The Communications Act of 1978: No longer just a gleam in Van Deerlin's eye

The Associated Press has just given KPRC radio of Houston its award for best newscast—1977-1978 (AP)

United Press International has just given KPRC radio of Houston its award for best newscast—1977-1978 (UPI)

That's News in Itself.

The Associated Press and the United Press International both gave KPRC their awards for the Best Newscast in Texas—1977-1978. Not that these are the first news awards we've won. After all, we're Houston's news radio station. We're telling people what's happening every day from 5:00 to 9:00 AM, from 12 noon to 1:00 PM and from 4:00 to 6:00 PM. And we have hourly updates of important stories. Over seven hours of news every broadcast day. But somehow these awards seem kind of special. It means the two best news services think the best news of the year was broadcast by just one station. That's quite a scoop.

KPRC News Radio Houston 95

Represented by CBS Radio Spot Sales
WSOC NewsRadio is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections kept our listeners "in touch" with the recent city, county, and state election returns and accurately projected the winners in each contest. When Charlotte was torn in controversy over the location of a proposed belt road, NewsRadio 93 stayed in touch with the area's only live coverage of the public hearings. The determination to keep Charlotte informed, together with the largest staff of radio news professionals in the Carolinas, has won recognition from the News Directors of the Carolinas with the presentation of six first-place awards for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.

WSOC News Radio 93

Cox radio stations are represented by The Christo Company.
TIME-LIFE TELEVISION presents

DOCTOR WHO!

98 AMAZING HALF-HOURS

SPACE FANTASY SERIALIZED ADVENTURES

Starring TOM BAKER

A BBC-TV PRODUCTION
Air Time International Announces The World Premiere of

THE UNKNOWN WAR

AT

THE NATIONAL ARCHIVES

WASHINGTON, D.C.

Distinguished Washingtonians, including members of Congress, the State and Defense Departments, the diplomatic community, as well as prominent historians and educators, will view the initial episode of this landmark television series at an invitational screening on September 7, 1978. They will see what over 150 million* people around the world will see starting this fall.

The Unknown War captures the human drama of the war between Nazi Germany and the Soviet Union. This war was different—bigger, more ferocious, more devastating. A single battle involved 7,000 tanks and 4,000,000 men. It obliterated hundreds of cities, laid waste thousands of square miles, cost 30,000,000 lives.

The scale and savagery of the conflict are captured in the combat footage of 20 one-hour programs, much of it seen for the first time in the West. The series brings to formidable life four years of high drama that until now have been lost to history.

*WNAC-TV, Boston; WLWT-TV, Cincinnati; WEWS-TV, Cleveland; KBMA-TV, Kansas City; KJH-TV, Los Angeles; WHBQ-TV, Memphis; WOR-TV, New York; WOKR-TV, Rochester; KFMB-TV, San Diego and KRON-TV, San Francisco. Australia, Austria, Costa Rica, Ecuador, Guatemala, Hong Kong, Iran, Ireland, Kuwait, Malaysia, Nicaragua, Panama, Switzerland, Taiwan and West Germany.

CONSULT YOUR SALES REPRESENTATIVES FOR LOCAL MARKET AVAILABILITY.

Air Time International, Inc. is an Air Time company

919 Third Avenue, New York, N.Y. 10022 (212) 371-4750
LID OFF REWRITE □ Van Deerlin unveils H.R. 13015, the proposed legislation to revamp the Communications Act. It calls for basement-to-attic changes. And there are some trade-offs. PAGE 29. The principal points of the bill are summarized, along with the text of how Title IV deals with broadcasting. PAGE 30. Architects of the legislation explain their rationale. PAGE 38. What the reaction is in other parts of the communications world. PAGE 40.

RADIO IN THE HOUSE □ Speaker O'Neill agrees to an AP Radio request to allow tap on the chamber's mikes; broadcasts from the gallery will be barred. PAGE 42.

MEANWHILE, IN CINCINNATI □ The AP Broadcasters convention assesses the state of broadcast news with input from such as Elmer Lower, Keith Fuller and Jesse Jackson. PAGE 44.

FAIRNESS AND EQUAL TIME □ Proxmire's bill to repeal Section 315 runs into opposition from Geller during Hill hearing. PAGE 46.

BLACK EYES FOR '20/20' □ Criticism of the new news-magazine show is heavy, viewing is light. PAGE 46.

TUNING UP TRUMPETS □ Affiliates await their first glimpse of Fred Silverman as president of NBC. It'll come Sunday at a reception that precedes a busy two-day convention agenda in New York. PAGE 51.

ST. PAUL MESSAGE □ The BPA's biggest-ever convention gets under way in that half of Twin Cities. PAGE 50.

NONCOMMERCIALS □ The FCC wants to update its regulations to determine who can be a license in public broadcasting and how underwriting should be handled. It also moves to shift some FM allocations. PAGE 50.

ALL FOUR FLUNK □ The FCC review board turns thumbs down on the entire slate of applicants for the facilities of WNJR Newark, N.J. PAGE 52.

NO BUYER RETICENCE □ Network sales executives say that talk about agencies and advertisers hanging back for better deals is nonsense. PAGE 54.

EVEN BETTER □ McCann-Erickson's Coen revises his forecasts of media spending in 1978 and now predicts an over-all 12% increase to $42.5 billion. PAGE 54.

CLUTTER □ The AAAA and ANA will meet June 21 with NAB executives to discuss complaints about time excesses under the TV code. PAGE 54.

CHILDREN TALK □ NAB's Washington conference draws people from all walks of life and with ideas about how TV has been or should be programming for young. PAGE 56.

DAYTIME EMMY AWARDS □ NBC got the "best," but ABC had the most. Donahue is the only syndicated program to win, picking up dual honors. PAGE 57.

HOME VCR'S □ JVC Corp. announces what may be a major step beyond first-generation home video recorders. Its new Vidstar will have stop-action, slow-motion and fast-action capabilities. PAGE 58.

COMSAT'S PRICE LIST □ It files new tariffs with the FCC: $275 for first 10 minutes, $10 for each addition. PAGE 58.

THEIR AMERICAN WAY □ Less than a year ago, two men came out of the Midwest to buy Mutual Broadcasting System for $18 million. Then they agreed to buy WCFL Chicago for $12 million. It means new horizons for Jay Van Andel and Richard Marvin DeVos, two high-school friends whose Amway Corp. epitomizes the skin-of-the-teeth entrepreneurial drive that built American capitalism. PAGE 80.
Tuning in together.

Grandfather's memories live with the old set, but today, radio's vitality is a part of everyone's daily life.

Radio is an important part of our life at Taft Broadcasting Company. Our radio stations continue to contribute both profit growth and important service to each of their communities.

People want entertainment and information, and that's our business. With radio and television stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For more information about our record breaking performance, drop a note on your letterhead to - Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT Broadcasting Company

Informing and entertaining the American family.
A friend

If anyone is front-runner in competition to replace Commissioner Margita White on FCC, it may be Anne J. Jones (“Closed Circuit,” May 29), now general counsel of Federal Home Loan Bank Board. She has known FCC Chairman Charles D. Ferris since they were students in Boston College Law School. (She graduated in 1961, year after Chairman Ferris.) And there are some in Washington who believe she has the endorsement of someone — at minimum, Chairman Ferris urged White House to consider her as possibility.

Another apparent plus is that, although she is Republican, Democratic administration thought enough of Miss Jones to give her plum of general counsel’s job in federal agency. She had served for number of years at Securities and Exchange Commission.

Double trouble

Release of new “Communications Act of 1978” by House Communications Subcommittee (May 28) presented National Association of Broadcasters with something of internal problem. NAB has been vociferously opposing any rewrite of Communications Act of 1934. Now it may have to walk twisting path. Radio would be all but deregulated by new act and would pay relatively small part of annual fees. New act proposes. In NAB, radio members outnumber TV by more than eight to one.

Although TV interests are expected in general to oppose at least some major provisions of act, NAB may have trouble recruiting solid front. “How are you going to get radio to oppose this,” said one NAB official, “when it gives radio the candy store?”

Price of success

One indication of UHF’s rising popularity is mounting backlog of television station applications at FCC, all involving upper-band frequencies. Some 200 applications for new stations or for changes in existing ones are pending, including some filed in 1976. Officials say staff shortages at time of rising interest in UHF are part of reason. Where applications came in at rate of about 10 per year several years ago, they are now being filed at rate of up to 15 per month. Factors in upsurge of interest are religious broadcasters and pay television entrepreneurs.

Another reason given for backlog is, ironically, procedures that were adopted in July 1976 to speed up adjudicatory process. Substantial number of applicants are mutually exclusive — some 30 of the channels at issue are being sought by about 80 of the applicants — and Broadcast Bureau staff finds itself faced with responsibilities that were given it in order to speed things along once case got to hearing.

Overheated market

Though chances of passage are unclear, proposed 10-station limit on multiple ownership in Communications Act overhaul is seen by station brokers as probable stimulus to already strong demand for station acquisitions.

Legislation would grandfather existing ownerships that exceed 10-station level. Brokers figure grandfathering will spur buyers to get as close to present 21-station limit (seven each, AM, FM, TV) as possible before legislation can be enacted.

Not, brokers say, that demand needs new stimulus. Desirable stations are scarce — AM, FM and TV — so that market effect of any increased demand will be to drive already high prices still higher. Prices are “unbelievable” now, according to broker who said he sold FM station for $240,000 eight years ago to owner who now is asking more than $4 million for it.

Private stock

So tight was security against leaks of Communications Act rewrite before last Wednesday’s release that not even members of House Communications Subcommittee, who long ago were clamoring for stake in bill, got to see it. One member’s office reported it didn’t even receive announcement of press briefing Wednesday morning until 3:30 p.m. day before, which, said staff member, “was a little bothersome.” After introduction, subcommittee staff members spent long hours briefing members and their staffs, as well as Senate Communications Subcommittee chairman, Ernest Hollings (D-S.C.) and National Telecommunications and Information Agency director-designate, Henry Geller.

Paid up

Decision was made last week by ad hoc committee responsible for erection of headquarters of National Association of Broadcasters a decade ago to burn mortgage (literally) next Aug. 2. Among those to attend “in house” ceremony will be members of building committee plus executive committee of NAB.

Tenth anniversary of headquarters at Connecticut Avenue and N Street, N.W., in center of Washington’s liveliest development, will be formally observed with appropriate ceremony next year — probably in February when officialdom, including Congress, will be in town.
MCATV/UNIVERSAL AND
OPERATION PRIME TIME
APPLAUD WHAT
“THE BASTARD” DID.

The prime-time overnights in the fortress
cities of New York, Los Angeles and Chicago
are in. Independents WPIX, KCOP*
and WGN-TV beat everything in sight!**
For stations it proved it's possible to compete head to head with the giants. And come out ahead.

For advertisers it opens up a vital new flow of high-rated prime time availabilities.

For reps it creates an explosion of first class spots on independents and a bonanza on affiliates.

Our first two rockets, “The Bastard” and “Testimony Of Two Men” lit up the sky. Next, Irwin Shaw’s “Evening In Byzantium” and Howard Fast’s “The Immigrants”—to be followed by a whole new world of local programming.

Local television’s future has never looked brighter.

MCA TV
Radio only

U.S. Postal Service □ Postal Service plans seven-to-eight-week radio promotion beginning next week. Young & Rubicam, New York, will select spots in eight markets including Baltimore, Boston, Cleveland and Philadelphia. Target: men, 25-54.

Bristol-Myers □ Company features its Excedrin tablets in six-week radio buy starting in early July. Foote, Cone & Belding, New York, will seek spots in about 20 markets including Chicago, Houston, Los Angeles and Philadelphia. Target: women, 18-34.

Exxon □ Company launches five-week radio drive for its Qwip copier machines in early July. Creamer Lois/FSR, New York, will handle spots in 45 markets including Detroit, Miami, St. Louis and San Francisco. Target: men, 25-54.


Bank of America □ Banking institution schedules three-week radio push beginning next week. Grey Advertising, Los Angeles, will place spots in California markets including San Diego and San Francisco. Target: adults, 18 and over.


Buick □ Division of General Motors kicks off two-week radio campaign for its Buick car line beginning next week. McCann-Erickson, Troy, Mich., will buy spots in about 37 markets including Atlanta, Chicago, Milwaukee and New Orleans. Target: men, 25-54.

Anheuser-Busch □ Company is first to sign as participating sponsor for 1978 season in CBS Radio Network's coverage of 36 National Football League games. Budweiser beer will be advertised with four one-minute spots in each game. Agency for Anheuser-Busch is D'Arcy-MacManus & Masius, St. Louis.

Mars □ Candy manufacturer launches three-month TV campaign for its various candy bars beginning late this month. Ted Bates, New York, will select spots in 76 markets during early fringe time. Target: children, 6-11, teen-agers and women, 18-49.

Pabst □ Brewery slates three-month TV
THE MIKE DOUGLAS SHOW WILL ORIGINATE DAILY FROM HOLLYWOOD BEGINNING IN SEPTEMBER.

EVEN MORE STARS. MORE FUN. MORE EXCITEMENT. MORE SURPRISES. DAY IN. DAY OUT. AS TELEVISION'S WARMEST HOST BRINGS THE HOTTEST VARIETY-TALK SHOW TO THE ENTERTAINMENT CAPITAL OF THE WORLD.

90/60 minutes. Set to begin production at CBS Television City, September 11.
Changing for the better!

WHNB-TV is now WVIT.
We changed our name because we are changing a lot of other things about our station.
One of our changes is for the best:
Katz Television Continental is now national sales representative for WVIT.

WVIT. Katz. The best.
promotion for its Pabst extra light beer starting next week. Kenyon & Eckhardt, Chicago, will arrange spots in about 100 markets during prime, news and sports time. Target: men, 18-49.

**Andrea Raab** □ Nail products company features its Nail Wand in 12-week TV promotion beginning late this month. A. Eicoff & Co., Chicago, will seek spots in six to eight markets during all day parts. Target: total women.

**Stokely-Van Camp** □ Food products group starts 11-week TV flight for its Instant Gatorade drink next week. Clinton E. Frank, Chicago, will schedule spots in eight markets during day, fringe and prime time. Target: women, 18-49.

**Hill's** □ Division of SCOA Industries begins 10-week TV push for its Hill's department store beginning in early July. Canton Advertising, Boston, will seek spots in 13 markets during all day parts. Target: women, 18-49.

**Johnson & Johnson** □ Company features its Band-Aid brand adhesive bandages in nine-week TV flight starting in early July. Young & Rubicam, New York, will purchase spots in four markets during fringe time. Target: women, 25-49.

**Levitz** □ Furniture retailer starts two-month TV flight this week. Lovett Advertising, Miami, will handle spots in 60 markets during day, fringe and prime time. Target: adults, 25-54.

**Credit Systems** □ Master Charge credit card gets two-month TV push beginning in early July. Mandabach & Simms, Chicago, will buy spots in Kansas City, Mo., and St. Louis during day and fringe time. Target: total women.

**U.S. Soil** □ Plant products manufacturer focuses on its plant food, Plantasia, in seven-week TV buy starting late this month. Clinton E. Frank, Chicago, will place spots during day, fringe and prime time. Target: women, 18-49.

**Whirlpool** □ Home appliance manufacturer starts six-week TV buy next week. Lea Robert Smith, Atlanta, will buy spots in about 30 markets during day, fringe and prime access time. Target: adults, 18-49.

**Hungry Bull** □ Restaurant chain begins one-month TV drive in July. Ed Myrick, Charlotte, N.C., will seek spots in five markets during day, fringe and prime time. Target: total adults.

**Maybelline** □ Cosmetic company schedules four-week TV flight for its Great Lash mascara starting next week. Lake-Spiro-Shurman, Memphis, will place spots in 14 markets during day and fringe time, spending about $186,000. Target: women, 18-34.

**H.J. Heinz** □ Food products group begins four-week TV campaign highlighting its steak sauce in early July. Ketchum, MacLeod & Grove, New York, will buy spots in 55 markets during early fringe time. Target: women, 18-49.

**Pillsbury** □ Food products group focuses on its Figurines diet bar in four-week TV push beginning next week. BBDO, New York, will select spots in about 20 markets during fringe time. Target: women, 25-64.

**Ragold** □ Company features its Velamints candy in four-week TV promotion beginning late this month. Don Tennant, Chicago, will place in 21 markets during fringe time. Target: adults, 18-49.

**Allen Products** □ Company features its Alpo Liv-A-Snaps dog food in four-week TV campaign beginning next week. Weightman Advertising, Philadelphia, will handle spots in 18 markets during day and fringe time. Target: women, 25-64.

**M.B. Walton** □ Company arranges three-week TV push for its Roll-O-Matic mop beginning next week. A. Eicoff & Co., Chicago, will select spots in about 25 markets during all day parts. Target: total women.

**Flav-O-Rich** □ Company spotlights its ice cream in three-week TV promotion starting late this month. D'Arcy-MacManus & Masius, Atlanta, will buy spots in 25 Southeast markets during day and prime time. Target: adults, 25-54.

**Nature Slim** □ Reducing aid gets three-week TV promotion starting next week. Sumner Inc., Atlanta, will handle spots in 12 markets during day, fringe and prime time. Target: adults, 18-49.

**Neils Famous Footwear** □ Chain of retail shoe outlets places two-week spot-TV flight beginning next week. Stephan & Brady, Madison, Wis., will arrange spots in 11 markets during day, fringe and prime time. Target: women, 25-49.


**Sunn Classic Pictures** □ Company features its film, "Bermuda Triangle," in two-week TV promotion beginning late this month. Siteman Brodehead Baltz, Los Angeles, will handle spots in at least five markets during fringe time. Target: adults, 18-49.

**CBS Records** □ Record company places two-week TV buy for its Carol King record beginning next week. Young & Rubicam, New York, will schedule spots in five markets during fringe time. Target: adults, 18-34.

**Pennsylvania Lottery** □ Lottery gets one-week TV promotion starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six Pennsylvania markets during all day parts. Target: adults, 25-64.

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**BAR reports television-network sales as of May 21**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended May 21</th>
<th>Total dollars week ended May 21</th>
<th>1978 total minutes</th>
<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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<tr>
<td>Monday-Friday</td>
<td>188</td>
<td>$1,254,200</td>
<td>3,011</td>
<td>$21,398,400</td>
<td>$18,784,700</td>
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<td>Monday-Friday</td>
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<td>16,994,100</td>
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<td>Saturday-Sunday</td>
<td>309</td>
<td>8,738,500</td>
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<td>Monday-Saturday</td>
<td>101</td>
<td>4,279,800</td>
<td>2,040</td>
<td>86,792,900</td>
<td>78,173,500</td>
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<td>Sunday</td>
<td>32</td>
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<td>26,960,300</td>
<td>23,323,200</td>
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<td>421</td>
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<td>788,600,900</td>
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<td>Monday-Sunday</td>
<td>228</td>
<td>5,262,800</td>
<td>4,329</td>
<td>93,088,700</td>
<td>92,004,400</td>
<td>+1.1</td>
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</tbody>
</table>

**Total** 2,287 $81,502,000 45,068 $1,525,935,000 $1,383,925,500 +9.5

Source: Broadcast Advertisers Reports

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**Broadcasting June 12 1978**

12

June 14 — Virginia Association of Broadcasters meeting. Gary Worth, executive vice president, Mutual, will speak. Mariner Resort Inn, Virginia Beach, Va.

June 14 — Hearing by Senate Commerce Committee on S-64, bill which deals with reducing radio frequency interference to consumer electronic equipment. Room 155, Russell Senate Office building, Washington.


June 15 — Radio Advertising Bureau idearama for radio salespeople. Sheraton-Campus Inn, Knoxville, Tenn.


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

June 15-17 — South Dakota Broadcasters Association meeting. Rapid City.

June 16 — Massachusetts AP Broadcasters Association 1978 awards banquet. Roger Allan, WRKO(AM), Boston, is host. Baxboor Sheraton.

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


June 18-19 — Oregon Cable Television Association annual meeting. Kahneeta Resort, Warm Springs, Ore.


June 21-23 — Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fountainside Inn and Spa, Ocean City, Md.


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

June 22 — Radio Advertising Bureau idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 22 — Radio Advertising Bureau idearama for radio salespeople. The Hilton Inn, Greensboro, N.C.


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


June 26-24 — North Dakota Broadcasters Association meeting. Badlands motel, Medora, N.D.


Major meetings


Oct. 29-Nov. 3 — Society of Motion Picture & Television Engineers 120th technical conference and equipment exhibit. Americana hotel, New York.
convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter, Callaway Gardens, Ga.

June 25-28 - Montana Cable Television Association annual meeting. Outdoor Inn, Kalispell, Mont.

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

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


June 29 - Promotion and advertising clinic for ABC-TV stations. Century Plaza hotel, Los Angeles.


June 29 - Radio Advertising Bureau Idearama for radio salespeople. La Mansion hotel, San Antonio, Tex.


June 29 - Radio Advertising Bureau Idearama for radio salespeople. The Hilton Inn, Dallas.


June 29 - Radio Advertising Bureau Idearama for radio salespeople. Ramada Inn, Toledo, Ohio.

July 5 - FCC's new date for comments in its inquiry into the fairness doctrine and the public interest standards of the Communications Act. Old date was May 3. Replies are due Aug. 4 (BC Docket 78-60). FCC, Washington.

July 6-9 - National Federation of Local Cable Programmers convention, jointly sponsored by the University of Wisconsin-Extension Communications Program Unit. Sanrent will be partly funded by National Endowment for the Arts, University Bay Center, 150 Willow Drive, Madison, Wis. Information: Carol Brown Elber, (608) 262-3566.

July 9-12 - New England Cable Television Association convention. Wentworth by the Sea, Portsmouth, N.H.

July 10-14 - Workshop on children's television for program and producers at affiliates of CBS-TV, CBS Broadcast Center, New York.

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


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

July 18-19 - National Association of Farm Broadcasters summer meeting, Fairmont hotel, San Francisco.


July 18-19 - Wisconsin Broadcasters Association summer meeting. Fox Hills Resort, Mishicot, Wis.

July 30-Aug. 5 - Communications Center 1978, seminars and workshops sponsored by American Baptist Churches, USA; Baptist Convention of Ontario and Quebec, and Christian Church (Disciples of Christ). Keynote speakers include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Eriandale College of the University of Toronto, Mississauga, Ont.

August

Aug. 3-9 - American Bar Association annual convention Hilton hotel, New York.

Aug. 4-6 - Minicourse for working journalists, presented by the journalism department at Florida State University in conjunction with Florida Association of Broadcasters and United Press International, Tallahassee, Fla.


Aug. 18 - Kansas Association of Broadcasters sports seminar Kansas City Royals Stadium, Kansas City, Mo.


Aug. 23 - Tennessee Association of Broadcasters regional license renewal seminar Hilton Airport Inn, Nashville.

Aug. 24-25 - Third annual Chicano Film Festival, project of Center Video of Olivehine College of the Southwest. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 265 Obrae Drive, San Antonio, 78216.


September

Sept. 6-10 - National conference of Information Film Producers of America. Manor Vail Lodge, Vail, Colo.

Sept. 10-12 - Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.

Sept. 10-12 - Nebraska Broadcasters Association annual convention. Holiday Inn, Kearney, Neb.

Sept. 12-14 - Wescon78 electronics show and convention. Convention Center, Los Angeles.


Sept. 15 - Deadline for entries in 13th annual Gabrielle Awards competition, sponsored by UNDA-USA, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treat issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabrielle Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 620, Cleveland 44114; (216) 579-1833.

Sept. 15-16 - Annual meeting of Public Radio in Mid America, WHALAM Madison, Wis., will be host
Trevira® Woven into the Fabric of America, Helps Make

The Greenville -- Spartanburg -- Asheville Market
37th in the U.S.

Trevira® is the trade name for fibers made by Hoechst Fibers Industries, a division of American Hoechst Corp., in a 1.9 million sq. ft. facility in Spartanburg County. Its 2,200 employees produce polyester fibers which occupy pre-eminent positions in men’s and women’s apparel, home furnishings, and industrial applications. Their $31 million annual salaries (1977) contribute significantly to the economy of our market.

HFI, a good neighbor, has invested nearly $4 million in environmental controls. One imaginative manufacturing breakthrough, re-use of process steam, nets energy conservation worth about $400,000 annually.

The WSPA-TV market is alive with modern plants making products for industry. Tourism, transportation and farming round out the dynamic picture which features a labor force of 600,000. In our 29-county area of dominant influence are 510,700 households* effectively served by WSPA-TV.

For availabilities, check our national reps.

WSPA-TV
 Owned and Operated by Spartan Radiocasting Company
 Walter J. Brown, President
 TV 7 • AM 95 • FM 98.9
 CBS Affiliate in the Nation’s 37th Market
 National Reps: H & R Television, Inc.
 * Arbitron 1978
station, Wisconsin campus, Madison.


Sept. 18-20 — First national conference of action line writers and broadcasters under sponsorship of Conraining Glass Works. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Coping, N.Y.


Sept. 21-22 — Consultation on "Communications and the Church." sponsored by The Communications Commission, National Council of Churches. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.


Sept. 22-24 — Maine Association of Broadcasters meeting. Samoset Rockport, Me.


October


Oct. 6-7 — Florida Association of Broadcasters fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 11-13 — Indiana Association of Broadcasters fall meeting. Brown Country Inn, Nashville, Ind.


Oct. 15 — North Carolina Association of Broadcasters meeting. Radisson Plaza hotel, Charlotte, N.C.


November

Nov. 6 — Federal Trade Commission hearing on children's advertising. San Francisco.

Nov. 9-12 — National Association of Farm Broadcasters fall meeting. Kansas City, Mo.


Nov. 30 — Presentation of annual Gabriel Awards of UNDA-USA. Bahi a Mar, South Padre Island, Tex.

December

Dec. 4-5 — National Cable Television Association board meeting. Anaheim, Calif.

Dec. 5 — Advertising Research Foundation Western conference. San Francisco.

Dec. 6-8 — Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

Dec. 12-14 — Midcon'85 electronics show and exhibit. Dallas Convention Center, Dallas.

January 1979


Jan. 14-21 — National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.


March 1979

March 8-12 — National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.


