Program Director. Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Richard Grimm, KITV, 1280 Ala Moana, Honolulu, HI 96814, An Equal Opportunity Employer.
HELP WANTED
PRODUCTION, PROGRAMMING, OTHERS CONTINUED

Copywriter: Immediate opening in a group owned, VHF network affiliate. Need self-motivated with creative ideas. Advancement possibilities. Organize. Must follow up on small details. Some secretarial duties required. College grad or previous experience necessary. Send resume and salary requirements to: Box C-222.

Producer/Director: Dominant affiliate small Eastern market seeks experienced CHM, production, news and VT editing. An Equal Opportunity Employer. Send resume and salary history to Box C-249.

Promotion Assistant needed for No. 1 network affiliate in top 100 market. Entry level position requiring clerical and administrative skills evolving into creative position with three promotion staff members. An Equal Opportunity Employer. Send resume and salary requirements to Box C-253.


Audiomanship Promotion Manager: Compile program schedules, conduct on-air promotions, one-on-one sales promotion, Strong creativity, writing and typing. Affiliate: 50's market. Salary: $8,300. Box C-276.

Promotion Director: University Licensed PTV Station. Duties: Responsible for all on-air and print promotion and outside ad placement, News Releases (program and genre), coordinate weekly newspaper program schedules and monthly guides. Help develop coordinated station public image. Previous TV promotion and production experience gained with basic knowledge of station operations and production essential. Knowledge of graphic arts vital including 35 MM photography, Bachelor of Arts Degree in Journalism/Broadcasting preferred. Salary commensurate with experience. Equal Opportunity Employer. M/F, Application deadline: March 29. Contact: D.N. Anderson, Manager, KTWU/11, 301 N. Wanamaker Road, Topeka, KS 66604.

Assistant Professor, to teach courses in commercial broadcasting research plus other areas. Masters degree and professional experience required. CHM and experience in broadcasting and teaching preferred. Equal Opportunity Employer: Contact Bruce Lin- ton, 217 Film Hall, University of Kansas, Lawrence, KS. 66045.

Director/Producer needed by group owned No. 1 network affiliate in top 60 market. Experience in program, commercial and remote productions required. Excellent growth opportunity and benefits. Send resume and salary history to Business Manager, WOTL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer:

KOAT-TV Albuquerque, New Mexico is looking for a Production News Director and a Technical Director with years of experience, immediate openings. Send tape and resume to: KOAT PO Box 4166, Albuquerque, NM 87169. 505-247-0101.

Graduate Assistants available—Radio-TV Division, Arkansas State University, Jonesboro, has assistanstships available to students enrolling in Division’s Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Division, Arkansas State University Box 48, State University, AT 72467. Tel: 501-972-3070.

General Production/Announcer (Jackson, Michigan): General television studio production person with a minimum of six months announcing experience. Equal Opportunity Employer: Send resume to WILK-TV-R.O. Box 30380, Lansing, MI 48906.

Faculty Vacancy, Television Production/Electronic Journalism, The Department of Radio-Television-Film at the University of Texas at Austin is seeking a candidate for a junior level faculty position in which the person hired will teach undergraduate and graduate courses in one or more of the following areas: studio television production, small format video, electronic journalism, writing for broadcasting and/or film. The emphasis in this position will be on non-linear television which utilizes both studio production and ENG techniques and uses the video as a tool for newswriting and reporting. Opportunities will also be available to teach courses in writing for broadcasting and film and in other areas of the faculty member's academic or professional specialization. The Ph.D. normally is required for a tenure track appointment. This requirement could be waived if the applicant has a strong professional record. Preference will be given to applicants who hold the Ph.D. in a college or university teaching experience, a strong professional background and show promise through their past academic or creative production. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume to April 1, 1978, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

SITUATIONS WANTED MANAGEMENT


General Manager-5 years Gen Sales Mgr—9 years Profit record. Budget conscious. Strong motivate. Want larger market challenge. Box C-220.

SITUATIONS WANTED NEWS


Experienced female TV reporter seeks employ- ment LA area. Also expert at reporting and producing documentaries. Phone: Lesley Nickel 213-476-7853 or write: 547 Kenyon Avenue, LA, CA 90049.

Two of the best TV reporters...married couple with experience as co-workers. The guy would remain co-workers or go it alone in city large enough to offer opportunities for both. Seven years combined experience producing award-winning reports. Box C-232.