April 1979


"I'm not in the broadcast news business, I'm in the news business," says the news director of KPRC, Houston, Texas.

"I don't subscribe to the theory that TV news is a special breed of news that ought to be tailored to what the audience wants. I'm not going to go that route.

"It goes back to the question of whether TV news is press or entertainment. I've always felt it was press. I have never used the word 'media.' To me it's phony, made-up jargon. I'm not in the broadcast news business. I'm in the news business.

"There are stories that ought to be done whether the public is clamoring for them or not. For example, at KPRC we maintain a full-time bureau in the state capital. Two reporters work for us full-time. and do nothing but report news from state government headquarters. I would hate to be called in to prove that I'm getting our money's worth from that bureau. I'm happy to say no one has ever asked me to prove it. But I would much rather explain why I do have a bureau than why I don't.

"Of course, TV stations should try to make difficult stories as uncomplicated and 'un-dull' as possible. It's not easy. The selection of reporters is the key. We do pay some attention to cosmetics, but no one here was hired because of his or her looks. All of our people have journalistic credentials. They all write. No one is here just to read someone else's copy.

"I am opposed to 'happy talk' banter when it is overdone. When one of our people passes the camera on to another, it's all right to say something. And the new person can make a response, but we don't go any further than that. Happy talk shouldn't cut into air time.

"We use the new Eastman Ektachrome video news film high speed 7250 tungsten for all of our filmed night coverage. It's great. We did a series on hospitals and 7250 was an enormous help in filming a childbirth sequence in the delivery room. Even after we use filters to correct for the interior light, we still have enough exposure margin to stop down and get good depth.

"We don't do as many documentaries as I'd like because they take so much time. However, we do have a weekly magazine on Texas. It's all on film. The people have to travel all over, and film cameras are more portable. A good film man like Bob Brandon can get results that I've never seen anyone duplicate any other way.

"We have no ambition to have a 'live' piece every evening. I think trying to do so is a mistake. It's like editorials. I believe in them; but if we tried to do an editorial every night, or every week, we'd wind up with some bad ones.

"I am most proud of the attitude our people have. I think our staff tries to do things a little better. I've tried to convey to the people working here that our objective is to be the best news operation in town. If it comes to a choice of being first or best, I want to be best.

"In our publication, TELEK, broadcasters talk about their experiences, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write Eastman Kodak Company, Dept. 640, Rochester, New York 14650.

"Kodak...Official photographic consultant to the 1980 Olympic Winter Games."
Raiding the Highway Trust Fund is a Poor Energy Policy.

America is running out of gasoline. Our dependence on foreign sources continues to grow at an alarming rate. The balance of payments problem gets more serious each year. America’s business community as well as our friends overseas clamor for a strong, effective national energy policy.

In the face of these problems, special interest groups persist in their efforts to raid the Highway Trust Fund for uses other than its original intent: to complete the U.S. Interstate Highway System.

Putting aside the favorable safety and economic factors of the Interstate System, let’s take a realistic look at how it contributes to a positive energy policy. It’s as simple as this: completion of the Interstate Highway System will allow our cars and trucks to move across the country more efficiently. Fewer stops for traffic lights. Less congested areas to contend with. More direct routes to destinations. The end result: significantly less consumption of gasoline.

Now that’s an energy savings America can’t afford to give up.

The American motorist pays an average of $38 a year into the Highway Trust Fund. Trucks which comprises 18.8% of the vehicles on the road, pay 41.8% of the taxes that go into the Fund. To divert money paid in good faith for more efficient highways and use it for local non-highway projects would be unfair to the millions of taxpayers from whom it was collected. And it would reduce a significant contribution to energy conservation.

Presented by Dorsey Trailers whose innovative engineering has produced a new design to reduce fuel consumption
BMI LICENSES MOST OF AMERICA'S MUSIC AND THE HITS PLAYED ON RADIO.

Congratulations to these writers of the 100 most performed songs in the BMI repertoire during 1977.

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Benny Andersson (STIM)
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Stephen Bishop
Don Black (PRS)
Oti Blackwell
Perry Botkin, Jr.
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Buddy Buie
Hal Bynum
Toy Caldwell
Eric Carmen
Harry Carey
Mike Chapman (PRS)
Nicky Chinn (PRS)
Roger Christian
John Ford Coley
Carol Connors
Bill Conti
Alice Cooper
John Crowley
Burton Cummings (PRO Canada)
Dean Daughtry
James Dean
Barry DeVorzon
David Dundas
Randy Edelman
Bobby Emmons
Nancy Farnsworth
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Richard Finch
Kenny Gamble
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Barry Gibb
Maurice Gibb
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Cary Gilbert
John Henry Glover, Jr.
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James Mitchell, Jr.
Paul Mitchell
Chips Moman
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Norman Whitfield
John Williams
Marvin Willis
Brian Wilson
Peter Wood
Terry Woodford

What the world expects from the world's largest music licensing organization.
Five years after publication of the first edition (Broadcasting, Dec. 4, 1972) the authors have produced a second that recognizes and attempts to reflect what they regard as the enormous growth in broadcasting's size and impact and is aimed at keeping the reader current with the changes that have occurred in the politics of regulation.

The authors, who have kept in close and continuing contact with the subject matter—Mr. Krasnow is now general counsel of the National Association of Broadcasters and Mr. Longley teaches government at Lawrence University—have perceived over the years an increased role for citizen groups, the courts and the White House in the shaping of FCC policy. Indeed, the authors say that the ability of broadcasters and their allies in Congress to influence commission policy has been weakened by the involvement of the citizen groups and the courts in the process. "In effect," they say, "the politics of broadcast regulation have shifted from a simple tripartite system of industry, Congress and the commission to a more complex set of interrelationships which include the White House, the courts and citizen groups."

Besides updating their description of the roles of the major participants, the authors add a case study to the four in the first edition that served to illuminate the pressures brought to bear on commission policymaking—the allocation of 40 channels for the citizen band service. Among other things, the authors note, that action points up the questions surrounding the commission's ability to deal with rapid technological change. The four other actions discussed: the shift of FM from the 44 mhz range to the 98 mhz range in 1945; the development of the all-channel receiver bill of 1962 as a means of aiding UHF television, the failed effort in 1963 to adopt NAB commercial limits as a commission rule and the adoption in 1970 of a policy designed to aid license-renewal applicants faced with challenges at renewal time—''a policy that was later overruled by the courts."


In 1974, an NBC librarian attempted to conserve shelf space by having a complete set of Broadcasting from the first volume in October 1931, transferred to microfilm. The author was offered the original and he says that motivated him to begin this book.

From this foundation and other contacts he had developed in almost 30 years of teaching, Mr. Foster compiled "Understanding Broadcasting." In a sense, its thoroughness and orderliness belie the introductory claim of "a text for an one-semester course in broadcasting." It's more than that with complete chronologies and historical perspectives, glossaries, biographical sketches, texts of official pronouncements and legislation, bibliographies and even an index to Broadcasting's "Special Reports" and "Perspectives on the News."


This "guide" to communications industry trends contains the kind of statistical information that is useful to researchers, students, writers and anyone else interested in the development of any one of a number of communications industries. Want to know the answer to the increasingly popular question of how many radio, television or cable systems are owned by minorities? One of more than 300 tables provides the answer. Informa-
ion is available also on media conglomerates and on concentration of ownership in a variety of communications industries. And in many cases, the authors have traced the development of the industry segments under review over as many years as data are available, providing a historical tone to their work. The book, drawn from a variety of sources—government, business, trade publications, academic works and private correspondence—is divided into seven subject areas: growth of the media industries, ownership and control of the media industries, economics of the media industries, employment and training in the media industries, content trends in the media, size characteristic of media audiences and U.S. media industries abroad.


Mr. Mander is a drop-out from the advertising business, a former partner in the Freeman, Mander & Gossage agency of San Francisco. Influenced by the counterculture movement in that city, in the early 1970s he "began to realize a kind of hollowness" to his life, the agency was dissolved and Mr. Mander formed the nonprofit Public Interest Communications Office to help promote ecology and other causes. This book is the result of several years' worth of ruminations about and some research into the adverse psychological and physiological effects of television on the individual and society—an adult version of "The Plug-in Drug."

Mr. Mander argues that television is unbearable because of those effects, which he believes derive not only from the development of TV as an advertising medium, but, more fundamentally, from the inherent faults of the technology itself.

He writes, for example, that the mere process of watching TV—the mental exercise of constructing a coherent picture out of a series of luminous dots—puts the viewer in a semihypnotic state in which images are "plantedin the mind. At the same time, he says, the technology of television makes it suitable for communicating only crude information, not the subtleties of say, a walk on the beach or a symphony concert. That, Mr. Mander believes, is the real reason why violent shows and slapstick comedy are so successful on TV—they simply come across more clearly.

Mr. Mander sees the sum of those effects as a breakdown of the individual's ability to distinguish between "real" reality and "television" reality, a condition which he dubbs "sensory schizophrenia." Habitual viewers, he claims, are thus simultaneously alienated from nature and lured into a false sense of knowing the world.

"The quality was excellent...in the true style of Drake-Chenault."

SCOTT KENYON, Program Director, KIMN-FM, DENVER

Act now to reserve availability in your market for the most spectacular radio program ever produced. Don't miss out. Call us today, toll free, 800-423-5084 (California and outside the continental United States, please call 213-883-7400.)

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What fuel could supply America's electricity for about 250 years?
-David G. Roberts, Scientist

Coal. America has one trillion tons of coal reserves in the ground. Enough energy to equal the oil reserves of the whole world.

Coal is a tested, proven energy resource, and only a generation ago it was supplying 48% of our energy.

Today, in the midst of the energy crisis, with U.S. oil resources starting to run out, it supplies only 20% of our energy.

By tapping our vast reserves of coal, we can lessen our dependence on imported oil—a move that's in the best interest of all of us.

Electric companies are converting to coal.

So, wherever feasible, electric companies are converting plants that run on oil and natural gas to coal. In this way, these precious fuels will last as long as possible—not only for transportation and heating, but for fertilizers, pharmaceuticals, and other useful applications.

To meet the nation's rising power requirements, we will need 825 million tons of coal annually by 1985, as compared to half of that amount in 1975. Billions of dollars will be needed to get that coal out of the ground, to transport it, to create anti-pollution controls.

Coal can't do the job alone—we still need nuclear energy as a major source of electricity.

Nuclear energy is the other proven source of electricity. For many sections of the country, it's the best and most economical source of power.

But remember that in some sections of the country our electric power capacity is stretching thin.

The time to build power plants is now.

By 1988 America will need 40% more electricity just to supply all the new people and their jobs. New power plants—both coal and nuclear—are urgently needed and must be started at once to be ready in time. For facts on your energy options, just send in the coupon.

Edison Electric Institute
for the electric companies

Edison Electric Institute
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New York, N.Y. 10001

Please send me free information about coal and the energy crisis.

Name: ____________________________
Address: __________________________
City: __________________ State: ______ Zip: __________

18-6/12
Improved mileage for Kendall Oil with TV

You’re Kendall Refining Co.—noted nationally for high performance motor oils and industry leadership. Your objective is deeper penetration into existing markets. You want a larger slice of the annual $1 billion motor oil retail market.

You’re selling the finest motor oil products in the industry because your emphasis is on refining technology and high performance motor oils. Even your competitors admit that.

It’s been a good year. Shipments of Kendall motor oil increased during 1977 while the estimated U.S. domestic lubricating oil demand was static.

You’re Kendall Oil—motor oil innovator—and you’re not satisfied with the same traditional and conventional advertising the other motor oil refiners use. You and your agency—Grey Advertising—have worked out the most aggressive television campaign ever launched by Kendall.

A mixture of network and spot advertising this year will result in a grand total of two billion Kendall Oil impressions seen on television by buyers and users of motor oil.

You just can’t turn to service stations as in the past. They no longer reach the majority of 60% of the nation’s auto owners who now perform minor repair and maintenance on their own cars.

The 1977 “National Petroleum News Factbook” reports while the number of privately owned passenger cars jumped from 80 million to 113 million in the past decade, the number of service stations shrank by more than 32,000. It’s getting harder to find a service station that will provide normal maintenance and oil changes.

But you’re Kendall—and you’ve done your marketing homework in the competitive scramble for oil retailing market business. You know your priorities. You’ve got to follow the customer to where he buys his motor oil—to food stores, hardware stores, drug stores and convenience outlets where retailers have jumped on the motor oil retailing bandwagon.

You monitor industry media for confirmation. Supermarket reports that $80 million of motor oil sales took place in supermarkets in 1976. Progressive Grocer adds that 36% of all supermarkets now stock motor oils for consumer convenience as part of their one-stop shopping concept.

You learn that discount stores have taken a lion’s share of the motor oil retail market—better than 51%—because motor oils provide high turnover and healthy profits.

And finally, you learn that home and auto chains now almost have a 17% share of the billion-dollar motor oil retailing market. They cite 11 to 13 turns per year on motor oils. Those retailers use motor oils as traffic builders, too, to get the do-it-yourselfers for tie-in sales to mag wheels, car stereos, batteries and other automotive-related items.

You’re Kendall Oil and your consumer research tells you that your biggest market lies in that new breed of Americans who are determined to do their own car care.

You also know there’s been neglect by the oil industry of the customer’s real needs. Your research also tells you that the biggest deterrent to changing one’s oil is the difficulty encountered in disposing of the used oil. It’s been a sloppy, dripping, oil-soiled job for the do-it-yourselfers.

But you’re Kendall Oil and you’ve come up with a solution to combat that problem. You’ve designed the Kendall Dispos-A-Jug—a plastic four-quart container that serves as a receptacle for cleanly disposing of old oil.

The four-quart-sized container was selected because most cars have crankcase capacities of four or five quarts. Since one quart of used oil will be remaining in the old filter, do-it-yourselfers must dispose of four quarts of used oil at once. It’s the right-sized container.

It gets off to fast acceptance by both retailers and traditional channels of distribution.

Imitators get into the act but you remain way in front.

You’re riding the crest of the nation’s remarkable do-it-yourself minor repair and maintenance work automobile owner’s revolution. But you’re still not satisfied. You deserve a larger portion of the motor oil market because you’re the best friend the automobile owner has right now. Word-of-mouth isn’t enough.

What are you going to do about it?

This year, you’re going to spend five times as much on advertising—90% on network and spot television advertising—as you did during the past five years. Your advertising will reach all corners of the U.S. with new on-target selling commercials—including cars that “talk”—to appeal to the professional buyer as well as the do-it-yourselfer.

You’ll reach the people who’ll benefit most by your product and technology. You’ll sponsor the 1978 ABC-TV sporting events such as the 62d running of the Indianapolis 500 and the Indy 500 time trials. It’s a terrific showcase for Kendall quality motor oil. Over 14 million racing fans will be watching your message.

Your advertising won’t stop there. There’s baseball’s largest event in July—the All-Star Game, the National Football League’s exhibition season and baseball’s playoff games. Over 63 million Kendall customers will be viewing those events on the full ABC-TV network in prime time during Kendall’s key selling period.

Another wide range of television game shows from $100,000 Name That Tune, $25,000 Pyramid, $12S,000 Question to All Star Anything Goes and the NFL Sports series will add over 1.6 billion viewers via participation shows. Sports Illustrated full-page color advertisements and trade press advertisements also will tell the Kendall story.

You’re Kendall—pledged to help the American motorist—and you’re still not satisfied. What else are you going to do to earn the growing friendship of America’s do-it-yourselfers?

You, Kendall Oil, will be wherever the people are—tractor pulls, national auto racing events, the marketplace and the media—especially television—because every drop of Kendall helps the nation run just a little bit better.
Getting a leg up on the competition!

WPIX New York City
KCOP Los Angeles
WFLD Chicago
WKBS Philadelphia
WLVI Boston
KBHK San Francisco
WKBD Detroit
WDCA Washington, DC
WJAB Cleveland
KDNL St. Louis
KRIV Houston
WTCG Atlanta
WTVP Indianapolis
WKRC Cincinnati
WRET Charlotte, NC
WHBO Memphis
WSPA Greenville
WSPA Spartanburg
WSPA Asheville
WCHS Charleston
WCHS Huntington
WDRB Louisville
WBRC Birmingham
WKDF Dayton
KSLA Shreveport
KSLA Texarkana
WPEC West Palm Beach
WPEC Chattanooga
WJHL Bristol
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WAAY Decatur
WAAY Florence
WLTX Columbia, SC
WBRZ Baton Rouge
KBDC El Paso
WJBF Augusta
KMEG Sioux City
WCSC Charleston, SC
KTAC Lafayette, LA
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KBMT Beaumont
KBMT Port Arthur
KVU Las Vegas
WJCL Savannah
WEVU Ft. Myers
WBTW Florence, SC
WBBJ Jackson, TN
WABG Greenwood
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Man, is she rebuilt.

The Bionic Woman. Standing on her own bionic feats. Or with The Six Million Dollar Man. Available this Fall.
And it is from the basement to the attic

Van Deerlin's rewrite legislation is introduced; it calls for almost total deregulation of radio, gives cable regulation over to states, lifts some restrictions on TV; but there are those 'trade-offs,' including spectrum license fees

The tightly sealed lid is off H.R. 13015—the Communications Act of 1978—and Lionel Van Deerlin has made good on his promise to make this draft rewrite of basic communications law a deregulator's dream.

The bill was unveiled last Wednesday in the House's Rayburn office building at a full-blown press conference by Mr. Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and the unit's ranking Republican, Lou Frey of Florida.

The finished product—20 months in the making and 217 pages long—showed there was no dissuading the subcommittee chairman and his staff from dropping into the bill their controversial "trade-offs" for reduced regulation of broadcasting. The license fee—formerly known as the spectrum use fee—for all users of the spectrum is a cornerstone.

Money derived from the fee collection would be divided four ways: It would pay all the bills of the Communications Regulatory Commission, the new name for an FCC with duties and budget cut back by as much as 25%. It would replace congressional appropriations and become the sole source of government support for a new public broadcasting programing entity, the Public Telecommunications Programing Endowment. And it would go into proposed new funds for the encouragement of minority ownership in broadcasting and for expanded telecommunication services to rural areas. The total price tag can only be guessed at this point, but one estimate placed it at from $350 million to $400 million.

There is another broadcasting trade-off: a reduction in the total number of stations a single entity can own from the present 21 (seven TV's, seven AM's and seven FM's) to 10 (five TV's, no more than three of them in the top-50 markets, and a total of five radio stations). Ownership would also be restricted to one station (of any kind) per market. Present owners would be grandfathered under the present limits, but their holdings would dwindle if they lost or traded off any of their stations.

The bill provides that new station licenses, and existing ones that become available, would be allocated under a system of random selection among qualified applicants. There would be no more comparative hearings.

The good news for broadcasting is the bill's virtual deregulation of radio, and significant, but lesser, reduction of restrictions on TV. Radio would be given licenses for indefinite terms, subject to revocation only for technical violations. And it would be released from ascertainment, equal time and fairness doctrine requirements.

Mr. Van Deerlin said at the press conference that deregulation of radio is justified "on the well established ground that the number of radio stations in the United States is now equal to the number of weekly newspapers and that the scarcity element that existed at the time the 1934 act was written no longer applies."

Television, however, presented a different picture to him. "For television," he said, "we recognize that a scarcity factor does still exist."

For that reason, the bill retains a limit on the length of TV licenses, but extends it from the present three years to five. After 10 years, however, the bill provides that TV licenses would also shift to indefinite terms.

Television would also be released from ascertainment, but unlike radio, would be required to carry news, public affairs and locally produced programing throughout the broadcast day.

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Also in this issue

At a glance □ The principal points of H.R. 13015. Pages 30-31.
In full text □ How Title IV deals with broadcasting. Pages 30-34.
The rationale □ Why they did what they did. Page 38.
The reaction □ What the world thinks about it. Page 40.
The principal broadcast-cable provisions of the Communications Act of 1978

Title IV—Broadcasting Services

Part A—General Provisions

REQUIREMENT OF LICENSE

Sec. 411. (a) No person shall use or operate any equipment for the provision of broadcasting services or nonbroadcasting radio services, except in accordance with the provisions of this title and with a license granted under this title.

(b) (1) No person shall use or ship in interstate commerce, manufacture, or import for sale or resale to the public any device which fails to comply with rules prescribed by the Commission under this part and any applicable regulations.

(2) A transportation common carrier, contract carrier, or freight forwarder shall not be subject to the provisions of paragraph (1) solely by reason of receiving or transporting any device specified in paragraph (1) in the ordinary course of its business as such a carrier or forwarder.

POWERS AND DUTIES OF COMMISSION

Sec. 412. In order to ensure the most efficient and diverse use of the electromagnetic frequency spectrum, the Commission—

(1) shall assign electromagnetic frequency spectrum and distribute licenses so as to ensure that each community in the United States, regardless of size, is provided with the maximum fulltime local television and radio broadcasting services and nonbroadcasting radio services;

(2) shall classify radio broadcasting stations;

(3) shall assign frequencies for each individual station, and determine the power which each station shall use and the time during which it may operate;

(4) shall study and provide for a more efficient system for assignment of the electromagnetic frequency spectrum;

(5) shall prescribe such rules as it considers necessary to prevent interference between stations;

(6) shall determine the location of classes of stations or individual stations;

(7) may establish areas or zones to be served by any station;

(8) shall prescribe rules relating to the design and use of various types of transmitting apparatus in order to minimize interference and to improve the quality of the transmissions from each station and from apparatus used by each station;

(9) shall prescribe rules governing the interference potential of equipment which shall apply to the manufacture, import, sale, offer for sale, shipment, or use of such equipment;

(10) may regulate the performance characteristics of television receivers which are shipped in interstate commerce, or are imported from any foreign nation into the United States, for sale or resale to the public;

(11) may inspect all radio installations associated with stations which are required to be licensed by any law or which are subject to the provisions of any law or any treaty or convention binding on the United States, to determine whether in construction, installation, and operation such installations conform to rules prescribed by the Commission, the provisions of any law, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which such installations are constructed, installed, or operated;

(12) may designate call letters of all stations;

(13) may require publication of such call letters and of such other announcements and data as in the judgment of the Commission may be required for the efficient operation of stations; and

(14) shall prescribe such rules as may be necessary to carry out any international telecommunications treaty or convention, or regulations annexed to any such treaty or convention, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.

LICENSE FEE; TELECOMMUNICATIONS FUND

Sec. 413. (a) The Commission shall assess a license fee for all users of the electromagnetic frequency spectrum. Such fee shall take into account—

(1) the cost to the Commission of processing the license; and

(2) the scarcity value of the spectrum being assigned, except that the Commission may waive such factor in computing the fee if it determines that—

(A) such value is minimal;

(B) the user is a State or a political subdivision of a State;

(C) the user is a public telecommunications entity (as defined in section 612(13)); or

(D) the license is required by a treaty or provision of international law.

(b) (1) The Commission shall develop fee schedules setting forth costs and scarcity values not later than 1 year after the effective date of this Act, and shall use such schedules in assessing fees under subsection (c).

Before the establishment of the fee schedules required in this section, the Commission shall continue to assess fees under such fee schedules as are in effect on the date of the enactment of this Act.

(2) The schedules for the fee for television and radio broadcasting required in this section, the Commission shall—

(A) establish separate fee schedules for very high frequency television broadcasting, ultra-high frequency television broadcasting, amplitude modulation radio broadcasting, and frequency modulation radio broadcasting;

(B) calculate fees for television broadcasting which vary with the number of frequencies assigned to a market and the number of prime time television households in such market, and which take into account any technical disparity which may exist between very high frequency television broadcasting and ultra-high frequency television broadcasting and other factors which the Commission considers appropriate;

(C) calculate fees for radio broadcasting which vary with the power of the station and hours of operation, and which take into account market size, the number of frequencies assigned to a market, co-channel separation (where applicable), and other factors which the Commission considers appropriate.

(c) (1) The Commission shall assess the fees provided for in subsection (b) in amounts equal to the sum derived from the addition of the cost of processing the license involved and the applicable percentage of the scarcity value of the spectrum being assigned, as specified in paragraph (2).

(2) For the calendar year in which the initial fee schedules established by the Commission under subsection (b) (1) first take effect, 10 percent of the total scarcity value shall be used in deriving the sum specified in paragraph (1). The percentage of the scarcity value which shall be used in deriving such sum shall be increased in each calendar year following the first calendar year by adding 10 percent of the total scarcity value, until such percentage is equal to 100 percent of the scarcity value.

(d) (1) There is hereby established on the books of the Treasury of the United States a fund to be known as the Telecommunications Fund. All moneys received for fees under this section shall be accounted for by the Commission and paid into the fund. The fund shall be administered by the Secretary of the Treasury. There is hereby established in the fund the Public Telecommunications Programming Endowment Account for use in accordance with part B of title VI, the Rural Telecommunications Loan Account for use in accordance with section 708, and the Minority Ownerships Loan Account for use in accordance with section 709.

(2) Moneys received into the fund shall be available in such amounts as...
may be necessary to reimburse the general fund of the Treasury for amounts appropriated for use by the Commission in carrying out its functions under this Act. Moneys remaining in the fund after reimbursements are made in accordance with the preceding sentence shall be available for deposit into the Public Telecommunications Programming Endowment Account, the Rural Telecommunications Loan Account, and the Minority Ownership Loan Account, in amounts equal to fixed percentages established by the Congress through the passage of legislation which takes effect after the fee schedules required to be established by the Commission under subsection (b)(1) first take effect.

(3) The Commission shall submit an annual report to the Congress showing the fee schedules for the previous fiscal year and the amounts received from each particular class of user.

(a) For purposes of this section, the term "fund" means the Telecommunications Funds established in subsection (d)(1).

LICENSE REQUIREMENTS

Sec. 414. (a) The Commission, subject to the limitations of this title, shall grant to any applicant a license for the use or operation of any equipment for the provision of broadcasting services or nonbroadcasting radio services.

(b) No application for a license shall be granted by the Commission earlier than 30 days after issuance of public notice by the Commission with respect to the receipt of such application, unless such application involves—

(1) any minor amendment of an application to which this subsection is applicable; or

(2) any application for—

(A) a minor change in the facilities of an authorized broadcasting station;

(B) consent to an involuntary assignment or transfer under section 433 or to an assignment or transfer under such section which does not involve a change in ownership or control;

(C) any special or temporary authorization to permit interim operation as provided in section 416(c);

(D) extension of time to complete construction of authorized facilities;

(E) an authorization for facilities for remote pickups, studio links, and similar facilities for use in the operation of a broadcasting station; or

(F) a special temporary authorization for nonbroadcasting operation not to exceed 30 days, where no application for regular operation is contemplated to be filed, or not to exceed 60 days pending the filing of an application for such regular operation.

(c) In the case of any newly assigned frequency, or any frequency for which a license has been revoked or denied by the Commission, where there is more than one applicant for such frequency, then the Commission shall grant the license based on a system of random selection. The Commission shall establish such system not later than 6 months after the effective date of this Act.

APPLICATIONS FOR LICENSES

Sec. 416. (a) All applications for licenses under this title, or for modifications or renewals of such licenses, shall set forth such facts as the Commission by rule may prescribe as to—

(1) the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station involved;

(2) the ownership and location of the proposed station and of any station with which it is proposed to communicate;

(3) the frequencies and the power desired to be used;

(4) the hours of the day or other periods of time during which it is proposed to operate the station;

(5) the purposes for which the station is to be used; and

(6) such other information as the Commission may require.

The Commission, at any time after the filing of such original application and during the term of such license, may require from an applicant or licensee further written statements of fact to enable the Commission to determine whether such original application should be granted or denied or such license revoked. Any such application or statement of fact shall be signed by the applicant or licensee, as the case may be.

(b) The Commission shall determine, in the case of each application filed with it, whether the granting of such application is consistent with the purposes of this Act. If the Commission, upon examination of such application and upon consideration of such other matters as the Commission may officially notice, shall find that the purposes of this Act would be served by the granting of the application, then the Commission shall grant the application.

(c) Notwithstanding any other requirements of this section, the Commission may, if—

(1) the grant of such application is otherwise authorized by law; and

(2) the Commission finds that there are extraordinary circumstances requiring emergency operation and that such operation would be consistent with the purposes of this Act, and that delay in the institution of such emergency operations would seriously prejudice the public interest;

grant a temporary authorization, accompanied by a statement of its reasons for such authorization, to permit such emergency operations for a period not exceeding 180 days. No temporary authorization shall have any force or effect following the period authorized by the Commission. If any such grant of a temporary authorization is made, the Commission shall give expeditious treatment to any timely filed petition to deny such...
application and to any petition for rehearing of such grant.

(3) The Commission shall prescribe the form and contents of each license provided for under this section. Each license shall contain, in addition to other provisions, a statement that—

(1) the license shall not vest in the licensee any right to operate a station nor any right in the use of frequencies designated in the license beyond the term of the license nor in any manner other than the manner authorized in this section; and

(2) neither the license nor the rights granted under the license may be assigned or otherwise transferred in violation of this Act.

REVOCATION OF LICENSES AND PERMITS

Sec. 417. (a) The Commission may, on its own motion or on the basis of a petition submitted to the Commission, revoke any license or construction permit—

(1) for false statements knowingly made either in the application or in any statement of fact which may be required under this Act;

(2) because of the existence of conditions which would have caused the Commission to refuse to grant a license or permit on an original application;

(3) for willful or repeated failure to operate substantially as set forth in the license or permit;

(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act, or any rule of the Commission under this Act or under a treaty ratified by the United States;

(5) for violation of, or for failure to observe, any final cease and desist order issued by the Commission under this section; or

(6) for violation of section 1304, 1343, or 1464 of title 18, United States Code.

(b) If any person—

(1) has failed to operate substantially as set forth in a license or construction permit;

(2) has violated or failed to observe any of the provisions of this Act, or section 1304, 1343, or 1464 of title 18, United States Code; or

(3) has violated or failed to observe any rule of the Commission under this Act or under a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

(c)(1) Before revoking any license or construction permit under subsection (a), or issuing any cease and desist order under subsection (b), the Commission shall serve upon the licensee, permit holder, or other person involved an order to show cause why an order of revocation or a cease and desist order should not be issued.

(2) Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquiring and shall require the licensee, permit holder, or other person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified in the order. If an emergency is involved, the Commission may provide in the order for a shorter period.

(3) If, after conducting a hearing, the Commission determines that an order of revocation or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission, and the grounds and reasons for such findings, and specify the effective date of the order. The Commission shall cause the order to be served on the licensee, permit holder, or other person involved.

(d)(1)(A) Any party in interest may file with the Commission a petition to revoke any license or construction permit. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that grounds exist for such revocation. The petition shall be filed within a reasonable period after the petitioner has knowledge of the existence of such grounds.

(B) The Commission may, when appropriate, grant the petitioner a right of discovery regarding any matter which is not privileged under law or ruled incompetent in evidence before Federal courts, and which is relevant to the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery. Such period may be extended only for good cause shown.

(C) The petitioner shall serve a copy of such petition and any amendments to such petition on the licensee or permit holder. Any allegations of fact in the petition, except for those of which official notice may be taken, shall be supported by affidavit of any person with personal knowledge of such facts. The licensee or permit holder shall be given the opportunity to file a reply in which allegations of fact or denial of such allegations shall similarly be supported by affidavit.

(D)(A) If the Commission finds, on the basis of the petition, the pleadings filed, or other matters of which it may officially notice, that there are no substantial and material questions of fact, the Commission shall take the action required by the evidence before it to either revoke the license or permit or to continue the license or permit in effect. In either case the Commission shall issue a concise statement of the reasons for the action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license or permit should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee or permit holder.

(B) If a substantial and material question of fact is presented or if the Commission for any other reason is unable to take action without a hearing, it shall proceed as provided in paragraph (3). After a hearing under paragraph (3), the Commission shall issue a concise statement of reasons for its action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license or permit should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee or permit holder.

(3)(A) If a substantial and material question of fact is presented or the Commission for any reason is unable to make the finding required in this section, it shall formally designate the license or construction permit for hearing and shall notify the licensee or permit holder and all other known parties in interest of such action, and the grounds and reasons for such action, specifying with particularity the matters in issue.

(B) When the Commission has so designated a license or permit for hearing, any party in interest who is not notified by the Commission of such action may acquire the status of a party to the proceeding by filing a petition for intervention, showing the basis for his interest, not more than 30 days after publication by the Commission of the hearing issues, or any substantial amendment to the hearing issues, in the Federal Register. Any hearing subsequently held upon such license or permit shall be a full hearing in which the licensee or permit holder and all other parties in interest shall be participants.

(c) In any case in which a hearing is conducted under this section, both the burden of proof with the introduction of evidence and the burden of proof shall be on the Commission, if it initiates the proceeding, or on the petitioner, if the proceeding is initiated by a petition to revoke a license or construction permit.

(2) All actions taken by the Commission under this section shall be completed not later than 90 days from the date upon which the last pleading was filed in the proceeding involved.

MODIFICATIONS

Sec. 418. (a) Any license or construction permit may be modified by the Commission for a limited time or for the duration of the original term granted, if the Commission finds that such action will aid in achieving compliance with the provisions of this Act or of any treaty ratified by the United States. No such order of modification shall become final until the licensee or permit holder is notified in writing of the proposed action and the grounds and reasons for such action, and is given reasonable opportunity, in no event less than 30 days, to show cause by public hearing, if requested, why such order of modification should not issue. Where an emergency is involved, the Commission may by order provide for a shorter period of notice.

(b) In any case in which a hearing is conducted under this section, both the burden of proof with the introduction of evidence and the burden of proof shall be upon the Commission.

FILING OF INFORMATION

Sec. 419. (a) In order to expedite action in any proceeding involving licenses and construction permits, and in order to avoid needless expense to licensees and permit holders, the Commission shall not require any licensee or permit holder to file any information which previously has been furnished to the Commission or which is not directly material to the considerations to be resolved in the proceeding. The Commission may require the furnishing of any new or additional facts which it needs in order to make its findings.

(b) Pending any hearing and final decision in any proceeding specified in subsection (a), and also pending the disposition of any petition for rehearing under section 514, the Commission shall continue the license or construction permit involved in effect.
CIVIL RIGHTS AND EQUAL EMPLOYMENT OPPORTUNITY PROVISIONS

Sec. 435. (a) Any person who is an applicant for a broadcasting station license or a construction permit, or who is a licensee or permit holder, shall notify the Commission of any final determination by any Federal, State, or other court, or by any Government agency or other public agency, of any violation by such applicant, licensee, or permit holder of any applicable civil rights or equal employment opportunity law. Such notification shall be made not later than 5 days after the date upon which the applicant, licensee, or permit holder receives notice of such final determination.

(b) The Commission shall consider any determination specified in subsection (a) in determining whether to grant, revoke, or deny a license or construction permit. The Commission shall not have any authority, other than the authority established in this section, to regulate applicants, licensees, or permit holders in order to ensure compliance with applicable civil rights or equal employment opportunity laws.

FINANCIAL REPORTING

Sec. 436. The Commission shall by rule require each television broadcasting station licensee to file with the Commission such financial information as the Commission considers necessary to enable it to discharge its responsibilities under this Act. The Commission shall, not later than 180 days after the effective date of this Act, adopt a system of reporting designed to produce uniform data in connection with the filing of financial information under this section.

RENEWALS, PETITIONS TO DENY APPLICATIONS

Sec. 437. (a) In any case in which a television broadcasting station licensee submits an application to the Commission for the renewal of a license, the Commission may not consider any competing application for such license in determining whether to renew such license if the Commission, acting in connection with a petition to deny the application, denies such application for a renewal, then the granting of such license shall be subject to the provisions of section 414(c) if there is more than one applicant for such license.

(b)(1) Any party in interest may file with the Commission a petition to deny any television broadcasting station license application (whether as originally filed or as amended) at any time before the date upon which the Commission grants such application without a hearing, or before the date of formal designation for a hearing with respect to such application, unless the Commission by rule specifies a shorter period in which to file such a petition. Such shorter period shall be—

(A) not less than 30 days following the issuance of public notice by the Commission of its acceptance for filing of such application or of any substantial amendment to such application; and

(B) reasonably related to the period in which the Commission normally would begin processing the application.

(2) The Commission may, when appropriate, grant a petitioner a right of discovery regarding any matter which is not privileged under laws or rules governing practice before Federal courts, and which is relevant to the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery by the Commission. Such period may be extended only for good cause shown.

(3) The petitioner shall serve a copy of such petition and any amendments to such petition on the applicant. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be inconsistent with the purposes of this Act. Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavits of any person with personal knowledge of such facts. The applicant shall be given the opportunity to file a reply in which allegations of fact or denial of such allegations shall similarly be supported by affidavit.

(c) If the Commission finds, on the basis of a petition filed under subsection (b), the pleadings filed, or other matters which it may officially notice, that there are no substantial and material questions of fact, then the Commission shall take the action required by the evidence before it to
either grant or dismiss the petition. In either case the Commission shall
issue a concise statement of the reasons for its action which shall dispose
of all substantial issues raised by the petition. If a substantial and material
question of fact is presented, or if the Commission for any other reason is
unable to take action without a hearing, it shall proceed to hearing in
accordance with section 417(d)(3). After such hearing, the Commission
shall issue a concise statement of the reasons for its action which shall
dispose of all substantial issues raised by the petition. In any proceeding
under this section, the Commission shall limit its review to the relevant
term of the license.

(d) In the case of any proceeding under this section, the Commission
shall determine which party has the burden of proceeding with the
introduction of evidence and the burden of proof.

(e) The Commission shall dispose of any proceeding under this section
not later than 90 days after the date of filing of the last pleading in such
proceeding.

ANNOUNCEMENT OF PAYMENT FOR BROADCASTS

Sec. 436. (a) (1) If a television broadcasting station licensee
broadcasts any matter for which any moneys, services, or other valuable
consideration has been paid or otherwise accepted by such licensee, then such
licensee shall, as part of the broadcast, make an announcement that such
matter is paid for, or furnished by, the person making such payment to
such licensee.

(2) Nothing in this section shall preclude the Commission from
requiring that an appropriate announcement shall be made at the time of
a broadcast by a television broadcasting station, in the case of any political
program, or any program involving the discussion of any controversial
issue of public importance, for which any films, records, transcriptions,
talent, scripts, or other material or service of any kind has been
furnished, without charge or at a nominal charge, as an inducement for
the broadcast of such program.

(3) Any service or property furnished without charge or at a nominal
charge for use as part of, or in connection with, any matter broadcast by a
television broadcasting station licensee shall not be considered a payment
for purposes of this subsection, unless such service or property is
furnished in consideration for an identification (as part of the matter
broadcast) of any person, product, service, trademark, or brand name,
and the nature of such identification is more extensive than an
identification which is reasonably related to the use of such service or
property in connection with the matter broadcast.

(b) In any case in which a report has been made to a television
broadcasting station licensee, as required in section 546, of circumstances
which may require an announcement under this section, the Commission, after
advising the Commission on the matter, shall make an announcement as
required by this section.

(c) Each television broadcasting station licensee shall exercise
reasonable diligence to obtain from its employees, and from other persons with
whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to
make the announcement required in this section.

EQUAL OPPORTUNITY FOR POLITICAL CANDIDATES

Sec. 439. (a) (1) (A) Subject to the provisions of subparagraph (B), if
any television broadcasting station licensee permits any person who is a
legally qualified candidate for public office to use any television
broadcasting station operated by such licensee, then such licensee shall
afford equal opportunities to all other such candidates for the office
involved for the use of such station.

(B) The provisions of this section shall not apply in the case of
candidates for the office of President, Vice President, or Senator, or for
any other office for which a statewide election is held.

(2) Such television broadcasting station licensee shall have no control
over the content or format of any material broadcast under the provisions
of this section.

(b) The provisions of this section shall not be construed to impose any
obligation or requirement upon any television broadcasting station
licensee to allow the use of such station by an legally qualified candidate
for public office.

(c) Any appearance by a legally qualified candidate for public office in
any matter broadcast by a television broadcasting station licensee shall not
be considered a use of the station involved within the meaning of this
section by such candidate if such appearance occurs within the coverage
of a news event. Nothing in this subsection shall be construed to relieve
such television broadcasting station licensee from any requirement
established by the Commission under section 434 in connection with the
coverage and presentation of news.

RESTRICTIONS ON OWNERSHIP

Sec. 440. (a) (1) Subject to the provisions of paragraph (2), the
Commission shall not approve any application of a television or radio
broadcasting station licensee for a license to operate any television or
radio broadcasting station if such station will be operated in the same
market as any other station operated by such licensee at the time of such
application.

(2) The provisions of paragraph (1) shall not apply in the case of any
application for a license to operate a radio broadcasting station of a
particular class if—
(A) the applicant is not operating any other radio broadcasting station
of the same class in the same market at the time of the application; and

(B) the Commission determines that there are no other applicants for
such license.

(b) (1) The Commission shall not approve any application for a radio
broadcasting station license if the approval of such application would
result in the applicant owning, operating, or otherwise controlling,
directly or indirectly, more than 5 radio broadcasting stations.

(2) The Commission shall not approve any application for a television
broadcasting station license if the approval of such application would
result in the applicant owning, operating, or otherwise controlling,
directly or indirectly, more than 5 television broadcasting stations, with
more than 3 of such stations operating in any of the 50 largest markets in
the United States, as determined by the Commission.

(c) Nothing in this section shall be construed to require divestiture by
any licensee of any interest in any television or radio broadcasting station
which is held by such licensee on the date of the enactment of this Act
and which is not consistent with the provisions of this section, except that
if such licensee assigns, transfers, or otherwise disposes of an interest in
any television or radio broadcasting station, then such licensee may not
acquire any interest in any additional television or radio broadcasting
station if such acquisition would result in a violation of this section.

(d) The Commission shall take into account, in determining whether to
grant a construction permit or whether to grant or renew a license for a
television or radio broadcasting station, whether the applicant involved
owns or controls, directly or indirectly, any other communications
medium in the market served by such broadcasting station.

(e) The Commission may prescribe such rules as it considers necessary
to carry out the provisions of this section and the purposes of this Act
with regard to diversity of ownership of broadcasting stations and other
communications media.

From page 29

TV station would have to do so in an
"equitable manner."

TV would also have to continue
adherence to the equal time law, with
exceptions however, for candidates for
President, Vice President, governor, U.S.
senator or any other office requiring
state-wide

Deerlin observed this new regulatory
framework would be the new Communications
Regulatory Commission (CRC) with onlyive presidentially appointed commis-

seven. With the proposed changes in
broadcasting and other communications
areas, "there will be less for the commis-
sion to do," Mr. Van Deerin said, "and
this may justify the reduction in
numbers."

Besides reducing the present FCC by
two commissioners, the bill presumably
would also reduce it by one bureau—the
Cable Bureau. The proposed legislation
contemplates doing away entirely with fed-
eral regulation of cable television.

Under Title I of the bill's eight titles, the
CRC would specifically be prohibited

from regulating "any intrastate telecom-
munications facility" that does not use
spectrum in the direct distribution of its
service to consumers.

"We think that cable has demonstrated
the case for deregulation," Mr. Van
Deerin said at the press conference,
"through the virtual bondage in which it
was held for years by rulemaking, which
the courts have since found was arbitrary
and capricious."

Among the other major provisions is the
creation of new National Telecommunica-
tions Agency, with principal responsibility

BROADCASTING June 12 1978

34
"Sold out!" How sweet the sound to the ears of a broadcaster. Especially when it comes just ten days after launching a new format.

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The drafters. The principal staff members of the House Communications Subcommittee who put together the proposed Communications Act of 1978 were: Harry M. (Chip) Shooshan, chief counsel—who had experience on broadcasting and other communications matters going back as far as 1967 when, while on the personal staff of the former subcommittee chairman, the late Torbert Macdonald (D-Mass.), he worked on the Public Broadcasting Act. Mr. Shooshan also contributed to the sports broadcasting antiballoon bill of 1973. He was named to his present post in 1974 and concentrated on the broadcasting and common carrier sections of the rewrite. Howard Chernoff, consultant and long-time associate of Lionel Van Deerlin—who as executive of San Diego Journal made Mr. Van Deerlin city editor on latter’s return from World War II. Later Mr. Chernoff managed KFMB-AM-TV San Diego and was deputy director of old U.S. Information Agency under Lyndon Johnson. Edwina Dowell, staff counsel—a young attorney (University of Michigan law school) who joined the staff in August 1977 after two years with the Citizens Communication Center in Washington. Her assignment was broadcasting. Karen Possner, staff assistant—wrote the option paper on cable television and privacy. She, too, was on the Macdonald staff and holds a Ph.D in communications from the University of Iowa, was a research associate at the Rand Corp. and served as an assistant to former FCC Commissioner Nicholas Johnson. Carolyn Sachs, staff assistant—joined staff after four years as policy development consultant with the New York Cable Television Commission. Miss Sachs worked on the public broadcasting portions of the new bill. Ron Coleman, minority counsel—specialized in international common carrier matters. George (Toby) Harder, minority counsel—was surrogate in the drafting process for subcommittee ranking Republican Lou Frey (Fla.). Chuck Jackson, staff engineer—engineering assistant to former FCC Commissioner Glen Robinson and special assistant to chief of Common Carrier Bureau, Mr. Jackson worked on spectrum issues in the bill. Brian Moir, counsel to full Commerce Committee—a former assistant corporate counsel for Tele-Communications Inc. and a former staff attorney for the FCC, worked on the sections of the bill relating to nonbroadcast radio services. John Cimko, assistant counsel, Office of the Legislative Counsel—worked on sections pertaining to FCC reform and administrative and judicial procedures.

The principal drafters of the new bill were Mr. Shooshan, Mr. Cimko and Mr. Coleman, a former bill writer in the Office of the Legislative Counsel. The staff will be retained for the extended hearings to be held.

At the unveiling. L to r: Edwina Dowell, staff counsel; Charles (Chuck) Jackson, staff engineer; Carolyn Sachs, staff assistant, Representative Martin Russo (D-Ill.); Karen Possner, staff assistant; Harry M. (Chip) Shooshan, chief counsel; Mr. Van Deerlin; Mr. Frey; Ronald Coleman, minority counsel, and George (Toby) Harder, minority counsel. They appeared in Room 2322 of the Rayburn House Office Building.

over spectrum allocation, development of national telecommunications policy and representation of the United States in international telecommunications forums. Designed as an independent policy-making arm of the executive branch, it would replace the National Telecommunications and Information Administration now in the Commerce Department.

The bill would also abolish the Corporation for Public Broadcasting and establish in its place a private nonprofit corporation to be called the Public Telecommunications Programming Endowment, whose single purpose would be to provide grants for public broadcasting program production and acquisition.

The new legislation was hailed by its two sponsors as a major blow for progress in communications. Its thrust, Mr. Van Deerlin said, “is to put the burden on established technologies to show not that their interests will be damaged by the introduction of new technologies, but that the public interest will somehow be impaired.”

“....This act doesn’t look backward,” added Mr. Frey, “It looks forward. It has the flexibility we need to go into the 21st century.”

They said it is also a stab at reducing bureaucratic red tape. The proposed legislative deletion of ascertainment requirements for broadcasters is a case in point, Mr. Frey said. “Look, if a station is good, it’s going to do ascertainment [any way]. If we know the community it’s in, it’s going to have to know its problems. It’s going to have to know the people.

“And that’s the bottom line of what we’re doing. The good stations are going to make it. . . We’re just making it easier on them. And we’re taking away the government regulations that in so many cases hold them back.”

Mr. Van Deerlin spoke in a similar vein: “I recognize,” he said, “that a great deal of the present cost of regulation to licensees is the cost of maintaining attorneys. Maybe this will be appealing to licensees who will have a more fruitful expenditure of their money than just spending it on lawyers.”

Some in Mr. Van Deerlin’s standing-room-only audience Wednesday, which included the executive committee of and new board members of the National Association of Broadcasters, presumably would not agree with his hopeful assessment.

NAB has fought tooth and nail all suggestions of a license fee such as the one that emerged.

Details of the fee would be left to the commission, but Mr. Van Deerlin plans to offer a model schedule for broadcasting within the next few weeks. Under the bill it would, in reality, be four schedules—one each for VHF, UHF, AM and FM—based on the cost of processing the license and the scarcity value of the spectrum. In television, the fees would vary according to the number of frequencies in the market, the number of prime-time television households, and technical disparities between VHF and UHF.

For radio, they would vary according to the power of the station and hours of operation, market size, number of frequencies in the market and co-channel separation, where applicable. The fees for both radio and TV would be phased in by 10% a year over a 10-year period.

What that all means in simpler terms, Mr. Van Deerlin said, is that “quite clearly a VHF station in a major market has a greater value than a UHF station or even a VHF in a different kind of market.” And TV, it seems would bear the lion’s share of the costs. “It would be my expec-
Summertime... when the learning is easy.

When June busts out all over, kids do too, and it's three months till classes start up again. So to protect children from summertime mental cobwebs, the Kalamazoo, Michigan, School Board distributes free books filled with learning games to help vacationing students retain what they learned during the past year. The books have the memorable titles of Frackle Shackle and Sunshine '78.

Now in its fifth successful year, the book give-away program has proven that participating students need far less reviewing in the fall semester before moving ahead to acquire new knowledge and skills.

The Fetzer radio and television stations, WKZO and WKZO-TV, in Kalamazoo, have been actively supporting the program since its inception both on the air and by providing colorful tote bags for the books. The bags are bright reminders that reading is fun. And they're handy little carry-alls for summertime souvenirs.

Helping schools provide rewarding learning experiences is part of the Fetzer tradition of total community involvement.
A special Office of Consumer Assistance would be established by the bill to promote the consumer interest in all commission proceedings.

Title II also establishes conflict-of-interest rules restraining commissioners and high-level employees from owning interests in regulated companies.

It also prohibits commissioners and top employees from representing interests before the commission for one year after leaving the commission, if they depart before completing 10 years of service.

It also establishes procedures whereby commissioners and supervisory staffs must publicly disclose any ex parte contacts made during adjudicatory and rulemaking proceedings.

The public broadcasting section of the bill, Title VI, attempts to resolve the long running dispute between the existing CPB and Public Broadcasting Service by making it clear exactly who will be in charge of producing programming for public broadcasting.

The proposed replacement for CPB, the Public Telecommunications Programming Endowment, with a nine-member presidentially appointed board of directors, would make grants to public telecommunications entities, program producers and educational institutions for production and acquisition of programming, but would not be permitted to operate any telecommunications facility or network or to actually produce or distribute programs.

Any organization operating an interconnection system, as PBS does now, would also be prohibited from producing or accepting funds for the media—while at the same time making more stations available to new owners, including minorities, Mr. Shooshan said.

But the provision carries no sting for current broadcast owners, because they would not be forced to give up what they have. The goal is more diversity in the long run, "but we're not going to take anybody's property away in order to achieve it," Mr. Van Deelen said.

Radio presented an easy problem to the drafters. They decided that there is no scarcity there, hence little ground for regulating it. Television, on the other hand, is different, Mr. Van Deelen believes. He said there is far more demand for access to TV than there are TV stations, and probably always will be. But he sees that as no reason to strip TV with such needless rules as ascertainment.

The subcommittee chairman can see why broadcasters, for selfish reasons, would be delighted to be freed from the formal ascertainment requirement, but believes there is a public good to be gained as well. If broadcasters have to spend less on paperwork, then perhaps they'll spend more on local programming. "You may do the best job in the country on ascertainment, but what does it have to do with the things on the air?" he said.

Television still faces restraints in the new bill but by any reading comes away with less of the commission's weight on its shoulders. And that plus total radio deregulation would make an impossible package to try to sell a Congress like the present one, the subcommittee chairman said. "Obviously commercial broadcasting is not going to get the kind of license relief they were looking for five or six years ago," Mr. Van Deelen said, "without some arrangement to provide for a full range of tastes."

The arrangement he came up with to offset the benefits to broadcasting was the license fee, seen by Mr. Van Deelen and Mr. Shooshan as a simple economic solution to a number of complicated problems. They see the fee as a source of funds for building telecommunications systems that will pipe a full complement of network, independent and public broadcasting TV programming to rural communities where television is deficient and where cable systems have been reluctant to build because of high costs. They see it as a source of funds to stimulate minority ownership in broadcasting, in answer to minorities' complaints of white dominance of the airwaves. (Mr. Van Deelen estimates that those two funds together would cost about $100 million a year.)