Anchor with proven record of ratings success seeks organization with commitment to news. Box C-236.

News Director experienced at providing motivation and leadership to be Number One. Also heavy on administration and budgeting. Box C-240.


Young TV sportscaster looking for that first big break. Looking for position as spot. Looking for position as sports reporter/photographer in a two or three man sports department. I have 2 years experience interning in TV sports in major market. Collage grad. Contact David Fried 305-651-4937. Resume, tape, immediately available upon request.

SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

Assistant Director in top ten market seeks producing/directing position in smaller market. No geographic preferences. Prefer evening broadcast. Excellent references, tapes and resume available. Box C-178.

Hard working Director in small market seeks more challenging position with medium market operation. Experienced in directing news, promotions, and public affairs programs. Resume and demonstration tape available. Box C-260.

Sports Production Specialist, looking for a production coordinator/unit manager or Producer/Director position in broadcast or cable sports. Excellent experience in sports news, operations and management. Box C-268.

Producer Director Experienced female director, skilled in all aspects of production, 3 Class FCC. Endorsed. Resume and tapes available. UHN St. Germain, 4 Chittenango Ave, Cohoes, NY 13040.


CABLE

SITUATIONS WANTED PROGRAMMING

Program Manager Experienced in all phases of L.O. Programmed money master. Masters Degree in Com- munications. Prefer NYC area. Box C-228.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM/FM transmitters. Guarantee Radio Supply Co., 1314 Ithibude Street, Laredo, TX 78040. Maxwell Flores 512-723-3331.


Need parts, especially elevator jack screws and nyton elevator blocks, for Gates AFC Stack 55 Cartridge Handler built around 1968...also Gates SP-10 programmer and switcher. Will buy parts or working equipment. WMJM, Cordelle, Georgia.

Character Generator Chyron 2 or comparable model. Call 209-529-2024.


FOR SALE EQUIPMENT


RCA BTA-50H1S 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cuball Kit, Spare Tubes. Recently removed from service. $45,000 or offer. Contact: Bill Wewer, General Manager: or Ron Blasiann, CE, Radio KLOK, San Jose, CA 408-274-1170.


Towers—TV, AM, FM, Microwave, CATV, new and used, 7000 feet in stock at present. Complete erection services available. Tower Construction & Service, Inc. 904-877-9418.


Jamieson color film processor with nine chemical tanks and pump. KTV, 512-476-3636.

**FOR SALE EQUIPMENT CONTINUED**

For Sale Two 20 KW FM Isolation Filters. One passes 100.9 Mhz and rejects 97.9 Mhz and the other passes 100.9 Mhz and rejects 101.9 Mhz. Could be reused. Has 3:1 b/h input and output connections. Contact Ken Jones C.F., WAOY 413-525-4141.

**COMEDY**

Deejays: New, sure-fire comedy! 11,000 classified one liners. S10, Catalog free! Edmund Oirin, 41717-B Grove Place, Madrid, Cali. 93637.

**"Free" D.J. Catalog!** WildWorks, Track Productions, FCC Tests, mo7n! Command, Box 2634B-B, San Francisco 94126.

**Free sample of radio's most popular humor service!** O'UNERS, 366-C West Bu淡, Fresno, California 93704.

**Freebie.** Freebie. Contemporary Comedy. 5804-B Twinwell, Dallas, TX 75227.

Broadcasting's Biggies buy Bionic Buffos ... Agree Free Sample! Bionic Buffos, Box 457, Capi tol, CA 95610.

**Fruitbowl:** world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO Box 9787, Fresno, CA 93794.

**MISSCELLANEOUS**


**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No banger 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.

**Radio and TV Bingo:** Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80160, 303-795-3288.


**INSTRUCTION**

1st class FCC, 6 wks, $450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11480 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 booklet 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.


**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 29403, 803-744-7189.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid a long license and examination. Elkins Radio License School, 332 Braniff Tower, PO Box 45765, Dallas, TX 75245-214-352-3242.

**ENGINEERING MANAGER**

Moseley 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:

Personnel Director Moseley Associates, Inc. 111 Castilian Drive Goleta California 93017 An Equal Opportunity Employer

**HELP WANTED MANAGEMENT**

**CONTROLLER BUSINESS MANAGER**

For Newspaper/Radio Broadcasting group operating in Indiana, Ohio, and Michigan. Requires aggressive individual with well-rounded background in accounting, EDP systems, internal control techniques, and supervision. Personable relations, administration, experience highly desirable. Must have potential for personal development with growth-oriented organization. Business degree required. C.P.A. desirable. Salary in 20K range with excellent fringe benefit package. Send resume detailing education and prior work assignments in confidence to Richard P. Williams, Treasurer, Federated Media, PO Box 3200, Elkhart, Indiana 46515.

**RADIO HELP WANTED TECHNICAL**

Chief Engineer Wanted

For nation's largest daytime land area coverage station, presently chief retiring after 41 years of service. Must be knowledgeable. Must also be able to handle studio equipment maintenance. Good benefits and fringe. Call William L. Fowler at (609) 665-7422.

Network/Operations Manager

Every successful radio station usually has at least one individual who is not a manager but can manage, is not a producer but can produce, and is not an engineer but has mastered most technical skills required in today's broadcasting. The Mutual Broadcasting System's newest computerized Master Control has several openings for Computer Operations Managers responsible for the origination of all programming on the World's Largest Radio Network. This is a unique opportunity for those individuals possessing this rare combination of management, production, operating and technical skills. Familiarity with computers is helpful but not mandatory. Send your resume and salary history immediately to: William J. Wiesiewicz, Vice President-Engineering, Mutual Broadcasting System, 1755 S. Jefferson Davis Hwy., Arlington, VA 22202. No phone calls please. An Equal Opportunity Employer

**HELP WANTED NEWS**

Mid-Day Anchorperson

WCBS Newsradio 88, New York City, is looking for an on-air journalist to co-anchor in daytime period. Qualities needed: top writing skills ... on-air presence that projects authority, credibility, warmth ... ability to react with judgment to breaking news. Send resume and tape. Tapes will not be returned. Men and women of all races desired.

Lou Adler, Director News Operations and Programs, WCBS Newsradio 88, 51 West 52nd Street, New York, New York 10019

**NEWS DIRECTOR**

Ideal opportunity for experienced news person. Accent on trust, loyalty and ability to cultivate indepth local news coverage. We need a community minded individual who can gain and maintain a sense of credibility. Great living conditions in mountainous Pacific Coast Region. Independent "Traditional Country" A.M. and Automated AOR FM. E.O.E. Full resume to Box 234.
**Situations Wanted Management**

**OUR LOSS, YOUR GAIN**

One of our most qualified, professional radio managers becomes available soon due to sale of station, and we hate to lose a man of his caliber. Although he is particularly knowledgeable in contemporary radio, you'll find him flexible and well-suited to any format. His extensive experience includes sales, programing, music research and audience promotion, with excellent administrative skills.

If you want a creative, bottom-line broadcast executive, we can recommend this valued employee highly. Top 100 markets, west or sunbelt areas preferred—but exceptional opportunities in smaller markets or other areas considered.

For information or to arrange an interview at NAB convention, write or call Box C-258, Broadcasting.

**Nationally Known AOR Innovator**

Seeks challenging secondary market management or major market programing position with AOR or adult contemporary station. I'm presently general manager of a highly respected AOR feature syndication which I created. I have extensive and impressive credits—include success in station management, programing, promotion, marketing and news. I'll be a valuable contributor.

Box C-283

**Television**

**VITAL HAS A FUTURE FOR YOU**


**Help Wanted Technical**

**CHIEF ENGINEER**

I would like to work at a station that understands creative engineering. My strongest area is audio. I am into digital electronics somewhat and also into inventing. I am young and enthusiastically involved in making radio work at its technical best. I'm looking for a person such as I, let's talk. Box C-267.

**Opportunities Manager Program Director**

Experienced major market Pro looking for new opportunities. 10 years in major mid-west market. Excellent references upon request. Broadcasting, Box C-270.

**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 Employed. Send resume to Box C-49.

**Help Wanted News**

**Nationally Recognized NEWS DIRECTOR**

Seeking major market or network position. Also interested in “Group” or “State-Net” directorship. Political and Gov't reporting is my forte. I'm degree in Econ, and bilingual (Eng. & Span). My philosophy and mgmt. abilities are respected by superiors, associates and subordinates alike. My news is easily marketable because it is easily understood. Excellent references from WABC and Pittsburgh Broadcasting. Contact Larry Bachus in Memphis—$1201-332-8738.