They see it, too, as a way to truly insul-
The bill provides that half the endowment's available funds would be passed directly to public broadcasting stations as unrestricted grants for programing. The endowment is not permitted to accept gifts for the support of particular programs. "We would hope through this means eventually to reduce what bothers all of us in the gradual intrusion of commercial advertising interests on the channels which were intended to be noncommercial broadcasting," Mr. Van Deerlin commented.

Under the bill, the new National Telecommunications Agency would be responsible for distributing funds for the construction and improvement of public broadcasting facilities. Radio is guaranteed 25% of those funds. That agency would also fund public broadcasting interconnection facilities.

The bill provides future funding for the public broadcasting activities: $200 million authorizations for 1980 through 1983 for the endowment; and authorizations of $75 million for facilities and $25 million for interconnection facilities for 1980 through 1983. All would be under a two-year advance funding scheme.

The other provisions of the public broadcasting section parallel those of the public broadcasting authorization bill already passed this year by the House Commerce Committee, including: enforcement of equal employment opportunity in public broadcasting, limitation on the salaries of officers and employees of the endowment, mandatory open meetings and the establishment of community advisory boards at stations that receive federal funds.

The NTA, laid out in Title VII of the bill, has among its responsibilities the administration of the funds in the minority ownership and rural telecommunications programs. Both programs are set up to provide loans for up to 30 years (limited to 50% of the cost of purchase or construction of a broadcast station, in the case of the minority ownership fund) and both are authorized to receive appropriations from Congress in 1980: $10 million for the rural telecommunications program and $2 million for the minority broadcasting program.

NTA is authorized $17.5 million annually from 1980 through 1983, with an additional $2.5 million each of those years for studies on spectrum allocation.

Mr. Van Deerlin characterized the common carrier section of the bill, Title III, as establishing another "forward thrust" for competition. The section calls for a maximum feasible reliance on marketplace forces in telephone service and establishes a Universal Service Compensation Fund, money from which is to be used to maintain telephone rates at affordable levels for consumers. The money would come from access charges levied on any entity that operates an intercity telecommunications service or a facility that is connected with local exchange switching facilities.

Shooshan (l) and Van Deerlin.

The common carrier section also would lift a ban on AT&T being involved in other nonregulated telecommunications services, which presumably include broadcast video services now carried by cable television. But it would force AT&T to divest itself of its equipment manufacturing subsidiary, Western Electric, within three years, if the company is still involved in monopoly services.

Among the bill's other common carrier provisions:

- Descriptions of the commission's and the Communications Satellite Corp.'s role in international common carrier field.
- The establishment of fines of up to $10,000 for violations of the act.
- A direction that trials for offenses under the act shall take place in the district in which they are committed.
- In his remarks at the press conference, Mr. Van Deerlin made clear that he doesn't expect the bill to sail through Congress without amendments. It "is only a starting point," he said. "There'll be long hearings and there'll be full opportunity for expression of all viewpoints before anything becomes law.

Under the timetable he laid out, the subcommittee will try to complete six weeks of hearings before the adjournment of Congress this year, four weeks, if all goes well, before the August recess. Then the stage will be set for subcommittee mark-up early in the next Congress, and perhaps clearance by the full House "before the heat of summer," he said.

Shooshan (l) and Van Deerlin.

doesn't shy away from the term now. Broadcasting deregulation and the license fee don't stand by themselves in the bill, he said. "They're trade-offs," and if one gets deleted from the bill, he indicated, the other probably will, too.

There are other such trade-offs in the bill—one involving cable television, for instance. Cable would be freed from federal regulation (its name does not even appear in the bill), meaning that it would also be totally freed from signal restrictions that grew up to protect broadcast signals. But the legislation would also repeat the pole-attachment bill that was signed into law this year, a bill for which cable fought hard to get the federal government to regulate what they considered exorbitant pole-attachment fees.

As a plus for the public interest, Mr. Van Deerlin sees the freeing of cable from federal regulation as a way of increasing the number of cable channels and thereby increasing competition.

Messrs. Van Deerlin and Shooshan offered these further rationales:

- The name of the FCC was changed as a symbolic gesture to indicate a clean break with the past (the name, Communications Regulatory Commission, took only 10 minutes to think up and is attributed to counsel Ron Coleman).
- Not so symbolic was the deliberate omission from the bill of any reference to

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regulation based on the "public interest, convenience and necessity," which is the pillar holding up broadcasting regulation in the present Communications Act. Mr. Van Deelen, in his effort to fulfill the public interest, speaks for itself. He says Mr. Van Deelen, feeling that much of what's bad in communications regulation can be traced to the FCC's trying to interpret that phrase, decided not to invite any further misinterpretation of Congress's intentions.

- There is no significance to the 10-station limit to broadcast station ownership in the bill. It is an arbitrary number, Mr. Van Deelen said, adding that "10 stations are enough for broadcasters to prosper."

- The reason television stations will have to wait 10 years before earning the same indefinite license terms as radio is that it will take that long before they will be paying the full license fee.

Mr. Van Deelen and Mr. Shooshan said they can both be counted on to be fixtures throughout the time it takes to get the new bill through both houses of Congress, Mr. Van Deelen expressing confidence that the process can be completed in just two years. At his press conference Wednesday the congressman joked that he had a commitment to his wife to retire at the age of 66 after one more term. But he indicated Thursday that if it takes another term beyond that, he will stay.

At first blush: no panic in the industry street

Reactions of key establishment figures is surprisingly calm; citizen group figures register only alarm; Senate side not yet convinced; all parties are taking the bill seriously

With at least one exception, early reactions to the Communications Act rewrite last week were balanced: Nearly everyone could find elements both good and bad, from his standpoint. There was also some wonderment (as in, "they really did produce a rewrite").

But no one was laughing, which was consoling to House Communications Subcommittee Chairman Lionel Van Deelen. "I've been involved before in things that were important, but in which I couldn't get anyone else to agree were important," he said. Clearly, people were taking this document seriously.

As usually happens in a situation like this, off-the-record reactions tended to be more blunt than the public pronouncements. In a discussion of the bill's total deregulation of cable television, one broadcaster in Washington wondered "why in hell should they get a ticket to heaven?" And of the proposed repeal of the fairness doctrine, said one, "That's not going to get through Congress in your lifetime or mine."

The on-the-record statements of both business and citizen groups were enough to give credence to Mr. Van Deelen's introductory comment that "this is only a starting point." The battle lines are forming for many fights to come.

In introducing the measure, Mr. Van Deelen expressed optimism that it will be received well in the Senate. He and staff members briefed Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, but failed Wednesday to make a sale on the spot. Mr. Hollings, who has said repeatedly that he thinks it makes more sense to deal with specific communications issues as problems arise, repeated that sentiment to Broadcasting Friday. The bill "starts us in the right direction," he said, but indicated that politically it would probably make more sense for his subcommittee to "take it up in part rather than as a whole."

Without setting specific dates, the Van Deelen subcommittee staff has laid out hearings on the measure in July and August. Under their plan, the subcommittee will take up separate issues in this order: FCC restructuring common carrier over weekend to be fed to NBC-TV affiliates today (June 12). During brief encounter with reporters outside his new office Friday Mr. Silverman said that NBC was in "very good shape" and that he does not envision major housecleaning among current employees. Mr. Silverman arrived about 7:45 a.m., was met by Kenneth W. Bilby, RCA executive vice president for corporate affairs, went in to see RCA President Edgar H. Griffiths, man who hired him, later was escorted to NBC floors. At lunch with top executives he was heard to remark the most important thing at NBC is NBC News.

Senate Appropriations Subcommittee approved $65.5 million budget for Federal Trade Commission--$700,000 less than requested--and, at insistence of Senator L. C. Weicker (R-Conn.), adopted provision indicating that it was "clearly concerned about commission's children's advertising inquiry. Senator Weicker said provision leaves FTC "free to exercise its judgment" in its inquiry and that provision contained "no language that prevents them from doing a study" of children's advertising issue. Subcommittee's action reduced FTC's request for 65 new staff positions and $2.8 million by 25%--to 50 jobs and $2.1 million. One FTC staffer expressed some pleasure with subcommittee's action, said its position was "much more flexible" than one taken by House Appropriations Committee—which denied request for new staff (Broadcasting, May 29). Last year, same Senate subcommittee told FTC that it "shared the commission's growing concern" with children's television and encouraged it to consider implementing "viable program in this critical area."

NBC lawyer Donald Zachary was jailed for contempt in Los Angeles last Thursday for refusing to let U.S. District Judge Manuel Real preview program NBC-TV was to— and did—broadcast that night, but he was freed by three-judge appellate court panel after NBC argued that allowing judge to see program in advance would amount to prior restraint contrary to First Amendment. Stanley Goldblum, former head of Equity Funding Corp., one of number of company officials sentenced to prison in fraud case, had asked Judge Real to prevent showing of Billion Dollar Bubble, fictionalized account of case, on grounds it might hurt his chances for parole. Judge Real said he couldn't decide without

In Brief

Silverman as he arrived at NBC Friday (L); Segelstein

Fred Silverman, his four-month exile ended, began work as president of NBC Friday with all-day series of meetings that was to end with welcoming cocktail party that night. His first official action: appointing his friend and neighbor Irwin Segelstein to newly created position of executive vice president, broadcasting. NBC sources say title translates to number two man, with responsibilities of helping coordinate day-to-day operations with heads of company's various divisions. (Mr. Segelstein, who worked with Mr. Silverman at CBS, had been head of NBC programming until he was replaced by Paul Klein last October and named executive vice president of program planning.) "Irwin has had top-level broadcasting experience," Mr. Silverman said, "has run a large record company [CBS Records, from 1973 to 1976] in a very quick study and is going to be a great help to me. In addition, I know that he will help me speed up the decision-making process, make it easier for people inside and outside NBC to get quick answers and in general help NBC operate more efficiently. Mr. Silverman was planning to tape closed circuit talk
riers, broadcasting, public broadcasting and, finally, the proposed National Telecommunications Agency.

Among initial reactions:

**Vincent Wasilewski,** president, National Association of Broadcasters. "We're already on record relative to the fee proposal. Until our board directs us to the contrary, we'll still be opposed to it."

He said that broadcasting and other industries have done a good job under the present Communications Act, and that "any changes in the basic statutory scheme proposed through legislation must be carefully weighed before adoption."

**The Rev. Everett C. Parker,** director of the United Church of Christ Office of Communication. "The committee's proposals are a disgrace. They intend a bigger giveaway of public rights and property than Teapot Dome. They will perpetuate entrenched monopolies in violation of the principle that the airwaves belong to the people. No minority owners can hope to break in under the proposed system of perpetual ownership of stations."

**Bill Leonard,** Washington vice president, CBS. The rewrite bill "is more encouraging as a total document than the one that was sent by the staff a year ago [in the options papers]," which Mr. Leonard understood to be considering scrapping the entire broadcasting system. He called the bill a "sincere effort to get at some of the problems" in communications, and said insofar as it attempts to "let broadcasters do their thing," it is to be applauded. But the proposed license fee presents "grave problems," he said. "Once you go down that road it [puts] the government's hand in your pocket.... That may be better than the government's hand in your head."

**Robert L. Schmidt,** president, National Cable Television Association. He applauded the proposed deregulation of cable at the federal level, but called for congressional guidance "to assure that regulations dismantled on the federal level would not be reassembled on the state level." Mr. Schmidt also expressed concern that the bill "would allow the telephone company, "the world's largest and most profitable monopoly," to enter the cable business.

**James H. Quello,** FCC commissioner: "I agree with most of the far-reaching and visionary proposals of the new act with its drastic revision of the FCC as it is organized today. The new act represents a courageous, much-needed, initial proposal with great potential benefits for the public interest."

**Joseph Fogarty,** FCC commissioner: "I've felt we should, as well as we can, supplant regulation with competition." But if Congress wants to do this, "it must make a public interest finding. A record has to be developed."

**Ernie Schultz,** president of the Radio Television News Directors Association. He praised the proposed deregulation of radio, but with a reservation about the possible economic impact of the license fee on broadcast newsroom budgets. He condemned the "equity principle" that would apply to television coverage of controversial issues.

**Abe During,** executive vice president for government affairs, National Radio Broadcasters Association. While reserving comment on possibly troublesome features such as the license fee, Mr. Voron expressed enthusiasm for the near-total deregulation of radio. "A victory of itself is a separation of radio and TV in the bill," he added. "We think that's a victory [even] if nothing else happens."

**Nicholas Johnson,** former FCC commissioner and chairman of the National Citizens Committee for Broadcasting. The bill's attempt to open up broadcasting to marketplace competition "presupposed a marketplace," Mr. Johnson told subcommittee. "Broadcasting is not a market, it is a monopoly." But Mr. Johnson also wanted to see a "marketplace allocated out to vested interests," a broadcast system where airtime is shared among everyone who wants broadcasting stations.

**Julian Goodman,** NBC chairman, last week asked congressional leaders to initiate legislation that would "remedy" what he called "unfortunate and unwise" decision of Supreme Court authorizing police to search for criminal evidence on premises occupied by inco-

**Frank Price,** who resigned two weeks ago as president of Universal Television, Los Angeles, but remained as VP and director of parent MCA Inc., resigned those posts last week. Speculation was that Mr. Price may join Columbia Pictures as head of worldwide production, succeeding Dan Melnick, new president of company (Broadcasting, June 5).


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Radio gets to pick up House, not cover it

O'Neill agrees to AP Radio request to allow tap on body's microphones; broadcasts are banned from gallery

House Speaker Thomas P. (Tip) O'Neill (D-Mass.) announced last week that as of today (Monday) the House's public address system would be opened to broadcasters for radio coverage of floor activities. But some broadcasters, most notably National Public Radio, were less than enthusiastic about the new development.

Mr. O'Neill made his announcement last Thursday at a news conference where he said that accredited news media will be allowed to connect with the House microphone system that picks up all proceedings in the chamber. The Speaker's move was prompted in large measure by a request for the feeds from AP Radio, which had informed Mr. O'Neill that it was at the same time willing to go along with a prohibition against news personnel broadcasting live from the House chamber.

NPR President Frank Mankiewicz quickly fired off a statement calling that restriction similar to "asking correspondents to broadcast a basketball game from closed-circuit pictures only of backboards and nothing more. You can tell when a basket has been scored, but not by whom or how."

Mr. Mankiewicz said "the step taken today, to permit people to listen to the House public address system, will help in news summaries, but it effectively forecloses the possibility of live broadcasting by radio and television."

A meeting of personnel from 11 groups including the ABC, CBS and NBC radio networks, NPR, AP, UPI and the Radio Television News Directors Association, was held last Friday in Washington. With the exception of AP, the groups were displeased with the lack of broadcaster control of the feed and planned to draft a letter this week to Speaker O'Neill telling him so.

According to AP Radio's managing editor in Washington, Ed DeFontaine, the news service will present a "brief segment" of the House's opening ceremonies today. As of late last week, however, the logistics for the coverage had yet to be worked out.

Don Budd, director of Mutual Radio News, said that news organization intends to carry the feeds although it does not "have any plans at the moment" for special handling. He said the new feed was "not really a big deal to us," but that Mutual would use it as part of its regular coverage of the House's activities.

According to a letter from Speaker O'Neill to the members of the House, the new coverage will be allowed for an "indefinite trial period." By that, the Speaker said, he meant that if the members complain about the new system, "we will look into the complaints."

Mr. O'Neill also said television coverage is "still down in line" but he expects it to begin not later than next year. It is still to be determined whether a television system would be operated by news organizations or by House personnel—as is the new radio system.

A spokesman for the Speaker, Gary Hymel, said that the decision to bar broadcasts from the gallery was made "because we wanted to treat everyone equally" and to open coverage to all news media from inside the chamber would likely prove disruptive to floor activities.

The House resolution authorizing radio broadcast coverage forbids the use of the broadcasts by members for personal purposes and bars the news organizations from having direct sponsorship of materials taken from the feed.

Assessing the state of broadcast news

AP Broadcasters hear Lower call for longer network news, Fuller warn of problems covering Third World and Jackson urge better coverage of blacks

A new plea for longer newscasts on the TV networks was issued by Elmer Lower, retired ABC vice president, at the AP Broadcasters' eighth annual convention June 1-3 in Cincinnati (BROADCASTING, June 5).

Mr. Lower, accepting APB's Robert Eunson Award for distinguished service to journalism, said that with 65% of Americans crediting TV as their principal source of news, the TV networks have an obligation to inform at greater length.

"My greatest disappointment in 25 years," he told some 400 broadcast executives at the convention, "was that all three networks did not extend their early-opening news to an hour two years ago."

Mr. Lower, a former president of ABC News, now teaching broadcast journalism, recalled that the networks' attempts had been blocked by affiliates. The networks, he said, must develop a financial formula for one-hour newscasts that stations can accept.

"The 10 biggest stations affiliated with each network must bite the bullet," he asserted. "When they agree to an hour of network news, all the rest will go along."

Keith Fuller, president and general manager of Associated Press, voiced concern over the growing trend among Third World and other nations to deny Western journalists access to information. The "journalist's world," he said, has shrunk so much that reporters abroad now have free access to less than half the world's land mass and population.

Mr. Fuller urged broadcasters to help fight the theory that emerging nations need to manage incoming and outgoing news to protect their own development.

Mr. Fuller's concerns were echoed the next day in a panel session that included Daniel W. Kops of Kops-Monahan Communications, a member of the U.S. Commission on UNESCO and also a former APB president; Sig Mickelson, vice chairman of Radio Free Europe/Radio Liberty; George Beebe of the Miami Herald, chairman of the World Press Freedom Committee; Leon Davico, director of the office of public information for UNESCO, and APB President-elect Ralph Renick of WTVJ-TV Miami.

An access problem closer to home—gaining access for microphones and cameras to courtrooms and legislatures—engaged a meeting of representatives of state AP broadcaster groups at the outset of the convention. This meeting also heard Jack Gennaro of WFHR (AM) Wisconsin Rapids, Wis., who presided, urge state groups to set up freedom of information committees if they have not already done so.

Civil rights leader Jesse Jackson told the convention that broadcasters must be alert to attacks on press freedom. At the same time he contended that the news media have lost credibility with black people by misrepresenting them in many ways.

Television, he said, has portrayed blacks as less intelligent and more violent than they are. The news media, he said, will retain their credibility to the same extent that they accurately and fairly inform the public.

"Right now," he said, "as far as black people are concerned, [the news media have] been weighed and found wanting."

Other convention sessions ranged across a variety of topics, from how to sell news to broadcasting's effects on sports.

The sports panel produced some disagreement when Will Grimsley, an AP special correspondent, equated the broadcast sports reporter's role with that of a sports promoter. "We are not promoters," replied Chet Simmons, president of NBC Sports.

Panelists discussing the sale of newscasts were less argumentative. They tended to agree with Charles Wright of WBOY (AM) Canton, Ill., that the one thing that makes a station stand out is an outstanding news department. His station, Mr. Wright said, takes in more than $10,000 a month from the sale of advertising on newscasts.

AP Radio the next to go to the air

News service is filing for permission to test satellite transmission to 25 stations, with rest of affiliates hoped to be hooked up by late 1979

The Associated Press will file with the FCC by Thursday (June 15) for experimental transmission of AP Radio's audio
Myth:
Truck traffic can move only on the highways.

Fact:
More than two million truckloads moved by railway last year.

Piggybacking—the movement of truck trailers or containers by rail—is the fastest-growing part of the railroad business. It set a new record in 1977 and it's now our second-largest source of traffic—next to coal.

The piggyback concept has come of age. Better yet, it has generated a wealth of innovations and improvements. Containerized cargo destined for foreign countries now moves across America by rail. New designs in flatcars are saving fuel and increasing loads. Truck trailers that actually ride either roads or rails with two separate sets of wheels are being tested.

This is good news for the railroads, but it's better news for the consumer and the nation. Many piggyback trains move their cargo with about half the fuel that would be required by trucks to move the same goods. Usually there's a cost saving in piggyback shipments, too, with the advantage of fast, long-distance travel and expedited door-to-door delivery service.

Because these truckloads travel on the railroads, not the highways, the motoring public enjoys a greater degree of safety and less congestion, while damage to the highway system is reduced.

Not all trucks can move by train, but thousands more are doing so every year. And the ones that do aren't leaving potholes in your favorite road.

Association of American Railroads,
American Railroads Building,
Washington, D.C. 20036

Surprise:
We've been working on the railroad.
news reports by communications satellite to 25 stations, starting this fall, David L. Bowen, AP vice president and director of communications, told the AP Broadcasters convention last week.

Roy Steinfurth, AP vice president and director of broadcast services, said that if the tests prove satisfactory and other elements of the program go as predicted, full-scale satellite transmission could begin by late 1979. The tests are expected to take about six months.

Mr. Steinfurth and Mr. Bowen said the 25 stations being selected were those in areas around the country that are most likely to experience interference. These are being chosen, they said, to test the reception and quality of the transmissions under "worst case" conditions.

The experiment will use both Western Union and RCA satellites, Mr. Bowen reported. He listed Harris Corp., Farinon Electric, California Microwave and Hughes Aircraft as earth-station manufacturers providing terminals for the tests.

"AP wants to use a satellite to deliver its audio news report to you because the signal from space will be better and cheaper," Mr. Bowen told the broadcasters.

AP in three on the hour

Three-minute hourly summaries will replace the present five-minute summaries on the AP broadcast wire in the near future, the AP Broadcasters performance committee announced at APB's convention.

Tom O'Brien of ABC News, chairman of the performance committee, said the change will provide wire time for more station and regional stories. The summaries will clear the wire before the top of the hour, according to Jerry Trapp, general broadcast news editor. In addition, he said, "an item spot summaries—slightly longer than now—will be sent hourly by 20 minutes past the hour.

Members will be alerted before the changes take place, Mr. Trapp said.

Ed DeFontaine, AP Radio managing editor, reported that Jerry Smith of AP Radio's sports staff has been assigned to affiliate relations and will write sales-oriented monthly newsletters for managers of stations served by AP Radio.

He also announced that AP Radio's newscasts will be extended to a 24-hour basis effective last Monday (June 5). Previously no newscasts were fed from 3 a.m. to 5 a.m. Mondays, when line testing was done.

AP's favorite stations

Four radio stations chosen for outstanding membership cooperation in 1977 from AP (Broadcasting, April 24) were formally presented their awards at the AP Broadcasters convention June 1-3.

KULI(AM) Garden City, Kan., won the over-all cooperation award. WEGI(AM) Toccoa, Ga., was given the award for member enterprise for helping to disclose the background of a state official. WROF(AM) Tampa, Fla., received the weekend news coverage award; it contributed 1,065 stories to the AP report—357 of them on weekends.

The awards were presented by Keith Fuller, AP president, and John Salisbury of KXL(AM) Portland, Ore., an APB board member, who said the winners were chosen from 100 nominations received from 44 states.

Trying to reverse court's open sesame on nation's newsrooms

Two more bills were introduced in Congress last week to reverse the Supreme Court's ruling that police need only a warrant to search a newsroom (Broadcasting, June 5). Senators Robert Dole (R-Kan.) and Birch Bayh (D-Ind.) introduced separate bills that would have the same effect: Police could not obtain such warrants without first giving the subject of the proposed search a chance to contest it in an adversary court hearing.

In both bills, the hearings would be waived if the police could convince a court that (1) the subject of the search is committing a crime, or (2) there is "reasonable evidence" that the subject of the search, on learning of the search, would destroy the material the police seek.

Both Senators Dole and Bayh would extend the protection to the personal papers of individuals, not just news organizations. Said Senator Bayh, who is chairman of the Judiciary Subcommittee on the Constitution, "It is one of the strengths of our Constitution that it provides so many safeguards to insure fair treatment and due process for those persons suspected of crimes, but I also strongly believe that when there is absolutely no reason to suspect a particular citizen is in any way implicated in criminal activity, that citizen's right to privacy in his or her home or business should be strictly adhered to by the government."

Their bills follow on the heels of a similar measure offered two weeks ago in the House by Robert Drinan (D-Mass.). The Drinan measure, however, is aimed specifically at the press.
We are pleased to announce
a new
Mobil Showcase Presentation

Edward the King

The story of a man—born to be king—who waited nearly 60 years to reign less than a decade. Deprived of a role in state affairs, he plunged into a whirl of private affairs and gave his name to an age and a people.

A spectacular 13-week series of one-hour plays dramatizes the life of Edward the Seventh, one of England's most popular and colorful monarchs. The series portrays Edward from his birth in 1841 through his death in 1910. His affairs were notorious. His spirit was grand. He took the monarchy out of the palace and not only captured the affection of his people, but delighted all of Europe. He is remembered as “Edward the Peacemaker” and not forgotten as the “Playboy King.”

Edward the King is a revealing and fascinating dramatization of a family—a royal family—linked by marriage to virtually all the courts of Europe and of their loves, hates, intrigues, tragedies and human weaknesses and strengths.

It is the story of a great age and its remarkable personalities: Benjamin Disraeli, W. E. Gladstone, Lord Randolph Churchill, Lillie Langtry, The Duchess of Warwick and many, many more.

Faithful to historical detail, much of the series is filmed on location in royal palaces and residencies and the glittering panorama of life in the royal circles provides a lavish backdrop for this magnificent production.

This new Mobil Showcase presentation, produced by ITC Entertainment, will be placed in major markets and will be supported with the same promotional effort that has made Between the Wars, When Havoc Struck, and Ten Who Dared such Mobil Showcase triumphs.

Edward the King will go on the air early in 1979. If you are a top-50 station executive interested in this new Mobil Showcase presentation, we suggest you contact Stan Moger at SFM in New York.
‘20/20’ gets both eyes blackened

Critics heap scorn on Arledge’s news magazine show, viewers stay away—12.4 rating, 22 share

Poor ratings and a devastatingly negative critical reaction greeted last Tuesday’s premiere of 20/20, the long-anticipated news magazine show from ABC News.

Airing at 10 p.m. NYT, behind ABC’s powerful "Happy Days-Laverne and Shirley-Three’s Company-Carter Country" block, 20/20 came in with a 12.4 rating and a 22 share against no appreciable competition from the other networks.