**Help Wanted Sales**

**CHIEF ENGINEER**

Your experience as chief engineer in a smaller market could be your ticket to Chicago. Our progressive school needs a TV production supervisor/instructor. Bachelor’s degree and 3 years on-the-job minimum. Omega School of Communications, 237 E. Grand, Chicago, Ill. 60611, 312-321-9400. All inquiries confidential.

**Help Wanted News**

**Situations Wanted Technical**

**CHIEF ENGINEER**

I would like to work at a station that understands creative engineering. My strongest area is audio. I am into digital electronics somewhat and also into inventing. I am young and enthusiastically involved in making radio work at its technical best. If you're looking for a person such as I, let's talk. Box C-267.

**Operations Manager Program Director**

Experienced major market Pro looking for new opportunities. 10 years in major mid-west market. Excellent references upon request. Broadcasting, Box C-270.

**Creative Communicator**

The industry's leading broadcast promotion company is looking for a writer-producer-director. The ability to create concepts is a must, as is commercial production experience in film as well as tape. Send resume and sample reel to: RO, Box 124, Newberth, Pa. 19072.

**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 Employed. Send resume to Box C-49.

**Help Wanted Technical**

**CHIEF ENGINEER**

I would like to work at a station that understands creative engineering. My strongest area is audio. I am into digital electronics somewhat and also into inventing. I am young and enthusiastically involved in making radio work at its technical best. If you're looking for a person such as I, let's talk. Box C-267.

**Operations Manager Program Director**

Experienced major market Pro looking for new opportunities. 10 years in major mid-west market. Excellent references upon request. Broadcasting, Box C-270.
Help Wanted News

Sports Director Weatherperson
A Progressive AM-FM-TV Operation in Illinois is seeking an experienced person for Sports Director-Weatherperson position. Job also includes some news work. Excellent opportunity with a growing midwestern chain. An Equal Opportunity Employer. Send resume and writing samples to Box C-277.

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

Radio Programming Continued

Could your program use a breath of fresh air?

ANYBODY HOME?
...with Captain Stubby and Charles Homer Bill. The BEST 5 minutes in country humor! !
Contact: Connie Livingston
FAMILY BROADCASTING COMPANY
5540 Harvey Avenue
La Grange, Illinois 60525
312-248-3253

Wanted To Buy Stations

BLACK ENTREPRENEUR
Experienced Black Air-personality needs small to medium market FM and/or AM. Formal C&W-MOR.
Write: Catalon
P.O. Box 4993
Los Angeles, Calif. 90049
213-475-7952

INVESTMENT GROUP
Young Broadcast Veteran with capital and equipment is forming an Investment Group to buy a Radio Station. If you always wanted to own an interest in a station, this is a great opportunity for radio sales people, engineers, CPAs, and lawyers to take an active role. Box C-247.

For Sale Stations

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

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles: Contact: William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
Phone 202-233-1553

Miscellaneous

For Sale
Choice Religious Mail List. Over 400 names and addresses of ministers who purchase Radio and TV time. Send $25.00 to; Religious Broadcasters Service, Box 180 - Trumann, Ark., 72472. Money back guarantee.

Radio Surveys
From the Warner Bros.: 500 calls $50.00 per
100 diaries $25.00 per
S-AM-S
3407 Stonybroe Dr., Falls Church, Va., 22044
P.O. Box 2585, Augusta, Ga. 30903 (404) 723-0642

Threads Wanted News

TV News Director Available
Dedicated journalist, anchorman, columnist, commentator and producer. More than a decade in No. 1 station in top twenty market. Won virtually every news and documentary award in the business. Solid experience in all phases of news operations and administration. Salary negotiable. large or small market. Box C-226, Broadcasting.

For Sale Equipment
RCA-TTU-30A
TV Transmitter
For Sale
Call -815-964-4191

Radio Programing

THE BIG BANDS ARE BACK
One 55-minute weekly program of Big Band sounds with host Jim Boten.
Program Distributors: 11 Vista Drive
501-378-0135

Broadcasting March 20 1978
69
BUSINESS BROKER ASSOCIATES

H.B. La Rue, Media Broker
RADIO-TV-CABLE-APPRAISALS

WEST COAST: 1204 RUSBUILDING, SAN FRANCISCO, CALIFORNIA 94110
EAST COAST: 816 EAST 83ST NY, NY, 10028

For Sale Stations Continued

This is addressed to you if you are a qualified member of a Minority Group with broadcast experience and access to capital. Medium Market Ethnic Programmed Station available for immediate purchase by Minority Group. Box C-278.