But the reviews had to hurt more than the ratings, which were not expected to go much higher than a 25 or so share anyway. Many called the dubbing 20/20 received the most brutal they had ever seen accorded any program, and as such a major embarrassment for the fledgling news regime of ABC News and Sports President Roone Arledge.

"The top 40 radio of TV news," wrote Tom Shales of the Washington Post, "an animated man on the great line of television and probably the trashiest stab at candy-cane journalism yet made by a TV network." John O’Connor of the New York Times was no more kind. "Television is nothing if not unpredictable," he wrote. "Just as David Frost’s new Headliners series on NBC looked certain to cop this year’s citation for Most Pointless Program, along comes ABC’s 20/20 and all bets are off. In addition to being the most pointless, the new ABC News magazine is dizzily absurd." (Mr. Frost’s Headliners, incidentally, also scored only a 22 share in its premiere outing six days before 20/20.)

Critics were hard pressed to find anything they liked about 20/20. Generally, they objected to the program’s pacing and to its choice and handling of subject matter. The show started with co-anchors Robert Hughes and Harold Hayes introducing themselves with thumbnail biographies, then proceeded to a lightning-fast review of some of the week’s news events. That segment concluded with a list of the week’s best-selling novel, best-selling record, most-watched television show and most admired “jock” (in this case, Mike Ivie of the San Francisco Giants).

Next up was Geraldo Rivera with a long investigative report on "the dark side of greyhound racing"—the use of wild jackrabbits as live bait for training the dogs. Then, in another lengthy segment, comedian Flip Wilson, with no interviewer visible or audible, tearfully described how he had spanked his daughter. Sander Vanocur reported on the likelihood that terrorists could build their own atomic bombs, and later contributed, with correspondents Dave Marash and Sylvia Chase, to an examination of the personal side of California’s Governor Jerry Brown (Mr. Marash asked Mr. Brown’s sister if the governor was “wierd”). That led into a brief interview with the governor himself, conducted by Messrs. Hayes and Hughes, taped via satellite earlier in the evening as the results from the California state primary were coming in. Finally, correspondent Sam Donaldson interviewed Senator Ted Kennedy as they stood near Robert F. Kennedy’s gravesite on the anniversary of his assassination.

Interspersed between these major segments were several short features, including “Words," a vocabulary primer that offered spellings, definitions and pronunciations of “arcane” and “exegesis” and an animated clay figure of a melancholy Jimmie Carter singing along to the Ray Charles recording of “Georgia on My Mind.”

20/20’s parting shot was a take-off of Walter Cronkite’s customary closing of the CBS Evening News. Another animated clay figure—this one of Mr. Cronkite—delivered his “and that’s the way it is” line, carefully folded his news copy into a paper airplane and let it fly.

Primary debates in Illinois and Calif. to be broadcast

With the primary season already here, can the debate season be far behind? Not in Illinois and California at least. The Illinois Public Broadcasting Network announced last week that it will televise four debates between Republican Governor James R. Thompson and his Democratic challenger, Michael J. Bakalis, the state’s comptroller.

In California, the League of Women Voters has made arrangements with Governor Jerry Brown (D) and his Republican challenger, Evelle Younger (selected in a primary last week). The California debates will be paid for, in part, by grants from the John and Mary R. Markle Foundation and from Fluor Corporation.

The Thompson-Bakalis debates, also being sponsored by the league, will begin tomorrow night (June 13) from the studios of noncommercial WTTW(TV) Chicago. The topic will be the state budget and fiscal policy. Later debates will originate at WSIU(TV) Carbondale, WTVN(TV) Peoria and again from WTTW. They will be transmitted to the other stations of the network via satellite.

Proxmire finds himself at odds with Carter’s man on fairness and equal time

His bill to repeal 315 is subject of hearing, but administration spokesman says piecemeal tack is wrong; Ferris also opposes

Senator William Proxmire (D-Wis.) last week was given another shot at moving along his bill (S.22) aimed at freeing broadcasters from the reach of the fairness doctrine and the equal time law as well as other political broadcasting regulations. But chances for any movement did not seem bright following a hearing Wednesday morning before the Senate Communications Subcommittee. The bill turned out to have a new opponent—the Carter administration.

The hearing produced testimony from broadcasters and others who support the measure as one that would place them on a par with the print media in terms of First Amendment rights, especially as group types and one broadcaster—Westinghouse Broadcasting Co.’s Donald McGannon—who oppose it. Their testimony had a familiar ring. But the Carter administration produced a new wrinkle. As expressed by Henry Geller, assistant secretary-designate of the Department of Commerce for communications and information, the administration’s position is that the fairness doctrine is only one of a number of interrelated aspects of the “public trustee concept” of regulation, and that all should be dealt with “in a comprehensive manner.”

Geller said that the administration would not attempt to “whittle away at the problem piecemeal,” he said.

What’s more, he said the vehicle for such an over-all examination is at hand—the Communications Act rewrite project of the House Communications Subcommittee (page 29). The subcommittee last week released its proposed Communications Act of 1978 (HR 13105), and Mr. Geller indicated the administration will express its views as to the long-term solution to the basic problems raised by the trustee/fairness scheme in responding to the subcommittee’s proposals.

What policy would substitute for the present one in which broadcasters serve as public trustees? Mr. Geller noted that payment for use of the spectrum has been proposed—that there have been suggestions that broadcasters pay a fee into a local fund that could be used for public broadcasting and for access purposes in the community, including the training and presentation of programing by significant minority groups.” The proposed Communications Act contains such a proposal.

Mr. Geller’s was not the only sign of sig-

Broadcasting June 12 1978 46
During and before. In top photo, Senator Proxmire testifies in behalf of his bill to abolish the fairness doctrine and equal time. He didn't get much back-up, however, from these other two men: Henry Geller, assistant secretary-designate of the National Telecommunications and Information Administration in the Commerce Department (I) and Charles Ferris, chairman of the FCC.

significant opposition evident at the hearing. Senator Ernest F. Hollings (D-S.C.), chairman of the panel, made it clear he felt the fairness doctrine served a useful purpose. Indeed, he credits it with helping him secure his Senate seat.

"The fairness doctrine got ole Fritz up here to the U.S. Senate," he said. "Under the fairness doctrine, even with newspapers in his area opposed to him, he said, "I can get on television and have my say." (In the past, Senator Hollings has credited the equal time law with helping him become governor of South Carolina, in 1959.)

And when Senator Proxmire contended that the spectrum scarcity argument no longer justified government regulation of programming—that there are far more broadcast stations than newspapers—Senator Hollings noted that the states of Delaware, which has no television station, and New Jersey, which has no VHF outlets, and minority groups, which own only a handful of television stations, do not believe that there is an abundance of stations.

Senator Proxmire made the argument he has made many times before and since he introduced the bill he has dubbed "the First Amendment Clarification Act" in 1975. Essentially, it is that governmental controls such as the fairness doctrine and the equal-time law deprive broadcasting—"the preferred source of news for 76% of the American people"—of the same First Amendment rights as those enjoyed by the print media.

Senator Proxmire gained some support from Chairman Charles D. Ferris of the FCC, but not much. (In any case, Chairman Ferris said he was not stating the commission's official position, since the agency has not yet formulated a position on the Proxmire bill.) Mr. Ferris said, as he has on a number of occasions in the past, that he favors moving toward deregulation of program content to the extent technology providing for increased diversity of voices makes possible.

And he said, "We may have reached that point in the evolution of radio." He noted that commercial FM is becoming increasingly successful and that there is a growing demand for noncommercial FM outlets. Accordingly, he said, Congress may soon make the judgment that "public trustee" regulation of radio programming, including the fairness doctrine, should be replaced with "a less restrictive market-oriented framework that still yields a public dividend for the privilege of using the public spectrum." In other words, as he has indicated in the past, some kind of fee would be required.

However, Chairman Ferris does not believe the time has arrived for lifting the public trustee status from television. And although he would not await "the ultimate development of the video medium" before addressing the question of content regulation of television programming, he said, "we should discuss these issues on a more comprehensive basis than S 22, and with a real expectation that a basic shift in the public trustee regulatory framework in the television field may be on a different track than in radio."

As for the equal time law, Chairman Ferris is not prepared to go as far as the commission went last year in suggesting the exemption of presidential and vice presidential candidates from that law in both general and primary elections. Chairman Ferris said that "the impact of broadcasting" on the electoral process is so sig-
adverse experiences with the fairness doctrine.

Dr. McIntyre’s Faith Theological Seminary lost its licenses for WXUR-AM-FM Media, Pa., after a renewal hearing in which the stations were charged, among other things, with violating the fairness doctrine. KUPY(AM), formerly KAVE, has been in a renewal hearing since 1969. The fairness doctrine figures in that proceeding also.

The opponents of the bill who participated in the panel were Mr. McGannon, Reed Irvine, chairman of Accuracy in Media, and Dr. Ralph Jennings, deputy director of the Office of Communication of the United Church of Christ. They contended not only that the doctrine is no burden but that, as Mr. McGannon said, “the doctrine is an essential ingredient of a broadcaster’s obligation to the public which he serves.”

Those pro and con statements were not the only ones having a familiar ring. Mr. Geller, while saying that solutions to the “basic problems” raised by the public trustee concept of regulation would require time, offered some “interim” measures that would “alleviate” the strains caused by implementation of the doctrine. Most had already been offered to and rejected by the commission. And the author of several was Mr. Geller himself. For instance, he suggested implementing the fairness doctrine requirement that broadcasters devote a reasonable amount of time to public issues by adopting time percentage guidelines in television as to what constitutes substantial service or by requiring broadcasters to list annually the 10 issues they chose for most coverage in the prior year. And as for the requirement that broadcasters treat issues fairly, Mr. Geller suggested, as he has in the past, that the commission consider a broadcaster’s fairness performance only at renewal time, and then only to determine if a flagrant pattern of violation had occurred.

And in what seemed a modification of an idea advanced by the Committee for Open Media, he suggested that the commission encourage broadcasters to afford public access as a means of meeting fairness obligations.

**Changing Hands**

Announced

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

- WLEF-TV Lafayette-Kokomo, Ind.: Sold by RJN Broadcasting Inc. to The Wooster Republican Printing Co. for $2,972,248. Seller is owned by Richard F. Shively (93.1%) and his brother, Harold O. (6.9%). Richard Shively is president and stockholder of KNOP-TV North Platte, Neb. Buyer is owned by family of R.E. Dix. It publishes six newspapers in Ohio and one in Kentucky and owns WBOA(AM)-WKGOF(FM) Cumberland, Md.; WWST-AM-FM Wooster, Ohio, and WRAD-AM-FM Radford, Va. WLFE-TV is CBS affiliate on channel 18 with 1,490 kw visual, 298 kw aural and antenna 778 feet above average terrain.

- KDAX(AM) Denver, Colo.: Sold by Columbine Broadcasting Co. to Belvoir Broadcasting Inc. for $800,000 plus $100,000 covenant not to compete. Seller is owned by Kenneth B. Lange, Walter C. Emery, Peter Smythe, Norman V. Konrad, Jordan M. Iserman and Edward A. Jersin. None has other broadcast interests. Buyer is owned by Welcome Radio Inc. which also owns WSLR(AM) Akron, Ohio; KTLK(AM) Denver and recently sold WOKO(AM) Albany, N.Y. Harrison M. Fuerst is principal owner and president. KDAX is on 105.1 mhz with 100 kw and antenna 175 feet above average terrain.

- WFSO(AM) Pinellas Park (St. Petersburg), Fla.: Sold by Pinellas Radio Corp. to International Broadcasters Inc. for $675,000. Seller is owned by Dan L. Johnson and his son, Elwyn Jr. Dan Johnson is applicant for FM at Safety Harbor, Fla. Buyer is owned (33.3% each) by Michael Spears, program director of KFRQ(AM) San Francisco; William H. Bungeroth Jr., sales manager for KFRQ, and Paul A. Bilzerian, former assistant treasurer of Crown-Zellerbach Corp. WFSO is on 970 mhz with 500 kw full time. Broker: Reggie Marhe.

- WCWO-AM-FM Washington Court House, Ohio; Sold by Court House Broadcasting to Community Service Radio Inc. for $350,000. Seller is principally owned by W.N. Nungesser, president and general manager, who has no other broadcast interests. Buyer is principally owned by David C. Keister who owns WCBC-AM-FM Martinsville, Ind. WCWO is 500 w daytimer on 1250 mhz. WCWO-FM is on 105.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn and Co.

- WKVT-AM-FM Brattleboro, Vt.: Sold by Radio Brattleboro Inc. to Webster Broadcast Group Inc. for $300,000. Seller is owned by David E. Parnigoni, who also owns WCNX(AM) Middletown, Conn. Buyer is owned by Donald V. Webster, owner of Vermont hair-cutting franchise; Donald M. Boardman, realtor; Robert M. Foley, realtor; Stratton H. Lines, restaurateur; Walter F. Meyer, toy manufacturer; David B. Stackpole, attorney; Alan F. and Harlan Sylvester, brothers and attorneys and Paul E. Shields and Richard J. Fleming (5.56% each), partners in Brattleboro real estate firm. None has other broadcast interests. WKVT is on 1490 mhz with 1 kw day, 250 m night. WKVT-FM is on 92.9 mhz with 4 kw and antenna 712 feet above average terrain.

- WBBT(AM) Lyons, Ga.: Sold to Toombs County Broadcasting Co. to WBBT Inc. for $200,000. Seller is owned by Joseph C. Duggan, who has no other broadcast interests. Buyer is equally owned by Howard Williamson of Eatonton, Ga., Charles W. McCay, Lyons bank officer, and James A. Johnson. Lyons bank executive, insurance company owner and automotive parts distributor. Mr. Williamson owns ad-
FCC trying to set guidelines for ex parte

Inquiry is adopted; interim procedures are also established

Faced with conflicting court opinions on the subject, the FCC last week took steps toward “muddling” through to firm procedures for dealing with ex parte contacts during informal rulemaking proceedings. It initiated an inquiry into the subject and, in the meantime, adopted interim procedures that would, essentially, require public disclosure of ex parte contacts.

The interim procedures—on which comment is being sought in the inquiry—have two goals, General Counsel Robert Bruce said: to assure the commission of continued input from outside sources and, at the same time, to assure the kind of disclosure that would permit comment from opposing sides.

The commission’s approach, based on a recommendation of the Administrative Conference of the United States, would require disclosure of the subject matter of oral contacts between participants in rulemakings and commissioners or members of their individual staff or the commission’s staff. The rules already require the filing of written communications.

As described in the notice, participants in rulemakings would submit in advance at the time of a meeting with a commission official a memorandum of the subjects to be discussed. This would be filed in the docket of the proceeding. If the discussion ranged beyond the stated subject matter, either the commission official or the visitor would prepare a second memorandum for the docket.

The commission’s dilemma in fashioning ex parte procedures grew out of the opinion of a panel of the U.S. Court of Appeals in Washington in the pay cable case, in March 1977. The court, noting the extensive ex parte contacts reported in the proceeding, said all such contacts in rulemakings should be banned. Previously, the ex parte rules generally applied only to adjudicatory proceedings and a limited class of rulemakings.

Three months later, however, another panel of the court, in the Action for Children’s Television case, said such a blanket prohibition is contrary to the Administrative Procedure Act and the Government in the Sunshine Act.

The commission’s action last week, Mr. Bruce said, is part of an effort “to muddle through” to proper conduct of informal rulemakings.

The message in St. Paul for the BPA

Convention is biggest ever; Jankowski urges that medium tell its own story better

If the sum of the Broadcasters Promotion Association seminar is equal to its parts, there was organizational strength being displayed both on and off the official agenda as activity commenced last week at the Radisson-St. Paul.

Even before the 80-odd BPA speakers and panelists began sharing their ideas with a record number of registrants, 33 independent television broadcasters had gathered for sessions of their own. CBS-TV affiliated promoters also went early for a regional meeting, the first time the network has scheduled a gathering to coincide with the BPA.

When the convention began Wednesday night (June 7), public television representation was up from seven last year to 37 this year, and for the first time, PTV had its own workshops (four on the convention agenda). BPA hospitality suites also totaled to a record number, with more than two dozen. And by the close of the first
Sohmer noted: "We broadcasters are often looked upon as some sort of evil incarnate. To some degree, that's our fault—for not telling our story and telling it well."

Lawrence Grossman, president of the Public Broadcasting Service and another keynote speaker, later disagreed with Mr. Jankowski's assessment. "It is not in the communication but in the content," he said, that criticism originates.

While admitting that "television has become a major scapegoat of our time" and that "the public is suspicious and [critical] claims," Mr. Grossman emphasized that television could be doing a better job. He said that TV is "too important to be as second class" in its programming "as it is today." However, he did stress that quality does exist today, and to those who question how, for example, that television is creating a passive generation, he noted that the dissidents of the late '60s were raised with the medium.

BPA workshops were in full swing by last Friday, and one that had been expected to attract a considerable amount of attention featured a standing-room-only crowd to hear the three chief promoters at the commercial networks: John T. Curvy, vice president, advertising, ABC-TV; George Shaver, vice president, advertising and creative services, NBC-TV, and Steve Sohmer, vice president, advertising and promotion, CBS-TV, who critiqued various proposals.

All suggested basic philosophies for promotions. Mr. Curvy urged the "simplest, fastest, and most direct approach." Mr. Shaver said all promotions should be questioned as to whether the viewer's "reaction is going to be 'so what?'" Mr. Sohmer noted that readers and viewers will ask: "What's in it for me?"

More specific advice offered from Mr. Curry: Always completely identify your station at the end of a spot, for ratings purposes, because with cable penetration "you can't assume people know where they're looking." From Mr. Shaver: "Try to sell one thing at a time." From Mr. Sohmer: Be careful of reverse (white on black) print ads; studies show they can turn off readers.

Surprisingly, some of the on-air promotions that were best received by the audience of local promoters were those that the three networks authorities disliked. They explained that creativity has its place, but not when it detracts from the goal of a straightforward message.

FCC moves to overhaul rules for noncommercial radio and TV

It wants to update regulations to determine who can be licensee in public broadcasting, how underwriting and solicitation should be handled and whether FM allocations should be shifted.

After 25 years of regulating noncommercial educational broadcasting, the FCC last week moved to reshape regulatory policies for the medium to bring them in tune with real-world conditions ("Closed Circuit," June 5).

In a series of 7-to-0 votes, the commission:

- Issued a notice of inquiry aimed at helping it establish standards for determining who is eligible for a noncommercial license.
- Asked for comment in a rulemaking proceeding that would change the rules governing underwriting announcements and solicitation of funds.
- Acted to improve engineering standards by proposing a new table of allocations for educational FM assignments, requiring 10 w stations that do not increase their daily programing time and setting a minimum, 36-hour-per-week operating schedule for FM noncommercial stations. The order in that proceeding also opens the door to sharing of noncommercial radio frequencies.
- Proposed extending most of the ownership limits now applicable only to commercial licenses to noncommercial licensees as well.

The commission staff, in presenting the package of items to the commission last week, noted the changes that have been taken noncommercial broadcasting, particularly in the years since adoption of the Public Broadcasting Act of 1967, where "educational" stations once aired mainly educational programing, "public" broadcasting stations increasingly are broadening the focus of the type of programing they present.

What's more, the staff noted that federal grants have fostered the construction of new noncommercial stations and the expansion of existing ones, and that "there has been a tremendous increase" in the demand for noncommercial broadcasting facilities.

Because of the increase in the number and variety of parties seeking noncommercial licenses, the commission has become convinced that its existing eligibility standards—restricting noncommercial licenses to "educational organizations" for use in furthering an educational program—are not adequate. For one thing, the current rules do not define what is meant by an "educational" organization or program.

The inquiry seeks comment on five alternative standards, including one that would open the reserved channels to any group the Internal Revenue Service defines as nonprofit.

The rulemaking dealing with underwriting and solicitation is designed to balance what the commission says is the need for underwriting and other fund-raising activities in educational broadcasting with the commission's responsibility to insure that those stations operate on a noncommercial basis.

For instance, the proposed rule would limit over-the-air auction broadcasts to 10 days in a calendar year for more than 50% of any single day's programing devoted to auction activity, and permit underwriting announcements in programs of more than 75 minutes to be aired at the beginning and end of the program and at "a natural break in programing as close to the hour as feasible" instead of on the hour.

The actions taken to improve engineering standards are a response to the increasing demand for noncommercial frequencies and what the commission regards as a resulting need for more efficient spectrum management.

The Corporation for Public Broadcasting proposed a table of educational FM assignments in the 20 channels reserved for noncommercial stations, as well as suggesting a change in the classes of stations and the facilities available to each. The power and antenna height for the stations would be increased to new classes of stations for each of three classes of stations. The proposals, based on existing assignments, are being offered for comment.

The commission dealt with the 10 w stations, which are considered inefficient users of the spectrum, in a final order. It requires the stations either to boost power to at least 100 w or to move to the commercial part of the FM band, on a secondary basis, or to a new FM channel 200 (87.9 mhz), which has been created but which can be used only in a limited number of areas. If neither of these options proves feasible, the stations will be required to move to the FM's underwriting feature where they are least likely to block assignment of a new channel.

The 36-hour weekly minimum was the commission's answer to concern over the fact some noncommercial FM's operate only a few hours during the day. And if a station wants to add the ability of being required to share time with another licensee, it would have to operate a minimum of 12 hours a day every day of the year.

The proposal to apply the commercial multiple-ownership rules to noncommercial broadcasting is now exempt from such regulation in further recognition of the growing demand for noncommercial licenses. The rulemaking proposes a prospective ban on common ownership of stations in the same service in the same area (a duopoly rule)—and a limit on ownership by a single entity of seven FM and seven television (no more than five of them VHF) stations, whether commercial or noncommercial.

Broadcasting June 12 1978 50
Something extra for NBC-TV affiliates on Father's Day

Fred Silverman, the man upon whom they pin hopes for a resurgence, is to be introduced to them at a June 18 reception, prelude to a jammed two-day agenda at stations' annual convention.

Some 680 executives of the 216 NBC-affiliated TV stations, a record turnout, are expected in New York this weekend for the opening of their annual convention—and their first glimpse of Fred Silverman as NBC president.

That first glimpse will come for them—and for many NBC executives as well—Sunday evening (June 18) at a reception given by Mr. Silverman and NBC Chairman Julian Goodman.

Mr. Silverman, named president and chief executive last January but delayed in taking office until last Friday, the day after his ABC contract ran out, is expected to give them their first look at his goals and philosophies in a speech at the Monday luncheon—a speech that his competitors may be awaiting as expectantly as the affiliates and the rest of NBC management.

The next day's luncheon will be addressed by Edgar H. Griffiths, president of RCA, NBC's parent company, the man who hired Mr. Silverman away from ABC. Mr. Griffiths, who like Mr. Silverman is known to most affiliates only by reputation, is expected to tell them that he and they have the same objective in mind—first place in the network competition—and that Mr. Silverman has his and RCA's full backing in that quest.

The rest of the two-day meeting will consist of more conventional convention fare, centering on program presentations.

The business sessions will open Monday morning with welcomes from NBC-TV President Robert E. Mulholland and affiliate relations Vice President Donald J. Mercer. There will be presentations led by Michael Brockman, vice president in charge of daytime programming, Woody Fraser, executive producer of the new midday People to People hour, the live, female-oriented Monday-Friday talk and discussion series that starts July 24 with Jack Linkletter as host; Lester Crystal, president of NBC News, and NBC Sports president, Chet Simmons, and executive producer, Don Ohlmeyer.

A look at NBC-TV's plans for advertising and promoting the 1978-79 fall schedule will also be provided at the Monday-morning session by George Shaver, vice president, advertising and creative services.

The affiliates will meet privately Monday afternoon.

A two-hour musical comedy will be the centerpiece for NBC's presentation of its new prime-time schedule to the affiliates Monday evening. The musical-comedy device was used by NBC at last year's convention and was rated impressive by most affiliates. This year's, entitled "Give the Station a Break," was conceived and produced by Richard Golden, NBC-TV vice president, marketing, who also produced last year's revue, and is being staged and directed by Donald Driver, a former Tony award nominee.

Tuesday morning will be given over to a closed meeting between affiliates and NBC management, and after Mr. Griffiths's luncheon speech a series of program screenings will wind up the convention. The usual "closing" banquet will be held Monday evening following the musical-comedy presentation of the new schedule.

Except for the musical comedy, which will be staged at New York's City Center, all meetings will be held at the New York Hilton hotel.

**Court takes a look at two key FCC cases**

**Appeals involve Cowles's WESH-TV and Geller program percentage, could change FCC policy if commission is overruled**

A three-judge panel of the U.S. Court of Appeals in Washington last week heard arguments in two FCC cases where reversal of the commission in either could have a major impact on its license-renewal policy.

One case involves the appeal by Central Florida Enterprises Inc. of the commission decision in July 1976 renewing Cowles Communications Inc.'s license for WESH-TV Daytona Beach, Fla., and denying Central Florida's competing applica-

**Peer praise.** The Washington Area Broadcasters Association presented its second annual Honored Prophet award last week to John W. Kluge, president and chairman of Metromedia Inc. (second from right), "for his excellence as a broadcaster, businessman and citizen." Also present were (from left): Susan Breakield, vice president and general manager of Metromedia's Washington; Thomas Cookerly, WABA chairman and president and general manager, WLA-TV Washington, and Mark Evans, former ambassador to Finland and Metromedia vice president.

**Watch out for Selcom.**
"favorable and substantially above" a level of mediocrity that might "just minimally warrant" renewal (Broadcasting, Jan. 10, 1977).

Conceivably, the court could decide the case on other grounds. The judges quizzed the commission's attorney, Daniel M. Armstrong, extensively on other matters, including whether the commission adequately considered testimony regarding allegations of mail fraud on the part of five Cowles subsidiaries.

The other case involves the commission's rejection in April 1977 of a proposal that it adopt program percentages as guidelines for determining when a licensee's performance is substantial enough to warrant giving it an advantage in the event of a challenge at renewal time by a competing applicant. The proposal, which would apply to news, public affairs and local programming, had been advanced by Henry Geller, the former FCC general counsel who is awaiting Senate confirmation as assistant secretary of commerce in charge of the new National Telecommunications and Information Administration. The commission's rejection was appealed by the Citizens Communications Center.