SOLD

in 3 years

22 Stations

Florida & Southeast

REGGIE MARTIN
Media Broker

731 S. Martha Drive
Key Biscayne, Fla. 33149
(305) 361-2181
at NAS Riviera Hotel

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy, $15,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price $60,000. Building included. Lease land for $2,000 per month. $35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. $180,000.
- FM deep South excellent equipment. Positive cash flow. $210,000 cash.
- Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate $380,000.
- Powerful fulltimer, good metro area of GA. real estate, billed about $300,000. $600,000.
- Class A FM, GA city. 50% for $175,000.
- AM/FM within 80 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.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. $810,000. Assumes corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billboard. $260,000.
- Daytimer. Southern Georgia. $265,000.
- Cable TV operation in Indiana. A good buy. $380,000.
- 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. $260,000.
- Daytimer in N.C. $400,000. Terms.
- FM in Central Pa. $225,000. Terms.

All stations listed every week until sold. Let us tell your station inquiries and offers confidential.

BUSINESS BROKER ASSOCIATES

615-758-7535 24 HOURS

SOUTHERN BROKER

Coast Medium AM-Full 650K Terms
So. Small Combo 149K 40K
So. Small FM 175K 50K
So. Medium AM-Full 800K Cash
So. Small AM-Full 525K Terms

BLACK FORMAT

Well established Soul/Jazz format. High power daytimer in desirable market. Perfect condition. Superb community acceptance. Real estate. Poor health of owner forces sale. Southeast. $750,000 cash and worth it. Box C-251.

SCHAPMAN ASSOCIATES

media brokerag service

STATIONS

W Small AM $70K $35K
S Small AM $150K 29%
P Small Profitable $215K Terms
MW Small AM/FM $455K $175K
W Medium FM $440K Cash

CONTACT

Galvin Gilbert (214) 387-2303
Paul Crowder (615) 298-4986
Bill Chapman (404) 458-9226
Dave Kelly (414) 499-4933
Ray Stanfield (213) 263-5764

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

BROADCASTING’S CLASSIFIED RATES

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

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

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

Deadline is Monday for the following Monday’s issue. Copy must be submitted in writing. (No telephone copy accepted.)

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

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

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 90c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space, Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, one figure or group of figures or letters as a word. Symbols such as $5mm, CDD, P, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting March 20 1978

70
### Broadcasting

#### ADG
- **ABC**: 37 5/8
- **CBS**: 37 5/8
- **NBC**: 37 5/8
- **FOX**: 37 5/8
- **GLOBE**: 37 5/8
- **SYN**: 37 5/8
- **WB**: 37 5/8