Both cases were heard by the same panel of judges—Spottswood W. Robinson III, Malcolm W. Wilkey and Thomas A. Flannery, who is a district judge for the District of Columbia.

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**FCC review board turns thumbs down on all applicants for WNJR Newark**

All said to be involved in one way or another in alleged broadcast of numbers tips; ruling goes against initial decision

The drawn-out effort to find a new permanent licensee for the facilities of WNJR (AM) Newark, N.J., last week seemed almost as far from a conclusion as ever. The FCC review board ruled that all four applicants for the facility are unqualified to be a station licensee.

The problem was the illegal numbers lottery information that allegedly was broadcast by the station while it was being operated on an interim basis by three of the applicants—Community Group for North Jersey Radio Inc., Sound Radio Inc. and Fidelity Voices Inc.—as 1430 Associates. The fourth applicant—Gilbert Broadcasting Corp.—was said to be involved in the misconduct through one of its principals, who was staff announcer for most of the programs that were said to have carried the lottery information.

The WNJR case has been dragging on since May 1969, when the commission denied Continental Broadcasting's application for renewal of license for the station, which operates on 1430khz with 5 kw full time, on grounds of misrepresentation, fraud, logging falsification and other violations.

The initial interim operator was the city of Newark. Later, an applicants' group, WNJR Radio Co., took over. But the commission denied its application to continue as interim operator on the ground that not all applicants were being given an equal opportunity to participate. That paved the way for 1430 Associates.

The review board's decision—which itself is subject to review by the commission—overturns the opinion of Chief Administrative Law Judge Chester F. Naumowicz Jr. His was the second initial decision issued in the case and—like the first by Administrative Law Judge Ernest Nash, who later retired—it favored Sound Radio (Broadcasting, Sept. 12, 1977). After the Nash decision, the review board heard the case twice and rendered its ruling as a result of charges that the station had broadcast lottery information in religious broadcasts conducted by ministers on Sunday mornings.

Judge Naumowicz held that Community was not financially qualified and he acceded Sound Radio and Fidelity Voices comparative demerits because of "improper religious programming." But he said the demerits were not of such magnitude to warrant changing Judge Nash's rankings of the applicants.

The review board's disagreement with Judge Naumowicz turned to a large extent on whether the interim operators could have been expected to be aware that numbers tips were being given. The ministers, for instance, were said to have used the term "blessings" to refer to "numbers."

The review board said Judge Naumowicz erred when he held, based on his own lack of understanding of the language that was used, that the interim operators could not have been expected to understand what was being communicated. The board said it was clear the material was understood by a substantial segment of the listening audience. It also noted that the broadcasts occurred after the commission refused to renew the license of WOOK (AM) Washington (Broadcasting, Sept. 15, 1975) because of the similar broadcast of numbers tips on religious programs.

The board also disagreed with Judge Naumowicz on the issue of Herman Amis, vice president, director and stockholder of Gilbert Broadcasting who had served as staff announcer for the Sunday morning programs involved. The board held that the evidence showed that Mr. Amis understood what the ministers were doing and that he had not fulfilled his duty to inform his supervisors in plain terms of the unlawful nature of the programs.

Not only did the board hold that Gilbert Broadcasting must bear the burden of Mr. Amis's misconduct, it also noted that Gilbert had taped the programs because of

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Producers & distributors of: In Depth, In Brief, Consumer Chronicles, From A to Z, For Your Good Health, In Style, and The Vocal Opposition.

Broadcasting June 12, 1978
their illegal character and yet said nothing to its principal, Mr. Amis, who was involved as program announcer.

In attempting to catch the interim operators in misconduct, the board said, Gilbert made itself a party to that misconduct through Mr. Amis. And that, the board added, "was the most offensive behavior revealed by the record in this case."

Review board members Leonidas Emerson, Sylvia Kessler and Daniel Ohlbaum concurred in the decision, but only Mr. Emerson voted for the opinion as presented. Ms. Kessler concurred in part and dissented in part, and Mr. Ohlbaum concurred in the opinion.

**Skimming the cream of executive compensation**

A BFM survey looks at the perks and supplements to paychecks at broadcasting companies in various markets in the country

Nearly seven broadcasting companies out of 10 provide some sort of pension plan for their executives, 95% provide some sort of group life insurance, 51% contribute toward special work-related educational courses and 16% have some form of a dental program—that newcomer among executive fringe benefits.

These are among the findings of a nationwide survey of executive salaries and perquisites conducted for the Broadcast Financial Management Association. The study covered the top 10 executive positions at 232 broadcasting companies, ranging from single-station firms to group operators and networks, and from small to large markets.

Among the findings, BFM officials said, was that comparable positions are better paid on the West and East Coasts than in other sections of the country. Even so, they added, the lag in the so-called Sun Belt is less than has been popularly supposed.

For example, the study found that radio station managers on the two coasts are paid salaries averaging $38,000 a year, 11% higher than those in the south Atlantic region, 8% more than those in the north central region and 5% more than those in the south central region. Similar regional distinctions were reported for television executives. Not surprisingly, the highest paid executives were those in television, and the larger the market and the greater the station revenue, the more the salary and fringe benefits received.

Each of the 10 executive positions reported at least some instances of receiving all four executive perks surveyed: bonuses, stock options, club memberships and company automobiles. Some 60% of all the station managers and general managers reported they received bonuses during the past year—as compared with only 7% of program managers. "Only the owners did better in this area than station managers," BFM reported. (The average bonus for station managers was 31% of salary.)

Three out of four companies (77%) said they offered cost-of-living raises and 86% said they gave merit raises. The latter ranged between 5% and 10% in 82% of the cases.

The executive positions covered in the study are chief broadcast corporate operating officer; chief broadcast corporate financial officer; general/station manager; chief station accounting or business financial manager/controller; office or accounting manager; general sales manager; program manager; chief engineer or technical supervisor; news director, and promotion/community affairs manager. The report compares salary levels by market region, by market size and by station revenue, showing radio and television figures separately.

The study was conducted by the Barker Organization, a management consulting firm based in Wakefield, Mass. It was done on a confidential basis so that competing stations would not know how much an individual employee was being paid at another station.

The 232 companies in the survey are receiving free copies of the report. Other BFM members may buy it for $50.

**How to workshops fill AWRT's agenda**

American Women in Radio and Television opens its 27th annual convention tomorrow (June 13) in Los Angeles. The five-day conference is expected to draw more than 700 attendees to a string of workshops and speeches addressing a variety of subjects from "How to Interview and Be Interviewed" to "How to Syndicate a Radio or Television Show" to "The Equal Rights Amendment ... the Light that Must Not Fail."

Sam Donaldson, White House correspondent for ABC News, will deliver the keynote address Thursday, when most of the convention activities are scheduled to get under way. Other principal speakers will include Hal Kanter, executive producer for Warner Bros. Television; Marlo Thomas, actress and producer; Don Oliver, NBC News, and Gary Deeb, television critic for the Chicago Tribune.

Workshops include:

- "Public Relations: Rights and Wrongs." Among the participants in this Thursday session are Myrtle Evers, director of community affairs for Atlantic Richfield Co.; Carolyn Walden, associate vice president, radio/TV, Carl Byoir & Associates, New York; Henry Rieger, vice president, corporate information, West Coast, NBC, and Pat Penny, owner of Pat Penny Public Relations, Los Angeles.
- "How to Interview and Be Interviewed." As the name of their subject implies, the panelists will talk about this basic journalism craft from both sides. The panel includes Treesa Drury, a radio commentator and print journalist; Tichi Wilkerson Miles, editor-in-chief and publisher of The Hollywood Reporter; and Edye Rome, who owns a publicity firm in Beverly Hills, Calif. As with the other Thursday morning sessions, this one will be repeated in the afternoon.
- "Ratings—How They Affect Your Job and What You Watch." This Friday session features Carroll C. Carter, Southwest vice president, A. C. Nielsen Co., and Robert T. Hall, director of research and sales development, KABC(AM) Los Angeles.

Also on Friday, Marlo Thomas will address a general session on AWRT's role in the movement to pass the ERA. Other panelists include AWRT's chairman, Mary Elle Hunter; Elizabeth Snyder, president of her own Los Angeles campaign management firm, and Catherine East, first vice president of the National Women's Party.

The Thursday general session is entitled "In a Free Press Society—Is Broadcast Journalism Meeting the Challenge?" Mr. Oliver and Mr. Deeb will participate in that discussion along with Sheila Weidenfeld, press secretary to former First Lady Betty Ford, and Peter Herford, director of affiliate liaison for CBS News and the former producer of that network's 60 Minutes. Elmer Lower, retired vice president for corporate affairs for ABC, will serve as moderator of the general session.
No real lag in network sales, say the salesmen

Agencies, advertisers aren't hanging back for better deals, report Blackmore, Shaw, Isaccson; marketing plans for millions are ready for final approval; rates to be about 10% higher

"All this talk about hanging back is nonsense."

So said Robert Blackmore, vice president of sales for NBC-TV, in responding to the predictions of advertising agency executives that buying for the 1978-79 season will be a more leisurely and more negotiable proposition than in past years. Mr. Blackmore's counterparts at the other networks—James Shaw at ABC-TV and Paul Isaccson at CBS-TV—agreed. All said the proof of a healthy buying season, as far as the networks are concerned, is in the millions of dollars' worth of marketing plans sitting on their desks waiting for final approval from the agencies. "We're beyond looking at shoes," said Mr. Shaw. "Now we're trying to find a size that fits."

Mr. Shaw said ABC has about 25-30 "working plans" being drawn up which he expected to have started turning into solid sales by late last week and into this week (Ralston, Menley & James Chrysler and Singer already have committed, he said). Both Mr. Blackmore and Mr. Isaccson said their networks have $100 million-$150 million in sales lined up, and they, too, were looking for buying to begin in earnest late last week. That timetable represents a slight delay in the initiation of the buying process, they acknowledged, but the lag was seen more as a continuation of a pattern of consistently slower starts over the last few years than of a real turnabout in the marketplace. "The calendar has been changing for some time now," Mr. Shaw said, "but it's about to burst forth into the next area (actual buying)."

Agency executives and Wall Street analysts have generally cited the turmoil in prime time scheduling, increases in network prices and uncertainty about the economy as major reasons for a more tentative market. But, perhaps not surprisingly, the networks are convinced that none of those fears should, or will, affect sales.

The promise is that scheduling will be less turbulent next season. But even if it isn't, one salesman said, hanging back won't guarantee any more certainty, and it probably will guarantee fewer choices at higher prices. "It would just mean the world's biggest scatter market in August," he said. Today's prices, on the other hand, have generally been held in the range of a 10% increase over last year's, the network salesmen said, which they believe is reasonable. (An ABC spokesman pegged his network's average price for a 30-second spot in prime time at $60,000, and the other networks should come in at about 10% below that if rates stay in line with the differences in ratings averages.)

As for uncertainty about the economy, there seems to be little evidence that the networks are worried. "The feeling I get," said one seller, "is that the agencies have more money, and they're going to spend it.

The two-year, $100 million American Home Products buy on NBC is seen as one reflection of that confidence. Paradigically, so is ABC's rejection of that buy. As reported, ABC sources said the network declined to bid on the two-year package because it felt there would be no trouble selling the second year at higher prices when the time comes. Another reason cited was the likelihood that the program schedule may look radically different in a year's time, thus necessitating a troublesome amount of renegotiating.

NBC's Mr. Blackmore responded that the contract with AHP has a "sizable" price increase built in for the second year. He also said that the variety of products marketed by the company (Dristan, Infrarub, Anacin and Preparation H, to name a few) leaves both advertiser and network the flexibility to work out mutually acceptable packages in a variety of shows in a variety of day parts. As it stands, the AHP buy is about 60% in prime time and 30% in daytime, with the remainder in news. Olympics and political convention placements are also factored in (BROADCASTING, June 5).

M-E's Coen ups earlier estimates for media spending

Over-all budgets will jump 12% and radio-TV will rise the same

McCann-Erickson media forecaster Robert J. Coen said last week that advertising spending in 1978, including broadcasting, is even higher than he had expected six months ago.

Mr. Coen, vice president and director of media research for McCann, in his semiannual media estimates, said last week that advertising volume in the U.S. this year will increase by 12% to $42.5 billion, instead of by the 10.9% he had estimated last December. He had predicted earlier that national broadcast would rise by 11%, but now believes it will wind up with a 12% increase to about $7.2 billion.

He also projected that national television would climb by more than 12% to $16.4 billion this year and national radio by 9% to $765 million. Mr. Coen calculated that spot TV would grow almost 13% and network television slightly above 11%. Of the national media, he singled out magazines as the fastest-growing, with a 16% boost to $2.5 billion.

He said network TV would show the highest price increase in 1978, up 12% over 1977, followed by magazines and newspapers, up 9% each; spot TV, up 8%, and radio and outdoor, both up 7%.

Mr. Coen said that advertisers are more selective today in choosing media, adding magazines have been "experiencing rapid growth and we're seeing some dollars that might have gone to network television now being channelled into spot TV because of better buys." He said that "no one is about to desert television, but in light of the price increases in recent years, advertisers certainly are thinking twice about the efficiency and effectiveness of their ad dollars."

Beyond 1978, Mr. Coen continued, the momentum in advertising growth will extend into 1979 when it will be renewed by the upcoming 1980 Olympics and election year activity. He said advertising growth will at least keep pace with the economy through 1980.

AAAA, ANA will meet TV code board over clutter study

Agency leaders, backed by advertisers, will take their case for stiffer enforcement of limits on "clutter" to leaders of the National Association of Broadcasters TV code board in a meeting set for June 21 in New York.

The meeting is an outgrowth of a monitoring project conducted by an American Association of Advertising Agencies committee, which reportedly found that the code's limits on "non-program" time were exceeded in close to 50% of the periods measured (BROADCASTING, May 29).

Results of the monitoring study have not been released, but Code Authority officials say if it's true, as one source that had been shown to them, it contains "a lot of shortcomings," is based on wrong definitions in some cases and in general does not jibe with the results of monitoring the Code Authority was doing about the same time.

In any case, Robert Rich of KBJR-TV Duluth, Minn., chairman of the TV code board, and Michael Kieyman of Cox Broadcasting, chairman of a code board committee conducting its own review of the time standards, invited the AAAA group to discuss their complaints. The invitation was said to have been broadened subsequently to include a delegation from the Association of National Advertisers, which for years has been protesting clutter.

Howard Eaton of Ogilvy & Mather is chairman of the AAAA committee, and Peter Spengler of Bristol-Meyers heads the ANA group. Mr. Spengler warned three months ago that "we have reason to believe that the code board is seriously considering liberalizing its standards" to change, for example, the way promotional

Broadcasting June 12 1976

54
announcements for movies are counted as "program" or "nonprogram" material (Broadcasting, March 6).

Just what may come out of the June 21 meeting was not clear last week. A code source said the idea was "to give them a fair hearing," after which "the time-standards committee will meet, probably this summer, to continue its review." That review, according to code authorities, may be completed in time for presentation to the full TV code board at its meeting next fall.

Big food chains ante up more for local TV

TVB puts increase at 28% in first quarter that finds Safeway still leading the way

The top 15 food chains in local television spent 28% more with stations in the first quarter of this year than in last year's first quarter, according to the Television Bureau of Advertising. The TVB report was based on estimates compiled by Broadcast Advertisers Reports.

TVB put the total this year at $22,611,300, as compared with $17,710,100 a year ago. Safeway led the first-quarter list both years, and in 1978 boosted its local TV spending 41% to $4,791,400. Nine of the 15 spent more than $1 million, up from six last year. Three reduced their spending by 2% to 16%, while the others increased their outlays by 5% to 165%.

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<td>$3,402,700</td>
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<td>A &amp; P</td>
<td>$2,208,500</td>
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<td>Acme/Super Savvy</td>
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<td>Publix</td>
<td>$1,030,000</td>
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Musical management chairs at Katz Television

As part of a widespread realignment of management responsibilities at Katz Television to take effect on Sept. 1, Victor R. Ferrante, vice president, Midwest region, Chicago, has been named senior vice president, operations, New York, and Richard A. Goldstein, vice president and general manager of Katz American Television New York, becomes senior vice president, sales.

Mr. Ferrante and Mr. Goldstein will report to both Frank J. McCann, president of Katz Television Continental, and David S. Abbey, president of Katz American Television. Mr. Ferrante and Mr. Goldstein will have interdivisional responsibilities.

Mr. Ferrante will coordinate all administrative functions for both the American and Continental divisions. Mr. Goldstein will be responsible for over-all coordination of sales techniques and sales practices for both divisions.

In other top changes, Gerald J. Jones, vice president, West Coast, Los Angeles, takes on additional responsibility as vice president, station and industry relations for the 11 Western states; James E. Beloyianis, vice president and sales manager of Katz American White sales team, New York, and Edward Papazian, regional vice president for the Continental Division in New York, were named general sales managers of the American and Continental divisions, respectively.

Larry G. Strum, regional vice president in Atlanta, was named regional vice president, Midwest, Chicago, replacing Mr. Ferrante. In turn, Len Graziano, vice president and sales manager of Katz American's Blue sales team in New York, will move to Atlanta as regional vice president there. Joel Segall, sales manager for Katz Television Continental, Los Angeles, will remain in that city as regional vice president—West Coast.

SQUAD: yardstick for media buyers

New service headed by Richfield can provide street prices for spot time in large markets

Approximately 60 advertising agencies have signed for a new monthly research service that provides average going prices for spot television time in the top 51 markets for each of six days.

The service, Spot Quotations & Data (SQUAD), New York, is headed by Marvin Richfield, who has been a media executive at Young & Rubicam, BBDO, Revlon and Max Factor and a salesman at WPIX(TV) New York. The service is available to advertising agencies, which pay $780 a year for 12 monthly reports.

The SQUAD reports are compiled from cost figures from cooperating advertising agencies representing about 12% of the nation's spot TV billings. Cost data is fed into a computer to ascertain average costs. These figures are correlated with average Nielsen and Arbitron figures to arrive at the average cost per household rating point (CPP) for a 30-second spot for conventional buys (excluding barter and run-of-station advertising). The report includes, as of a specific date, estimated CPP for the current month and for the next two months.

Mr. Richfield said there are sources that supply last year's spot TV prices but none that deals with current or future prices. He added that "SQUAD gives media professionals a yardstick against which they can measure their own buys."

The average prices for prime time are for network-affiliated stations only, but for other days, the prices include all stations in a market.

Mr. Richfield has in development a similar report aimed at television stations. The "street prices" per household rating point for prime time 30-second spots in the top 10 markets (affiliated stations) in May (as of April 27) and April (March 27) were, respectively: New York, $369 and $341; Los Angeles, $297 and $290; Chicago, $175 and $160; Philadelphia, $168 and $166; San Francisco, $166 and $160; Boston, $135 and $135; Detroit, $91 and $90; Washington, $90 and $90; Cleveland, $76 and $72, and Pittsburgh, $70 and $66.

Took away their gusto

Schlitz Brewing has tapped J. Walter Thompson and Benton & Bowles to replace Leo Burnett on an estimated $23 million of business. Thompson's Chicago office landed the lucrative $20-million Schlitz beer account and B&B's New York office the $3 million Schlitz malt liquor business, both formerly handled by Burnett out of Chicago. The company's new products still are unassigned. The beer and malt liquor are advertised virtually entirely in broadcast. Other agencies in the final round of bidding were Cunningham & Walsh, agency for Old Milwaukee and Schlitz Light; Ted Bates & Co., and BBDO, all New York, and Gardner Advertising, St. Louis.

Watch out for Selcom.

Andy Rainey, Vice President
Research/Sales Promotion Director
New York

Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202
Children's TV goes to Washington

NAB conference draws people from all walks of TV life to discuss what's good, bad and ahead maybe

The National Association of Broadcasters' children's television programing conference drew 240 people from television stations, the networks, advertising agencies and community groups to Washington last week for two days of largely congenial discussion.

Although the conference concentrated its attention on exchanges of ideas for children's program content—which nearly everyone agreed has gotten a lot better in the last decade—discussion turned occasionally to the children's TV controversies that are increasingly attracting Washington's attention. Kathryn Broman, Springfield (Mass.) Television Corp., chairman of the NAB TV board, opened the meeting by condemning the Federal Trade Commission for creating "new areas of uncertainty and pessimism in the broadcast medium." The FTC's proposed trade rule restricting television advertising aimed at children discriminates against television among all media and is a threat to the free press, she said.

Mrs. Broman also predicted that the FCC will take action in the area of children's television soon, perhaps issuing notices of inquiry and rulemaking incorporating proposals from Action for Children's Televison and the Council on Children, Media and Merchandising, two citizen groups that seek stricter regulation of broadcasters to improve programs and commercials that children view. Broadcasters, most of whom are "concerned parents," Mrs. Broman said, continue to oppose those proposals. Better the matters should be resolved "through the process of evolution and self-regulation" and not "revolution and government fiat," she said.

One of a few people at the NAB program who would disagree with Mrs. Broman's benevolent view of children's television was Sally Williams, executive director of the San Francisco-based Committee on Children's Television, who complained that too much of the programing made specifically for children is "the run-of-the-mill cartoon that doesn't have any artistic value." Ms. Williams said television should contain as much diversity as a library, a notion that bothered NAB Assistant General Counsel Brenda Fox, who would agree only that TV is a "library of fiction with some nonfiction thrown in." Television is basically an entertainment medium, which accounts for the abundance of animated programs, in themselves not a bad thing, she said.

Ms. Fox also disputed Ms. Williams's contention that broadcasters are not in close enough touch with their communities and that broadcasting should be responsible for children whose parents do not supervise their TV-watching habits. TV, she said, is not a "babysitter for the nation's children."

Dr. George Gerbner, who guides the University of Pennsylvania's Annenberg School of Communications' periodic research profiles of TV violence, said he thinks the networks have turned violence counts into "another ratings game," which is a "potentially trivial result of his and others' research. Dr. Gerbner said that despite the lowered percentages of actual acts of violence in recent television seasons, his surveys continue to show that people who watch television heavily still are more afraid to leave their homes at night than people who don't. The sheer numbers may have changed slightly. Dr. Gerbner, appearing on a panel with another violence researcher, Roger Wagner of BI Associates, also defended his practice of counting as violent acts natural disasters and accidental deaths. If someone in a TV program dies from choking on an apple, it is still violence, he said, because some writer deliberately had that character killed.

Dr. Nicholas Van Dyck, executive
Bob Quigley; producer: Jay Redack.
- Outstanding talk, service or variety series: Donahue (syndicated); executive producer: Richard Mincer; producer: Patricia McMillen.
- Outstanding actor in a daytime drama series: James Pritchett, The Doctors (NBC); role: Dr. Matt Powers.
- Outstanding actress in a daytime drama series: Laurie Heineman, Another World (NBC); role: Charlene Frame Matthews.
- Outstanding host or hostess in a game or audience participation show: Richard Dawson, Family Feud (ABC)
- Outstanding host or hostess in a talk, service or variety series: Phil Donahue, Donahue (syndicated).
- Outstanding individual director for a daytime game or audience participation show, for a single episode: Mike Garguilo, The $20,000 Pyramid (ABC), June 20, 1977.
- Outstanding individual director for a variety program, for a single episode: Martin Huig Mackey, Over Easy (PBS), March 20, 1978.
- Outstanding writing for a daytime drama series, for a single episode of a series or for the entire series: Claire

NBC gets ‘best’
daytime Emmys;
ABC gets most

NBC-TV programs picked up the glamour
trophies for best actress, best actor, best
drama and best game show in the fifth an-
ual daytime Emmy awards competition
last week. But ABC-TV shows ended up
with the most awards over-all—seven, to
NBC’s nine, CBS’s six and the Public
Broadcasting Service’s two.

Syndicated programs won five awards,
two of which went to Multimedia Produc-
tion’s Donahue, for best talk show and
best talk show host or hostess. ABC
scored heavily in the children’s program
categories, sweeping all but the outstand-
ing children’s entertainment series, which
goes to CBS’s Captain Kangaroo.
The awards were presented by the Na-
tional Academy of Television Arts and Sci-
ences during ceremonies in New York last
Wednesday (June 7). Following is a list of
the winners:
- Outstanding daytime drama series:
  Days of Our Lives (NBC); executive pro-
ducers: Betty Corday and Wesley Kenny;
  producer: Jack Herzberg.
- Outstanding game or audience partici-
  pation show: Hollywood Squares (NBC);
  executive producers: Merrill Heatter and

- FCC Commissioner Abbott
  Washburn, answering a question from
  a conference attendee, said he finds reports
  that some stations regularly exceed their
  NAB-approved commercial time limits
  “very distressing.” He suggested that
  the FCC “will have to do some
  monitoring of its own” to enforce
  the guidelines.

Children’s Television (center) and NAB assistant general counsel Brenda Fox calmly disagree over what children’s programing should be. Bill Monroe of NBC’s Meet the Press moderates. And at lower right, two TV violence researchers, Dr. George Gerbner of the Annenberg School of Communications (center) and Roger Wagner of Bi Associates, contrast their methods, again with Mr. Monroe in the moderator’s chair.
**JVC advances state of the art in home VCR's**

Next month it begins marketing a machine—higher-priced—with slow-motion, stop-motion and fast-forward capabilities

In what may be a major step beyond first-generation home video recorders, JVC Corp. announced last week a new Vidstar consumer VCR with stop-action, slow-motion and fast-action capabilities.

Priced at $1,335, about $300 more than models now on the market, the Vidstar HR-3600 is to be available in July. It comes with a remote control switch that cues the still-frame mode when the machine is playing back, and the pause mode when it is recording (for editing out commercials and other unwanted material). Company executives said last week that the still frame can be held for as long as 15 minutes without degradation of the picture or of the tape. They also said that the picture and the audio remain decipherable in the fast-forward mode because of the digital technology used to achieve it. In slow motion the tape speed is variable, while the fast-action speed is twice normal.

JVC's recorders conform to the VHS format that JVC originally developed and then shared with its half-parent, Matsushita Electric (BROADCASTING, Oct. 24, 1977). But whereas Matsushita adapted the VHS technology to accept both two-hour and four-hour playing modes capability cited as one of its major competitive advantages over Sony's two-hour Betamax format—JVC has reluctantly remained with the two-hour-only system in its Vidstar machines. The reason for that, according to a JVC spokesman, is that the stop-frame, fast-action and slow-motion capabilities are far more difficult to achieve on the split video track required for both two-hour and four-hour playing times. JVC opted for the extra features, and also plans, the spokesman said, to introduce a three-hour Vidstar tape in the not-to-distant future.

But it is apparently unlikely that other VHS format recorders, including those marketed by RCA, Sylvania, Magnavox, Panasonic and other American companies, will be able to share the multiple-speed and stop action advantages, at least as developed by JVC.

JVC also announced last week that it plans to introduce a portable VCR for consumers, which the company's spokesman said may be the first such portable on the market when it becomes available late this summer. Price for the 21-pound recorder, with a one-hour rechargeable battery pack, was set at $1,180. A new portable color camera will be available as a companion feature with the portable deck, JVC said. It weighs about seven pounds and is to sell for $1,475.

**New price list from Comsat**

It files new tariffs with FCC:

$275 for first 10 minutes, $10 for each additional

The rate-case settlement reached by the FCC and the Communications Satellite Corp. resulted last week in a Comsat tariff filing that provides for substantial reductions in rates for international communications satellite channels.

The new rates, which become effective Aug. 10 unless Comsat is permitted to make them effective earlier, apply to U.S. international common carrier customers for voice, data and video services through satellites of the worldwide Intelsat system.

Television rates, which now range from $414 to $725 for the first 10 minutes of video and accompanying audio, will now be priced at $275 to all points. The additional per-minute charges—which now range from $11.40 to $20.50—will be lowered to $10.

The settlement of the rate case, which dragged on for 13 years, calls on Comsat to reduce its charges by 48% and to refund to its customers some $100 million (BROADCASTING, May 15).

However, the question of the extent to which ultimate users of the international satellite service—television networks, for instance—benefit from the new rates is yet to be determined. The commission will permit the international common carriers—Comsat's customers—to show why all or part of the reduction should not be passed on to the ultimate user.

Comsat President Joseph V. Charyk, meanwhile, took an optimistic view of the slash in rates. "It is my hope these lower rates to our carrier customers, when coupled with a reduction of their rates to the viewing public, will produce a significant stimulus to the growth of international satellite traffic."
Media

Thomas F. Hartman, general sales manager, WRTV-TV, Flint, Mich., appointed VP-general manager. He succeeds William E. Wuerch, who is now VP-general manager of WPRI-TV Providence, R.I. (Broadcasting, June 5). Both are Knight-Ridder stations.

David G. King, station manager, WGAN-TV Portland, Me., named general manager.

James C. Kelly, VP and director of sales, WOR(AM) New York, named VP, Strauss Communications, New York, licensee of WMCX(AM) there.

Joel Samuelsohn, general sales manager, WQX(AM)-WNSN(FM) there as general manager.

Frank Scott, general manager of NBC's WRCV(AM)-WXYF(AM) Washington, named VP and general manager.

Robert A. Manning, general manager, WQAC(AM) Augusta, Ga., appointed executive VP of Beasley Broadcast Group, owner of stations.

Pleiads Gleeson, with National Aeronautics and Space Administration, joins KICO(AM) El Centro, Calif., as VP and general manager. He is brother of station's president, Willard Gleeson.

F. R. (Dick) Lee, general sales manager, WIRE(AM) Indianapolis, named to newly created position of station manager, WIRE-WRTZ(FM).

Michael C. Schafer, general sales manager, WSER-AM-FM Baldwinsville, N.Y., named station manager.

Richard L. Breinh, assistant manager, WATS(AM) Sayre, Pa., and co-owned WAVR(FM) Waverly, N.Y., named station manager.

Kim Petersen, news director, WQSO(AM) New Orleans, named director of operations.

Lorraine Kizer, air personality, KRST-FM Albuquerque, N.M., joins noncommercial KNUM(FM) there as operations manager.

Paul A. Brissette, Jr., executive VP and general manager, WECT-TV Wilmington, N.C., named president and chief operating officer of Atlantic Telecasting Corp., licensee of station.

As part of series of promotions at WPix Inc., New York, and its stations, Gerard Mulderigg, VP, sales, WPix(TV) New York, appointed senior VP, sales; Gerard Puccio sales manager, promoted to VP, sales, and Jane Periman, research director, appointed VP Yvonne Stewart, VP of personnel, named to additional posts of secretary of WPix Inc. and secretary of subsidiary Connecticut Broadcasting Co., operator of WICC(AM) Bridgeport, Conn. Paul Freas, controller, named VP and controller and elected to corporation's board of directors. Rosemary Arata, chief accountant of WPix Inc., named assistant controller.

Alma Madsen, assistant to president, Bonneville International Corp., group broadcaster with headquarters in Salt Lake City, named to additional duties as VP of women's affairs. Jean M. Bishop, in charge of corporation's personnel, named assistant VP personnel.

Josephine Renolet, assistant secretary of corporation, The Outlet Co., Providence, R.I., named secretary.

Broadcast Advertising

William F. Donnelly, VP, BBDO, New York, named VP, media and research, for BBDO's Minneapolis office.

J. Robert Saxon, VP-creative director, McCann-Erickson, Atlanta, joins D'Arcy-Macmanus & Masius, San Francisco, as VP and executive creative director. Thomas F. Kutsko Jr., head of quality controlled services division, Maritz Inc., St. Louis, joins DM&M there as research account executive.

Richard K. Thomas, national director of advertising, public relations and sales promotion, motorized products division, Yamaha International Corp., Los Angeles, named VP and general manager of Victor King Associates, Virginia Beach, Va., advertising-agency subsidiary of Christian Broadcasting Network.

Nina Dansky, account executive, Rosenfeld, Sirowitz & Lawson, New York, named to same post, Waring & LaRosa there.

Marsha Davis Fields, freelance business manager, Ogilvy & Mather, New York, joins McDonald & Little, Atlanta, as director of broadcast business.

Audrey Weiss, executive, programing, Katz Agency, New York, joins Adam Young, Los Angeles, as account executive. Rick Schwartz, account executive, Tele-Rep, New York, joins Adam Young, New York, sales staff.

Ana Batton, media buyer, Media Corp. of America, New York, and Gary Epstein, account executive, sales, NBC, New York, join Bernard Howard & Co., New York, as account executives.

Anne Gotz, formerly with Arnold & Co., Boston, as assistant media director, returns to...
agency in same capacity.

Stu Flanders, general manager, WFEA(AM), Manchester, N.H., joins Weston Advertising there as account executive.

Helen Wilkerson, media director, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., agency, appointed to new position of director of special media services. Jounette Travalis, media systems specialist, named media director.

Larry Tompkins, account executive, NBC-TV Spot Sales, New York, named manager, Eastern sales, NBC Television Stations Division, New York.

Patricia A. Henry, manager of coverage and marketing for radio, CBS/Broadcast Group, New York, named manager of rating services for radio. Virginia Weber, manager, exempt compensation, personnel department, CBS/Broadcast Group, New York, named manager, business administration, CBS Television Network Sales there.

Greg Holder, regional salesman, KAAL-TV, Austin, Minn., named sales manager.

Tom Baker, general sales manager, WMGS-AM-FM Washington, given additional duties as assistant general manager.

Jim de Castro, retail account executive, KSFO(AM) San Francisco, named national sales manager.

David M. Krause, account executive, WSEN-AM-FM Baldwinsville, N.Y., named general sales manager.

George Stoltz, account executive, KOIT(AM) San Francisco, named assistant sales manager.

Suzanne Hansmire, account executive, Contract Interiors, Detroit, joins WITS(AM) Boston in same capacity.

Paul Coen, graduate, Bemidji (Minn.) State University, joins KQWB-AM-FM Fargo, N.D., as regional sales representative.

Richard A. Charnack, regional account executive, WXYI(AM) Fort Lauderdale, Fla., named regional sales manager.


Named to sales staff, WQDR(91) Raleigh, N.C.: Sally Tiede, administrative assistant; Winslow Stillman, graduate, Duke University, and Martin Seilgbon, from WBE(AM) Garner, N.C.

Lynn Anderson, sales manager, Metro Radio Sales, Los Angeles, named VP.

Georgia Breza, manager, research and sales development, ABC Television Spot Sales, New York, named director of planning and administration.

N. Neil Kuvin, VP-director of programming, WXIA-TV Atlanta, named director of programming, WABC-TV New York. He succeeds Seymour Horowitz who was named VP-programming for ABC-Owned TV Stations there (Broadcasting, April 3).

Larry Fordwick, manager, program administration, WPXITV New York, joins KNXT(7) Los Angeles, as director of programming.

Paul Teare, assistant music director, WMGS-AM-FM Washington, named program director.

Ron Dennington, operations-program director, KZZY(91) San Antonio, Tex., joins KONO(AM) there as program director.

Gary Havens, air personality and promotion director, WIRE(AM) Indianapolis, named program director succeeding Bill Robinson, who resigns that post to devote more time to his position as president and general manager of Musicworks Inc., radio syndication firm in Indianapolis. Mr. Robinson will remain as wire air personality.

Chris Carey, air personality, KRKE-AM-FM Albuquerque, N.M., named program director.

Jim Kidd, VP and general manager, CBS(AM) Cornwall, Ont., joins CKLEY(AM) Toronto as program manager.

Jorge Infante, president, Programex Communications Inc., Chicago, joins WOJO(AM) there as program director for Spanish-language station.

Wayne Larrivee, sports announcer, KSTT(AM) Davenport, Iowa, joins KMDO(AM) Kansas City, Mo., as sports director and play-by-play voice of Kansas City Chiefs football.

Larry White, executive VP in charge of worldwide production, Columbia Pictures Television, named president. Mr. White is former VP-programming, NBC Television Network. Norman Horowitz, senior VP, Columbia Pictures Television Distribution, named president.

Thom Mount, VP, production, Universal Pictures, New York, named executive VP.

News and Public Affairs


Maureen Burhan, correspondent and weekend anchor, WTVF-TV Nashville, named co-anchor of 6 p.m. news with Gordon Peterson. J. C. Howard, anchor, 5:30 p.m. news, continues in that position and joins Mr. Peterson as co-anchor of 11 p.m. news. Susan King, correspondent, named weekend anchor.

Delores Handy, from WJLA-TV Washington, joins WTTG(7) there as anchor and reporter.

Mike Cohen, news producer, WANE-TV Fort Wayne, Ind., named news director.


C. Christian Schmidt, news assignment editor, WPRO-TV New Orleans, named news director, WCMM-TV Columbus, Ohio.

Jack Bowes, news and public affairs director, WSBT-AM-FM-TV South Bend, Ind., joins KHAS-TV Hastings, Neb., as news director.

Kathy Kerchner, anchor-reporter, KIMJ-TV Fresno, Calif., named to same post, KCTR-TV Mesa, Ariz. (Phoenix). Tim Ryan, reporter, KPHO-TV Phoenix, named to same position at KCTR-TV. Rick Armstrong and Joe Klimovitz, photographers, and Brent Guns, director, WBAL-TV Baltimore, all named to same posts at
serving promotion.


Alma Newsom, weekend news anchor and reporter, KHOU-TV Houston, resigns.

Melvin E. Miller, assistant director of news and programming, WEEI(AM) Boston, named director of news and programming.

Frank Laseter, operations manager, WQDR(AM) Raleigh, N.C., named director of news and public affairs.

Charles Perkins, graduate, Columbia Graduate School of Journalism, New York, named news director, WCAU(AM) Cambridge, Mass.

Matthew Schaffer, WCBS news anchor-reporter, named public affairs director.

Thomas N. Spalight, chief engineer-assistant VP, KNRA(AM) Iowa City, named to additional position of news director.

Stan Byrger, news reporter-announcer, KBVS(AM) King City, Calif., joins KVMU(AM) Sonora, Calif., as news director.

Dave Kranz, public affairs director, KALZ-FM Berkeley, Calif., joins KFIV(AM) Modesto, Calif., as news director.

Frances Austin, reporter, noncommercial KUNM(AM) Albuquerque, N.M., named news anchor.

Jack McKenna, weathercaster/anchor, WDIO-TV Duluth, Minn., joins KGUN-TV Tucson, Ariz., as weathercaster.

Eunice Beckwith, producer, KSDK-TV St. Louis, named director of community affairs.

James F. Smith, Associated Press representative for six New England states with headquarters in Boston, named to newly created position of senior broadcast executive.


Promotion and PR

Harold (Hal) Bender, administrator, special event publicity, NBC, since 1975, named manager, national publicity, responsible for supervising department's contact unit and photographic staff.


Ted Garcia, manager of audience promotion, KMOX-TV St. Louis, appointed manager of advertising and PR.

Scott Hunker, head of promotion, WMRT-TV Cedar Rapids, Iowa, succeeds Mr. Garcia.

Cynthia Rogoff, music director, WWSW(AM) Pittsburgh and assistant music director, owned WPEZ(AM) there, named promotion director, WPEZ.

Mary Schweitzer, from Kelley Advertising, Buffalo, N.Y., named promotion and production director, WSNM-AM-FM Baldwinsville, N.Y.

Peter Cubra, development consultant, named development and promotions director, non-commercial KUNM(AM) Albuquerque, N.M.

Gerald M. Goldberg, senior VP, Richard Weiner Inc., New York public relations agency, named executive VP.

Equipment and Engineering

Joseph A. Boyd, president, Harris Corp., Cleveland, elected chief executive officer. He succeeds Richard B. Tullis, who continues as board chairman and chairman of executive committee.

David E. Acker, VP of Andersen Laboratories Inc., Bloomfield, Conn., and of its Microtime Inc. subsidiary there, also named general manager of Microtime.

Allied

Gerald A. Troxell, regional sales director, WRAL-TV Raleigh, N.C., joins Arbitron, New York, as Eastern television station sales manager.


Bruce E. Fohr, senior research associate, radio division, Frank N. Magid Associates, Marion, Iowa, named division's director of research.

James A. Brown, VP, Mediassociates, Beverly Hills, Calif., broadcast consulting firm, appointed associate professor of broadcasting at University of Southern California, Los Angeles. He will continue as VP of Mediassociates.

Kevin Linagen, air personality, WHJB-FM Boston, and director of admissions, Northeast Broadcasting School there, named school's director. He will concentrate on student placement.

The Rev. Dr. Everett C. Parker, director of United Church of Christ Office of Communication, received honorary doctor of humane letters degree from Fordham University, New York, at ceremonies May 28. Alan Aida, star of CBS-TV's M*A*S*H, received honorary doctorate of fine arts and delivered commencement address.

Deaths

Herb Berg, 57, general manager, WLA(AM) Lynchburg, Va., died May 20 of heart attack while playing golf. He began his radio career as announcer in Miami and later served as VP-commercial manager for WAYS(AM) Charlotte, N.C. Before joining WLA in 1977, Mr. Berg was general manager of WDKW(AM)-WGM(AM) Staunton, Va. He also had been a professional musician with CBS Orchestra, Charlie Spivak and Tommy Dorsey. He is survived by his wife, June, one son and one daughter.

Philip Zoppo, 63, general manager, WACE(AM) Chicopee, Mass., since 1970, died there June 4. Cause of death not yet determined. Survivors include wife, Adeline; son, James, and daughter, Nancy.

Donald W. Levenson, 58, president of Wheeling Antenna Co., Wheeling, W.Va., died of heart attack at Wheeling hospital June 4. Mr. Levenson founded company in 1952. In 1969 he developed measurement technique for CATV systems known as "summation sweep." Survivors include his wife, Ethyl, and two sons.

Edwin Dyke, 60, telecommunications consultant, died June 5 of cancer at his home in Great Falls, Va. Mr. Dyke worked in troposcatter and microwave relay system design. He held engineering management positions with such firms as Melpar, Motorola, Page Communications and Collins Radio. Since 1965, he operated and managed his own consulting firm, Radio Science Co. He is survived by his wife, Joan, one daughter and one son.

Watch out for Selcom.

Jim Forrer
Vice President/Manager
Detroit
Selcom, Inc., Radio Representatives
1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Broadcasting June 12, 1976 61
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<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>Shadow Dancing</td>
<td>Andy Gibb</td>
<td>RSO</td>
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<tr>
<td>Too Much, Too Little</td>
<td>Mathis &amp; Williams</td>
<td>Columbia</td>
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<td>You’re the One That I Want</td>
<td>Travolta/Newton-John</td>
<td>RSO</td>
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<td>With a Little Luck</td>
<td>Wings</td>
<td>Capitol</td>
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<td>Feels So Good</td>
<td>Chuck Mangione</td>
<td>A&amp;M</td>
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<tr>
<td>It’s a Heartache</td>
<td>Bonnie Tyler</td>
<td>RCA</td>
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<tr>
<td>Baker Street</td>
<td>Garry Rafferty</td>
<td>United Artists</td>
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<td>Dance With Me</td>
<td>Peter Brown</td>
<td>Drive</td>
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<td>Use To Be My Girl</td>
<td>O’ Jays</td>
<td>Phila. Int.</td>
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<td>You Belong to Me</td>
<td>Carly Simon</td>
<td>Elektra</td>
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<td>Baby Hold On</td>
<td>Eddie Money</td>
<td>Columbia</td>
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<tr>
<td>Two Out of Three Ain’t Bad Meatloaf</td>
<td>Jerky Joe</td>
<td>Epic</td>
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<td>The Closer I Get to You</td>
<td>R. Flack &amp; D. Hathaway</td>
<td>Atlantic</td>
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<td>Imaginary Lover</td>
<td>Atlanta Rhythm Section</td>
<td>Polydor</td>
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<td>On Broadway</td>
<td>George Benson</td>
<td>Warner Bros</td>
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<tr>
<td>The Groove Line</td>
<td>Heartbreak Express</td>
<td>Epic</td>
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<tr>
<td>Because the Night</td>
<td>Patty Smith</td>
<td>Arista</td>
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<td>Love Is Like Oxygen</td>
<td>Sweet</td>
<td>Capitol</td>
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<td>Still the Same</td>
<td>Bob Seger</td>
<td>Capitol</td>
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<td>Take a Chance on Me</td>
<td>Abba</td>
<td>Atlantic</td>
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<td>Boogie Oogie</td>
<td>O’Gara</td>
<td>A Taste of Honey</td>
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<td>Shame</td>
<td>Evelyn “Champagne” King</td>
<td>RCA</td>
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<tr>
<td>Bluer Than Blue</td>
<td>Michael Johnson</td>
<td>EMI America</td>
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<td>Miss You Rolling Stones</td>
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<td>Atlantic</td>
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<tr>
<td>Night Fever</td>
<td>See Geps</td>
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<tr>
<td>Copacabana</td>
<td>Barry Manilow</td>
<td>Arista</td>
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<td>Last Dance</td>
<td>Donna Summer</td>
<td>Casablanca</td>
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<td>Every Kinda People</td>
<td>Robert Palmer</td>
<td>Island</td>
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<tr>
<td>Count On Me</td>
<td>Jefferson Starship</td>
<td>Grunt/RCA</td>
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<tr>
<td>Only the Good Die Young</td>
<td>Billy Joel</td>
<td>Columbia</td>
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<td>King Tut Street</td>
<td>Marvin Gaye</td>
<td>Warner Bros</td>
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<td>Even Now</td>
<td>Barry Manilow</td>
<td>Arista</td>
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<td>Runaway</td>
<td>Jefferson Starship</td>
<td>Grunt/RCA</td>
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<td>If I Can’t Have You</td>
<td>Yvonne Elliman</td>
<td>RSO</td>
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<tr>
<td>This Time I’m in It</td>
<td>For Love</td>
<td>RSO</td>
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<td>You’re the Love</td>
<td>Seals and Crofts</td>
<td>Warner Bros.</td>
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<tr>
<td>Grease</td>
<td>Frankie Valli</td>
<td>RSO</td>
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<td>Wonderful Tonight</td>
<td>Eric Clapton</td>
<td>RSO</td>
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<tr>
<td>I Can’t Look Away</td>
<td>Margo Smith</td>
<td>Arista</td>
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<tr>
<td>I Was Only Joking</td>
<td>Rod Stewart</td>
<td>Warner Bros.</td>
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<td>Heartless</td>
<td>Heartbreak Express</td>
<td>Mushroom</td>
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<td>Almost Summer’s Celebration</td>
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<td>MCA</td>
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<td>Deacon Blues</td>
<td>Steely Dan</td>
<td>ABC</td>
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<td>Life’s Been Good</td>
<td>Joe Walsh</td>
<td>Asylum</td>
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<td>Can’t Smile Without You</td>
<td>Barry Manilow</td>
<td>Arista</td>
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<td>Dust in the Wind</td>
<td>Kansas</td>
<td>Kirshner</td>
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<td>Jack and Jill</td>
<td>Raydio</td>
<td>Arista</td>
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<td>Love Will Find a Way</td>
<td>Pablo Cruise</td>
<td>A&amp;M</td>
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<td>Three Times a Lady</td>
<td>Commodores</td>
<td>Motown</td>
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<tr>
<td>Can We Still Be Friends</td>
<td>Todd Rundgren</td>
<td>Bearsville</td>
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</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been “weighted” in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period May 30 to June 2.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, Ann.—announced, ani.—antenna, au.—auxiliary, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, Doc.—Documents, ERP.—effective radiated power, freq.—frequency, HAAT.—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz.—megahertz, mod.—modification, N.—night, P&R—presubmission service authority, SL—studio location, SH.—specified hours, TM.—transmitter location, trans.—transmitter, U.—unspecified, v.wats.—visual, w.wats.—non-commercial.

New Stations

TV applications

■ Santa Ana, Calif.—Saddleback Broadcasting Inc. seeks ch. 40; ERP 2637 kw vis., 558 kw aud., HAAT 2990 ft.; ant. height above ground 2033 ft. Address: 270 Newport Center Dr, Newport Beach, 92660. Estimated construction cost $2,025,000: first-year operating cost $81,156,000, million. Principal: Seymour Chase. Engineer: WYGR(AM) Clovis, Howard Lohnes (20%); John Virtue, George Argyros, Jack Hamilton, Keith Methvin, Harry Rinker (13.3% each) and three others. Mr. Kline has extensive broadcast experience, most recently as sales rep for Multimedia programming. Ann. May 25.

■ Clearwater, Fla.—Bay Broadcasting Corp. seeks ch. 22 (for STV); ERP 4581 kw vis., 492 kw aud., HAAT 1435 ft.; ant. height above ground 1454 ft. Address: 4705 W. Comanche Ave, Tampa 33614. Estimated construction cost $3,375,000; first-year operating cost $667,000; revenue $800,000. Legal counsel Seymour Chase, Washington; consulting engineer Raymond Rohrer. Principals: Samuel J. Blum, James W. Cote (47.9% each) and six others with 1% each. Messrs. Blum and Cote are partners in Florida automotive radio distribution and airplane leasing firm. Neither has other broadcast interests. Ann. May 25.


■ Portland, Ore.—Broadcast Associates Inc. seeks ch. 24; ERP 4,887 kw vis., 525 kw aud., HAAT 1739 ft.; ant. height above ground 1,739 ft. Address: 900 Town

& Country Rd., Orange, Calif. 92668. Estimated construction cost $2,850,000; first-year operating cost $333,000; revenue $700,000. Legal counsel Seymour Chase, Washington; consulting engineer Raymond Rohrer. Principals: John R. Sibley, D.D.S. and his wife Carol; Lester Taylor, D.D.S. and wife, Annette; Gary Graham and wife, Dianna; and Paul Denver, D.D.S. and his wife Darlene all own equal (12.5%) shares. None has other broadcast interests. Ann. May 25.

■ Portland, Ore.—Nat. Subscription TV for Portland Inc. seeks ch. 24 (for STV); ERP 2178 kw vis., 1644 kw aud., HAAT 1533 ft.; ant. height above ground 1049 ft. Address: c/o J. A. Perenchio, 1001 Ave. of Stars, Los Angeles, Calif. 90067. Estimated construction cost N/A; first-year operating cost N/A; revenue N/A. Legal counsel Glaster, Fletcher and Johnson, Washington; consulting engineer Julius Cohen. Applicant is owned (100%) by Andrew J. Pesce, who owns 50% of Oasis Broadcasting Systems Inc., which owns KBSC-TV Cora, Calif., has an option to buy WJN-TV Linden, N.Y. He owns (100%): Chartwell Communications, which owns 49% of National Subscription Television Inc. with Oak owning remainder. NSTV is franchisee for KBSC-TV and WJON-TV Detroit. Mr. Perenchio is president. He is chairman of board of Tandem Productions Inc./TAT Communications, movie and TV production. Ann. May 25.

■ Reading, Pa.—Reading Broadcasting Inc. seeks ch. 51; ERP 1824 kw vis., 1384 kw aud.; ant. height above ground 150 ft. Address: c/o Henry M. Aundrit, 1406 Durwood Dr, Reading 19609. Estimated construction cost $1,340,483; first-year operating cost $384,000; revenue $525,000. Legal counsel Dow, Lohes & Albertson, Washington; consulting engineer George A. Provost. Principals: Henry M. Aundrit, M.D. and his wife, Helen (25%), Robert A. Denby, M.D. (10%) and 19 others. None has other broadcast interests. Ann. May 30.

■ Huntington, W. Va. (Ashland, Ky.)—Tri-State Family Television Inc. seeks ch. 61; ERP 802 kw vis., 80.2 kw aud., HAAT 407 ft.; ant. height above ground 454 ft. Address: c/o Larry Perry, Box 461, Oak Ridge, Tenn. Estimated construction cost $5,000; first-year operating cost $127,000; revenue $222,872. Legal counsel Larry Perry, Oak Ridge, Tenn.; consulting engineer Scott Austen & Associates. Applicant is non-profit, nonstock Corporation; John Allen, pastor of Baptist church in Proctorville, Ohio; president. Ann. May 30.