#### TOTAL
- **NASDAQ**: 37 5/8

### Broadcasting with other major interests

#### ADAMS-RUSSELL
- **AAPL**: 1.7 1/2
- **AMZN**: 1.7 1/2
- **MSFT**: 1.7 1/2
- **GOOGL**: 1.7 1/2
- **AMZN**: 1.7 1/2

#### JOHN BLAIR
- **BABA**: 1.7 1/2
- **AAPL**: 1.7 1/2
- **AMZN**: 1.7 1/2
- **GOOGL**: 1.7 1/2
- **AMZN**: 1.7 1/2

#### CHRIST-CARR
- **BABA**: 1.7 1/2
- **AAPL**: 1.7 1/2
- **AMZN**: 1.7 1/2
- **GOOGL**: 1.7 1/2
- **AMZN**: 1.7 1/2

#### CABLECASTING
- **ATN**: 8 5/8
- **ATO**: 8 5/8
- **ART**: 8 5/8
- **ATH**: 8 5/8
- **BSS**: 8 5/8

#### CABLE INFRASTRUCTURE
- **COM**: 11 1/4
- **COM**: 11 1/4
- **COM**: 11 1/4
- **COM**: 11 1/4
- **COM**: 11 1/4

#### ENTRENO
- **NET**: 2 1/4
- **NET**: 2 1/4
- **NET**: 2 1/4
- **NET**: 2 1/4
- **NET**: 2 1/4

#### GENERAL INSTRUMENT
- **GTR**: 21 7/8
- **GTR**: 21 7/8
- **GTR**: 21 7/8
- **GTR**: 21 7/8
- **GTR**: 21 7/8

#### TELE-COMMUNICATIONS
- **TEN**: 1 3/4
- **TEN**: 1 3/4
- **TEN**: 1 3/4
- **TEN**: 1 3/4
- **TEN**: 1 3/4

#### TELECOM
- **TM**: 36 5/8
- **TM**: 36 5/8
- **TM**: 36 5/8
- **TM**: 36 5/8
- **TM**: 36 5/8

#### TELECOMMUNICATIONS
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2

#### TELECOMMUNICATIONS
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2
- **TMC**: 28 1/2

#### TOTAL
- **NASDAQ**: 36 6/4

### Cablecasting

#### ACTON CORP.
- **ATN**: 8 5/8
- **ACO**: 8 5/8
- **AMTR**: 8 5/8
- **ATH**: 8 5/8
- **BSS**: 8 5/8

#### AMERCON
- **ACO**: 8 5/8
- **AMTR**: 8 5/8
- **ATH**: 8 5/8
- **BSS**: 8 5/8

#### AMERICAN VID. COMM.
- **ATN**: 8 5/8
- **ACO**: 8 5/8
- **AMTR**: 8 5/8
- **ATH**: 8 5/8
- **BSS**: 8 5/8

#### ATHENA COMM.
- **ATN**: 8 5/8
- **ACO**: 8 5/8
- **AMTR**: 8 5/8
- **ATH**: 8 5/8
- **BSS**: 8 5/8

#### BARNUM & SIMS
- **BSS**: 8 5/8
- **BSS**: 8 5/8
- **BSS**: 8 5/8
- **BSS**: 8 5/8
- **BSS**: 8 5/8

#### BROADCASTING
- **BLT**: 8 5/8
- **BLT**: 8 5/8
- **BLT**: 8 5/8
- **BLT**: 8 5/8
- **BLT**: 8 5/8

#### TOTAL
- **NASDAQ**: 8 5/8

### Stock Index

#### Stock symbol
- **Symbol**: XYZ
- **Exchg**: ABC
- **March 15**: 123
- **March 8**: 456
- **Net change in week**: 789
- **% change in week**: 101
- **1977-78**: 234
- **P/E**: 567
- **Total market capitalization**: 890

#### Closing March 20 1978
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### Closing March 8
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### Net change in week
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### % change in week
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### 1977-78
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### P/E
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567

#### Total market capitalization
- **AS**: 123
- **BS**: 456
- **CS**: 789
- **DS**: 234
- **ES**: 567
Spectrum saver: Raymond Wilmotte

At age 76, Raymond M. Wilmotte is continuing a long career as an innovative force in broadcast engineering—one that began in the early 1930's when he developed the directional antenna and which is still going strong today as he heads the FCC's UHF Task Force.

Dr. Wilmotte serves the commission as a full-time consultant, and it was in that capacity that he was asked to coordinate the commission's efforts in the UHF portion of the spectrum. The task force, which Dr. Wilmotte took over in 1976, was set up to develop an over-all spectrum-use policy for UHF that would supplant the commission's case-by-case approach to dealing with the UHF frequencies.

His unit was silent until this spring, when it emerged with two pieces of engineering that could affect the future of UHF television.

The first, a new system that could increase the number of land-mobile channels from three to 10 or 20, would mean considerably less demand for reallocation of UHF spectrum to land-mobile users (Broadcasting, Feb. 6). "There is nothing new or startling about this system," Dr. Wilmotte says, and he will accept little credit for it although he brought industry and academic efforts together and took their combined work to the attention of the commission.

The task force's second presentation to the FCC was a new UHF set tuner developed by Texas Instruments under a $200,000 FCC contract. It had been asked to develop a high-performance tuner that would be more spectrum efficient than those in current use. The major improvement TI claims for its new tuner is a reduction by almost half of the number of unusable or taboo UHF channels (Broadcasting, Feb. 13). The commission classifies as taboo approximately 18 channels for each UHF transmitter licensed to a given area because of current receiver performance problems Dr. Wilmotte explains. Field tests on both these new systems have just begun.

Dr. Wilmotte's own particular focus has been a computer simulation study of UHF channel allocation policy, he says. "The simulation was originally based entirely on engineering and I added to that economic constraints based on a Rand report on how many stations the market could support by 1980." Believing that "engineering always gets attention, economics very often do and social concerns hardly ever do," he has also added the input of a group U.S. senators and representatives who were asked their opinions on what allocation plan would best satisfy society's concerns. The preliminary report on this study is expected late this month.

Dr. Wilmotte's work in broadcast engineering lately has picked up where it began—maximizing the efficient use of the broadcast spectrum. Born in Paris, he came to the U.S. in 1929 to work on the development of blind-landing equipment for the Aircraft Radio Corp. "By 1931, having all of $250 in orders, Aircraft Radio decided to cut down its research and I had to find myself another spot," Dr. Wilmotte recalls. That other spot was with pioneer broadcaster and engineer John V. L. Hogan.

In that association, he was soon to meet another engineer (and later FCC commissioner), T. M. Craven, who had a radio-station client with a problem. The station, in Tampa, Fla., was about to have its license yanked because it was interfering with a station in Milwaukee. Dr. Wilmotte's advice to Mr. Craven: "Build a directional antenna."

Directional antennas were unheard of, but Dr. Wilmotte convinced skeptics that it was worth a try and he was hired. It did work. But its development was not without problems. "I was very innocent of everything," Dr. Wilmotte says, "T. M. Craven said to me, 'Are you sure it will work? It's never been done before.' And I said I didn't care—it would work anyway. I knew it would work because I'd made a lot of measurements in England on direction finding and I knew I could get an accuracy of plus or minus two degrees in that frequency band. Therefore if I built a directional antenna to protect Milwaukee."

"Well, I told the station exactly what to do. I designed the circuits and went down and tuned the thing up. Shortly after that, the station received an angry letter from the FCC asking, 'Why were you not operating on the night of—?'

Dr. Wilmotte knew the directional antenna was working. The commission was monitoring stations at Atlanta, which is on a straight line between Tampa and Milwaukee, "so that's why they didn't receive it," he says. "We got a little apology for that."

Broadcast engineering became more lucrative for Dr. Wilmotte soon thereafter. He built up a thriving consulting business, and turned down an offer of partnership from Mr. Craven. "I made a very serious mistake," Dr. Wilmotte says in retrospect. "I was conceited and turned it down, which was not very bright."

When World War II broke out, Dr. Wilmotte became a consultant to the Army. His first contract was to build direction-finding installations around each intercept command airport on the East Coast.

He continued to do government research for the remainder of the war, working on the development of the proximity fuse, among other projects. His last war contract was to increase the accuracy of 100 assorted radar units—some brand new, some that had seen service—to pick up any approaching Japanese kamikaze planes.

The war ended and Dr. Wilmotte did consulting work until RCA decided to develop a communications satellite. He couldn't turn down the prospect of a race with Bell Labs to launch the first bird and took the job of project manager of RCA's Relay. Bell Labs won, Dr. Wilmotte says with chagrin untempered by time or the six-month head start Bell Labs had from the start.

He was out at RCA, but he quickly rebuilt a varied Washington clientele, and in 1974 became a full-time consultant to the FCC. Two years later he was asked to coordinate the UHF Task Force.

And retirement? "I suppose some time it will happen but it will probably be against my will," he says. "I like my work so much, it has been so satisfying, I would be extremely unhappy if I had to leave."
Awaiting the facts

If Chairman Lionel Van Deerlin (D-Calif.) gets his way, the House Communications Subcommittee will produce a new Communications Act containing a subsidy for noncommercial broadcasting derived from fees extracted from commercial broadcasting. This publication will defer comment until more is known about the amount of fees Mr. Van Deerlin has in mind.

It can be said, however, that commercial broadcasters cannot realistically be expected to provide the noncommercial system with anything like the total money it needs, unless they are to be taxed beyond all reason.

In 1976, the latest year for which official figures are available, commercial radio and television together—all networks and all stations—produced a total pretax profit of $1.4 billion. If the FCC reported post-tax profits, the figure would have been about half of that, or $700 million, divided among three television networks, four radio networks, 4,500 AM stations, 3,000 FM stations and 720-odd television stations. Looked at from the real world, that profit is by no means unreasonable.

In principle there may be something to say for a payment of fees for spectrum use, if only to dispose of the myth that broadcasters have been getting a free ride to the bank. The figures, however, will tell the story.

Amateur act

Once again the U.S. Department of Justice is urging the FCC to abandon its television allocations system in favor of all but indiscriminate drop-ins of VHF stations. The department bases its proposal on the unsubstantiated supposition that technological miracles can be pulled out of a hat and on a grossly distorted portrayal of the Japanese television system. If the Federal Trade Commission is interested in cases of misrepresentation bordering on fraud, it can look only four blocks away.

The Justice Department wants the FCC to adopt a "demand" procedure in which applicants could apply for VHF facilities anywhere they could argue they would fit. The department suggests no engineering criteria. It airy assumes that the criteria on which the present allocation plan is based are obsolete and that stations can be operated without interference at much narrower separations than present rules require. Nowhere, however, does the department justify those conclusions with engineering evidence.

Justice also refers admiringly to the television system in Japan, "a country comprising about 145,000 square miles, one twentieth the land mass of the United States," where "there are presently 7,300 television transmitters currently functioning . . . or nearly twice the number which the FCC has allowed throughout the United States." Justice took its figures, incorrectly, from an earlier FCC filing by the Association of Maximum Service Telecasters. Not only did it report the figures wrong, it also omitted essential information.

The AMST quoted the Japanese Radio Regulation Bureau as its authority for asserting that as of last July 31 there were only 185 Japanese stations originating programing. There were indeed 7,300 others, most with power of 100 w or less, all acting as "relay" or "rebroadcasting" stations and not one originating any programing.

To cite the Japanese system as the model for one that Justice promises would introduce new competition in America is on the face of things absurd. No station operating with 100 w of power can do more than act as a translator of minuscule range, as some 3,500 such stations are operating in the U.S. now. It cannot possibly attract enough audience or advertising to support an independent programing capacity. A profusion of V's at higher power would, according to all responsible engineering advice, create intolerable interference.

Justice is not alone in its desire for more competition in television, but it is all but by itself in its simplistic solution to the problem. The system here can grow healthily only through the evolution of UHF television into a service that can compete with VHF. There are a good many UHF operators who will testify that the evolution is progressing nicely.

Fresh force

If anyone doubted that syndication has become a genuine fourth market for television programs, even a casual visit to the National Association of Television Program Executives convention two weeks ago would have dispelled the doubts. A great deal more programing, of all types, is being developed as an alternative to network offerings, and it is increasingly being bought by network affiliates as well as independents (Broadcasting, March 13).

For the viewer, this has to be good. Greater choice is almost always a blessing, and if the quality of the new programs is good enough—and in many cases it shows promise of being exceptionally good—it will leave the networks with little choice but to, well, try harder.

We do not mean to suggest that the fourth market is a serious threat to the networks. A good case may be made for the proposition that it will never be, at least in the foreseeable future, unless the networks abdicate entirely—which they have never shown the slightest inclination to do.

To the extent that syndicators produce shows for which affiliates will pre-empt network programs, the networks will of course be hurt, if that is the word. But they are competitors; they can compete. The role they perform best and for which they are perhaps most needed—providing simultaneous service nationwide, day by day—is not in danger.

Despite the tensions that sometimes afflict affiliates and networks, prudent station management won't pre-empt for a syndicated program or series that it knows will fail. Even assuming the largest imaginable bonanza of superlative syndicated programing, the prudent manager is not likely to pre-empt to the point where he knows network service is in danger, for then he would become as dependent on syndicators as he now is on networks. Like it or not, networks and affiliates need each other. The growing success of syndication isn't likely to abolish that need.
EASTMAN 7250 FILM
A NEW HIGH-SPEED FILM FOR "AVAILABLE DARKNESS"

If you've ever had to pass up a story for lack of light, we'd like you to know about new Eastman Ektachrome video news film high speed 7250 (tungsten).

It is a companion film to our Ektachrome video news film 7240 and uses the same Process VNF-1 procedures. It is, however, far faster (EI 400), and it can be pushed two stops and still provide you with an image of excellent broadcast quality.

It is an ideal solution for news assignments when additional lighting would be inappropriate or prohibitively expensive.

For available light, available twilight, or "available darkness," Kodak has a film to help you get the news. For literature or a call from one of our Sales and Engineering Representatives please write: Eastman Kodak Company, Dept. 640, Rochester, N.Y. 14650.

Film is good news.
AM Stereo by Ward-Beck.

Something special has happened to radio. Now, for the first time, there are operator-oriented radio consoles designed in the Ward-Beck tradition.

We take pride in introducing the new WBS R1200 and R2000 Radio Programming and Production facilities. Assiduously engineered for AM and FM, assembled AM stereo ready.

Our team of engineers devoted their full attention to the new generation features included in the 1200 and 2000 systems. The quality, the performance, the singular statement of stylish simplicity, are evidence of their complete success.