FM applications

■ Van Buren, Ark.—Van Buren Community Service Broadcasters Inc. seeks 102.3 mhz, 3 kw, HAAT 300 ft. Address: 714 Main St., Van Buren 72956. Estimated construction cost $33,208; first-year operating cost $38,700; revenue $91,308. Format: MOR; religious. Principals: James E. Neely (21%), his wife, Patricia (20%); Billy D. Venable (21%) and his wife, Carolyn (20%); James E. Neely (20%). Mr. Neely is involved in construction industry, his wife is teacher. Mr. Venable is retail druggist, his wife also teacher. Mr. Carter owns Power Sound, Arkansas, radio programming service. Ann. May 19.

■ Charleston, S.C.—Charleston County Public Schools seeks 90.9 mhz, Address: PO Box 2218, Charleston 29402. First-year operating cost $1,000 or less. Format: candidate Applicant is public school system. Ann. May 19.

AM actions

■ Clovis, Calif.—Returned as unacceptable for filing application of Calif. Sierra Corp. for CP for new AM. Action May 15.

■ Bossier, ND.—Returned as unacceptable for filing application by Turtle Mountain Broadcasters Inc. for new AM. Action May 15.

Applications


■ WBAT(AM) Lyons, Ga. (AM: 1340 kHz, 1 kw)—Seeks assignment of license from Toombs County Broadcasting Co. to WBBT Inc. for $200,000. Seller: owned (100%) by Joseph C. Duggan. Buyer is equally owned by Howard Williamson, Charles W. McCaill and James A. Johnson, all of Georgia. Mr. Williamson

Lynn Picadillo
Vice President/Manager
San Francisco

Selcom, Inc., Radio Representatives

1221 Avenue of the Americas
New York, N.Y. 10020 (212) 730-0202

Broadcasting June 12 1976
SUMMARY OF BROADCASTING AS OF APRIL 30, 1978

Commercial AM

<table>
<thead>
<tr>
<th>Licensed On air</th>
<th>On air</th>
<th>CP's not on air</th>
<th>Total on air</th>
<th>CP's not authorized**</th>
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<tr>
<td>Commercial AM</td>
<td>4,495</td>
<td>6</td>
<td>4,501</td>
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<tr>
<td>Commercial FM</td>
<td>2,975</td>
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<td>2,976</td>
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<tr>
<td>Educational FM</td>
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<td>8,407</td>
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<tr>
<td>Commercial TV</td>
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<td>724</td>
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<tr>
<td>VHF</td>
<td>513</td>
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<td>UHF</td>
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<tr>
<td>Total TV</td>
<td>6</td>
<td>4</td>
<td>10</td>
<td>10</td>
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</table>

Total Radio Translators 214

TV Transmitters 214

TV Stations 3,506

VHF 1,597

UHF 2,408

*Special temporary authorization

**Includes of-air licenses

Incorporation

Inc. for $275,000. Seller: 40% owned by Oscar T. Grann, 40% by D. Michael Brandwie and 20% by Daniel H. Wilber, who also owns WSEGR(AM) Elkhon, Md. Buyer: 26% by Roy Schwartz and 11 others, none of whom has other broadcast ownership. (Mr. Schwartz owned 15% of WOWW(AM) until 1973.) Action May 30.

KPRB(AM) Redmond, Ore. (1240 kHz, 1 kW-D 250 w-N) — Broadcast Bureau granted transfer of control of Big Sky Broadcasters from Ronald E. Post (90% before; 10% after) to BBS Communications (none before; 100% after). Consideration: $70,000. BBS is buying 10% and irrevocable option to purchase remaining 90% within 10 days of FCC approval of transfer. Mr. Post has no other broadcast interests. BBS is 51% owned by William A. Moler, general manager of KPRB. None of BBS’s stockholders has other broadcast interests. Action May 24.

WAIMA(AM)-TV-WCAC(FM) Anderson, S.C. (AM: 1210 kHz, 1 kW-D 250 w-N; FM: 101.1 mHz, 6400 w) — Broadcast Bureau granted license of assignment of license from Wilton E. Hall to Frank L. Ouelait II for $850,000. Seller is past retirement age and selling for health reasons. Buyer: owns and/or operates 94 super-markets in S.C., N.C. and Ga.-Bi-Lo Inc. chain—which he recently agreed to sell in merger to AHOLD, N.V., Dutch firm, for $35 per share (assigonee holds 67,600 shares) and has various South Carolina business interests. Action May 31.

KVRA(AM)-KVRF(FM) Vermillion, S.D. (AM: 1570 kHz, 500 w-D; FM: 102.3 mHz, 3 kw-D) — Broadcast Bureau granted assignment of license from Siouxland Broadcasting Inc. to Viking Communications Ltd. for $180,000. Seller: R. E. Macy owns 87% of company stock, is vice president. Doyle Riter and his wife Mary are minority stockholders. Mr. Riter is president of Siouxland, which has no other broadcast holdings. Buyer: Charles Halverson, president and treasurer, owns 60% of stock. Gerald F. Gush, vice-president/secretary, owns remaining 40%. Mr. Halverson, a real estate developer, has worked as news director for several Wisconsin radio stations. Action May 31.

KSUZ(AM) Port Neches, Tex. (1150 kHz, 500 w-D, 3 kw-D) — Broadcast Bureau granted license of assignment of license from L&R Broadcasting Co. to David Livingstone Military Foundation for $200,000. Seller: is principally owned by Leter J. Ledet, president, who has no other broadcast interests. Buyer: is nonstock, nonprofit corporation, Billy James Hargis, president, is Tulsa, Okla. evangelist. Action May 31.

FACILITIES CHANGES

TV Actions

The FCC’s Broadcast Bureau took the following actions on dates shown:

WXIA-TV Atlanta, Ga.—Granted license covering changes. Action May 31.


WABI-TV Bangor, Maine—Granted authority to...
- WILX-TV Onondaga, Mich.—Granted CP to change ERP to vis.; change type trans. type ant.; and make changes in ant. structure (increase height). Action May 31.
- KRTV-TV, Great Falls, Mont.—Granted license covering changes. Action May 31.
- *WCVE(TV) Richmond, Va.—Granted license covering changes.

AM actions
- KAAT Denver, Colo.—Denied request for reconsideration and returned amended application to change city of license from Denver to Aurora and to add nighttime hours of operation. Action May 15.
- WLOD Pompano Beach, Fla.—Granted CP to add nighttime power with 500w, increase daytime power with 2.5 kw, install DA, change hours of operation to U; change TL, SL and type trans. Action May 24.
- WTKY Tompkinsville, Ky.—Granted CP to increase power to 2.5 kw and change type trans. Action May 22.
- KYJC Medford, Ore.—Returned as unacceptable for filing application for to increase power, change frequency and change TL. Action May 15.
- WFEC Harrisburg, Pa.—Granted mod. of permit for extension of completion date for changes to Nov. 8. Action May 17.
- WXYK Athens, Tenn.—Granted CP to increase power to 2.5 kw and change type trans. Action May 23.
- KKYI Plainview, Tex.—Granted CP to add nighttime power; increase daytime power; install DA, change hours of operation to U; change ant., TL and type trans. Action April 28.

FM actions
- WBLX-FM, Mobile, Ala.—Granted mod. of permit to change TL, ant. and make changes in ant. systems. Action May 30.
- *WUM, Macon, Ill.—Granted CP to install new ant., change ERP and add remote control. Action May 18.
- *KWIT Sioux City, Iowa—Granted mod. of CP to change trans., ant. and make changes in ant. system. Action May 18.
- Jeffersonstown, Ky. (Publicast Communications Inc.)—Granted mod. of permit to change SL for new FM. Action May 30.
- WBVF Framingham, Mass.—Granted CP to install new aux. trans. and ant.; change TPO and ant. height and add remote control. Action May 18.
- WAZ-FM, Ponce, P.R.—Granted mod. of permit to change trans. ant. and TPO and replace transmission line. Action May 31.
- KNUE Tyler, Tex.—Granted mod. of CP to change ant., transmission line, change TPO and ant. height. Action May 18.

Procedural rulings
- Joplin, Mo. (Gilmore Broadcasting Corp. (KDOETV)) Renewal proceeding: (Docs. BC-78-81-83)—ALJ Walter C. Miller continued hearing from June 26 to Sept. 12.

Petition to deny
- WLTW(AM) Gary, Ind.—Storer Broadcasting petitioned to deny nighttime directional operation. Received May 24.

Other actions
- FCC affirmed approval of exchange of frequencies between two Honolulu stations—KPOH(AM) owned by Communeco Oceanic Corporation, and KHVN(AM) owned by KHVN, Inc. Action May 31.

Allocations
- Seafor, Del.—Broadcast Bureau has proposed assigning television ch. 64 for noncommercial educational use and deleting reservation on Channel *38 there. Proposal is in response to petition by John R. Powley. Action May 31.
- Rexburg, Idaho—Broadcast Bureau has assigned 98.3 mhz as community's second FM. Action resulted from petition by Don Ellis, licensee of KRRX(AM) there. Action May 31.

Fines
- WKXO(AM) Berea, Ky.—Notified of apparent liability of $300 for repeated operation of station with antenna input power greater than 105 percent of the authorized power during PSA. Action May 22.
- WMET(AM), Washington—Notified of apparent liability of $200 for repeated failure to maintain operating logs. Action May 22.

Complaints
- Total of 3,245 broadcasting complaints was received in April, decrease of 822 from March. Other comments...
Call letters

Applications

Call Sought by

Existing TV

WDIV WWJ-TV Detroit

New FM's

KQO KLJN Lebanon, Calif.

KJVO KDQ Boise, Idaho

Activity AM's

K0O KLX New Albany, Ind.

WDSX WOCE West Yarmouth, Mass.

Existing AM's

KDIK KADI Clayton, Mo.

WBOI WOTF Pershing, N.J.

New FM's

KQSK Aurora Community Broadcasting, Anchorage, Alaska

KQIO KLGO Radio, Ridgecrest, Calif.

KQRE-FM KIDT Broadcasters, Boise, Idaho

KWWK Jamestown Community College, Jamestown, N.Y.

WBJZ Great Dane Broadcasting, Olean, N.Y.

KIRH-FM Columbia Gorge Broadcasters, Hood River, Ore.

WMMH Middletown School District, Middletown, Pa.

WCVY Coventry Public Schools, Coventry, R.I.

KGNR KGNR Palace Broadcasting, Mitchell, S.D.

WTNE-FM TNTowre, Trenton, Tenn.

KBGG-FM Big Country Radio, Merkel, Tex.

KCRU Listening Community Radio of Utah, Salt Lake City

Existing FM's

KHYE KHSJ-FM Hemet, Calif.

WWFM WMJ Greenfield, Ind.

WEPA-FM WKEA Eupora, Miss.

KCMQ KTGV Columbia, Mo.

WOGI WPNE-FM Ponce, P.R.

Grants

Call Assigned to

New TV

KTOO-TV Capital Community Broadcasting, Juneau, Alaska

Existing FM's

KDIG KSB San Bernardino, Calif.

KKRC KISO Sioux Falls, S.D.

WKSO WWXY Huntington, W.Va.

New FM's

KSCU Santa Clara College, Santa Clara, Calif.

WORB Board of Education, Berlin, Conn.

WLTV Willard, Derby, Conn.

WHJG HLG Jensen Beach, Fla.

WJUM Union Broadcasting, Farmerville, La.

KMOJ Center for Communication and Development, Minneapolis

KLDN Elton Broadcasting, Eddy, Mo.

KEMA-FM Webster County Broadcasting, Marshallfield, Mo.


Existing FM's

KRFS KBAS Lake Havasu City, Ariz.

KTO TKTG-FM Big Bear Lake, Calif.

KBBN KDIG Lake Arrowhead, Calif.

WOCM WOCS-FM Shady, N.C.

WVKK WYVE Hamilton, Ohio

WRW WR-FM Dallas, Tex.

WRQ WRAD-FM Redford, Va.

Services

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASUREMENT SPECIALISTS FOR AM-FM-TV

Data world

Technical broadcast data base Engineering computations FCC actions “flag” service

CHLADEK & ASSOCIATES

Cable Origination/Access/M.D.S.

Broadcasting June 12, 1978
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
<th>Contact Information</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>Atlantic Research Corp</td>
<td>5390 Cherokee Avenue, Arlington, Virginia 22214</td>
<td>(703) 395-3400</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>Edward F. Lorentz &amp; Associates</td>
<td>1334 G St., N.W., Suite 500</td>
<td>(202) 247-7722</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1771 N St., N.W.</td>
<td>(202) 247-7722</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
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<tr>
<td>Cohen and Dippell, P.C.</td>
<td>Consulting Engineers, 572 Murray Blvd.</td>
<td>(202) 788-0111</td>
<td>Consulting Engineers</td>
<td>Washington, D.C. 20004</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Carl T. Jones Associates</td>
<td>2990 Telesat Cl., Suite 405, Falls Church, Va. 22042</td>
<td>(703) 560-6600</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<tr>
<td>lohnes &amp; Culver</td>
<td>Consulting Engineers, Box 56, International Airport</td>
<td>(310) 784-5312</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>Steve, Andrus &amp; Associates</td>
<td>2029 K Street, N.W.</td>
<td>(301) 272-8725</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>9028 Wyoming Pl.</td>
<td>(303) 533-5032</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Engineers, 9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3900</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>Vir Jami</td>
<td>Consulting Radio Engineers, 8200 Snowville Road</td>
<td>(303) 533-5032</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
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<td>(301) 299-3900</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer, 622 Hopkins Street</td>
<td>(606) 533-5032</td>
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<tr>
<td>Matthews E. F.</td>
<td>Consulting Engineers, 8200 Snowville Road</td>
<td>(303) 533-5032</td>
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<td>Member AFCCE</td>
<td></td>
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<tr>
<td>Hatfield &amp; Dawson</td>
<td>Consulting Engineers, 3525 N. Stone Way, Seattle, Washington 98103</td>
<td>(206) 633-2885</td>
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<tr>
<td>Midwest Engineering Associates</td>
<td>Consulting Engineers, 6934 A. N. University, Piscataway, New Jersey 08854</td>
<td>(202) 962-4233</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<td>Dawkins Espy</td>
<td>Consulting Radio Engineers, P.O. Box 3127—Olympic Station 90212</td>
<td>(213) 338-2821</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<tr>
<td>Kessler Associates</td>
<td>Consulting Engineers, AM-FM TV/Microwave Systems</td>
<td>(309) 533-5032</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<tr>
<td>D. L. Markley</td>
<td>Consulting Engineers, 3310 W. Harman Hwy.</td>
<td>(202) 962-7300</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
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<tr>
<td>E. M. R. Engineering, Inc.</td>
<td>P.O. Box 766, Channelview, TX 77530</td>
<td>(281) 493-6204</td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>Don't Be a Stranger</td>
<td>To Broadcasting's 137th Annual Meeting Display your Professional Service Card here. It will be on display in the General Session area, where you will find members' contact information. Applicants for AM FM TV and Broadcasters' services can contact the Committee for more information.</td>
<td></td>
<td>Consulting Engineers</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>Contact Broadcasting Magazine</td>
<td>1735 DeSales St. N.W.</td>
<td>(202) 635-3030</td>
<td>Consulting Engineers</td>
<td>Washington, D.C. 20006</td>
<td>Member AFCCE</td>
</tr>
</tbody>
</table>
HELP WANTED MANAGEMENT

Station Manager for successful small market Rocky Mountain station with growth record and sales leadership. Only the best of references considered. Sound growth newspaper and radio company. Send detailed resume to Box #F-172.


Wanted: person to be general manager and part owner, no capital investment. You must have guts, motivation, perserverance and be willing to make sac- rifices. Send resume to PO. Box 824, Mid-City Dayton, OH 45402.

Excellent career opportunity for bright problem solver with strong writing ability to write and sell imaginative campaigns. Thirteen station Mid-West Family group seeks eager sales person on the way up to till openings in two of our markets. Will need to inter- view and work with young and saucy graduates with 1, 2 years experience, excellent records. All manage- ment and stockholders drawn from within our group. Phil Fisher, Biz Dir, Box 2254, Madison, WI 53703 EOE.

California Daytime Program Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history of promotions and merchandising and long term con- tracts. Experience in licenses, advertising and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

Experienced Radio-time Salesperson for full power FM located in a Texas medium market. Only experi- enced proven salespeople need apply. Right person could move into management. Equal Opportunity Employer. Send complete resume to Box G-60.

Here's the deal: Sell days and do top production night gigs. Apply if you're the ratting the market advertising experi- ence in both required. Southeastern small market sta- tion in competitive market. Send resume. Box G-89.

Experienced Radio Salesperson. Active list offered in excellent Midwest community. Send resume to: Manager, WSGO, 5137 Sioux City IA 51102. An Equal Opportunity Employer.

Experienced Radio Sales Person. Must be ag- gressive, professional, and money-motivated. Prefer multi-station market experience. Tremendous oppor- tunity, no experience required. Call or write Denny Mathis, KXYY FM/AM, 224 S. Main, Sioux Falls, SD 57102 EOE.

Aggressive, experienced salesperson for Long Is- land area—AM-FM operations in excellent market- managerial opportunity WHLI—Box 218, Hempstead, NY 11550. Equal opportunity employer.

A Number One Rated "ARB" station wants an ag- gressive sales person with at least 3 years Radio selling experience. Immediately Contact. Sales Manager, WAXX/WAWY, PO. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Virginia daytime Modern Country music station needs aggressive self-starter who can handle part- time airshift and some production. Excellent list, send resume, earnng requirements to WPED, Box 8, Crozet, VA 22932. EOE.

If you're a good Radio Sales Person, and want to make $535,000 in 1979 and can't do it where you are, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. Here's a chance to make money with no top- end limit, plus management opportunity. If you're good, check us out. John W. Baiger, Vice President, Clear Channel Communications Inc., 1031 Navaro, San Antonio, TX 78205. E.O.E. M/F.

The exciting world of Omaha/Council Bluffs radio awaits you. One of Omaha's fastest growing radio sta- tions wants you! If you have professional sales experi- ence, preferably in the field of radio advertising and are interested in a real opportunity with an equal op- portunity employer, contact, Glenn Valentine, KYNN Radio, 3615 Dodge, Omaha, NE 68131. 402-342-8282.

Sales position at prosperous small market station in West Texas. E-O-E, Reply to Box J-230, Levelland TX 79336. Phone 806—984-3134.

Sales/General Management: New AM in 250,000 market, adjacent to Calif. Coast. We'll expect selling in daytime hours, management chores afterwards and weekends. We'll strongly reward the man or woman, who embraces this working philosophy has done it, and can succeed in it. North American Media, 547 Mission Vineyard Road, San Juan Bautista, CA 95045.

HELP WANTED ADVISORS

RADIO


HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary Box D-1.

Wanted Now...three announcers to do board work and production at Wyoming station. First ticket a must. Box F-160.

WKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes im- mediately from experienced staff announcers. Must have moderate to heavy voice with friendly one-to-one delivery. Salary open. Send to Tony Rizzini, Program Manager, WKW, 1185 North Main Street, Providence, RI 02904. E.O.E. No phone calls.

Still Looking for experienced 7 to midnight an- nouncer who can communicate in a highly competi- tive market. We are ARB No. 1.12 and 18+ and want to stay that way. Here's your chance to join an excellent staff. Send tape and resume to Joe Lorton, WMOW/ W220 High Street, Hamilton, OH 45011. EOE.


Position open for experienced announcer/salesperson. Send resume and tape, sales sport. Must be able to write, copy produce own spec sport. All resumes to Box G-21.

Announcer/Engineer—Combine 1st. Phone, experi- enced. Exceptional Modern Country dayliner located in beautiful Central Virginia. Send tape, resume, salary requirements to Box 8, Crozet, VA 22932.

Losing air personality to Major Market. Need ver- satile professional for immediate opening. Contact MOR. Average deal. Above average deal. Desirable personality with good radio background. Join 25 other professionals in well -established community minded organization. One of Virginia's foremost stations since 1935. Send tape and complete resume to: PD, WSVA Radio, Box 752, Harrisonburg, VA 22801. A/E and E.O.E.

Illinois: WSMT Litchfield has immediate announcer opening due to a promotion to account executive.

Need Strong Voice, conversational news delivery to Mid-Atlantic and Western. Good radio news block. Also must enjoy production and have excellent operations skills. Send resume and tape to: Dave Rose, KXLY Radio, PO. Box 1457, Colorado Springs, CO 80901, EOE. Good compensation. M/F.

Program Director to double as cerebral morning personality. Subtle sense of humor. Must be able to write. Must have broad range of interests and strong educational background. Some knowledge of Spanish preferred. Unique bilingual MOR format. Write GM, Radio Station WOSO, Old San Juan, Puerto Rico 00910.

First day shift opening in several years. Staff Announcer needed for non-automated Beautiful Music Station. Immediate. Some commercial production skills and talent, mellow sound. E.O.E. Tape & resume to WRSS, West Side Station, Worcester, MA 01602.


Top-Rated Midwest Small Market opening for air shift. Good salary, desire Midwest college grad with Pro Endorsed. No egoists, want career-oriented professional, light board, resumes only. EOE, Box G-37.

Announcer with First Class License for Country Music Directional AM station in the South. Interested persons must be experienced, not an Engineer—not an Engineer—not an Engineer—not an Engineer—not an Engineer—no maintenance required. Equal Opportunity Employer. Send resume to Box G-45.

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

Help Wanted: Air personality to serve as news director and talk show host. Must be well read and capable of discussing issues without agitation. Minimum 5 years broadcast experience, Mid-Atlantic medium market. Excellent benefit plan. Salary negotiable for right person. Resume first letter. Box G-42.

Immediate opening for super-relatiable, contemporary quick-witted personality to move to legendary radio station in America's finest city. Please rush tape and resume to Loren Owens, PD, KIMN, Denver, CO 80214. KIMN is an Equal Opportunity Employer.

Applicants for future openings at top rated beautiful market. Qualify with Moore voice and friendly delivery required. Tape, resume and salary requirement to: Randy Arston, KBEZ, Box 970 Tulsa, OK 74101.

Expressed announcer with FCC First Class license. Send air. Send & record announcing, including announcing style suitable for MOR format, including authoritative delivery; commercial production and recording; and assisting chief engineer in technical maintenance. Send tape and resume to WGBR Radio, PO. Box 207, Goldsboro, NC 27530. An equal opportunity employer.

Country Music personality for last growing 83rd market. Send tapes, resume and salary requirement to Dave Hogan, WJJC, P.O. Box W, Johnson City TN 37601.

Strong afternoon announcer needed. Top in production, for mature, veteran staff at North Carolina small market station with Contemporary format. Send tape and resume to Danny Hete, P.O. Box 1056, Lumberton, NC 28358.

Beautiful Music Annc/Copywriter for major FM. Warm, friendly, & expert? Tape & Copy to Dave Doolittle, WHGM, Poland Spring, ME 04274.

HELP WANTED TECHNICAL

Chief Engineer for Arkansas directional facility. Excellent location, friendly personnel. Looking for a Chief who enjoys good compensation, has pride in his work, and is looking for a management that appreciates a dedicated Chief Engineer. Equal Opportunity Employer. M/F Reply sending resume and starting salary requirements to Box F-143.

First class engineer for Idaho AM/FM. Good growth opportunity for one who wants to get ahead. Send references and salary requirements to Box F-173.


Maryland AM and FM stations need chief engineer, strong and maintenance, good working conditions. Call or write WASA/D, Box 97, Havre de Grace, MD 21078; 301–939–0800.


KSWM/KELE, Aurora, Missouri needs Chief Engineer. Call Ray Lacey 417–687–1413. EOE/EM.


Chief needed immediately for 50 kw AM. Directional. Nights must be good transmitter and audio engineer. Resume with resume, references, and salary requirements to: C. F. Harper, PO. Box 11920, Reno, NV 89510. EOE.


HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mazon City, IA.

Morning News: Authoritative delivery conversational speaking, writing. Experience, please. First letter: Contact: Tom Collister, KCRG, 501 Second Avenue S.E., Cedar Rapids, IA 52401. EOE.

Public radio station needs aggressive, energetic News & Public Affairs Director. Looking for creative person who is strong on feature reporting, 3D phone required, M/A preferred. Send resume and tape to Bruce Smith, General Manager, WKMS-FM, P.O. Box 2227 University Station, Murray, KY 42771. The position is available July 1, 1978, An Equal Opportunity Employer.

South Florida Station needs experienced newsperson to be news director. Must be go-getter who wants to meet other media and enjoy news reporting and some investigative reporting. Send resume, tape and salary requirements to Randal H. Mift, WOYY, Ft. Pierce, FL 33450. We Are An Equal Opportunity Employer.


Newsperson for heavy news-oriented Northeast AM & FM. Sports background helpful but not necessary. Must be able to dig, write and air news intelligently. Reply to Box G-77.

News Director, S. E. Wisconsin. Top AM-FM. Strong voice and some experience preferred. Tape and resume. George Baumann, WLKE-WGGO, 609 Home St., Wausau, WI 54483. Salary negotiable.

Responsibility news person who can gather, write, air and direct local daily news story. College market that listens closely. Tape, resume, writing samples to C. Williams, WKWO, Box 466, Winona, MN 55987. Salary negotiable.

Anchor/Reporter for fast growing 83rd market. Experienced. Send tape, resume and salary requirements to "Red" Pitcher, WWJW, P.O. Box W, Johnson City TN 37601.

Expected Opening News Person wanted to cover stories, write and air them. Send tape and resume to Gary James, P. O. WARE Radio, Ware, MA 01082.

News Director. Good opportunity for seasoned professional. Must have the ability to direct and motivate small staff in total involvement effort. Outstanding facilities. Large highly professional and congenial staff. Highly desirable family lifestyle, $12,000 or better start. Send tape, local writing samples, resume to Dudley Walker, KBEK/KOJO Radio, Box 1648, Jackson, TX 75655. June 21–436–2527, Equal Opportunity Employers.

Director of News. Public Affairs, Sports for Alabama channel station building new news building. Need experienced broadcast journalist who can lead, administer, build and grow with us. Apply by June 21st will screen for interviews. Send full resume, references, samples of news copy and news air check to J. B. Jaffe, Pres., Fitch Broadcasting Co., Inc. c/o WPIX, Box 7, Huntington, AL 35084.


News Reporter for Alaska Public FM Station. Write, and report news stories; assist in development of station's newly created department of local news. Significant pro- gramming. $11,000-12,000. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EOE employer. Applications to: News Director, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Special Projects Producer for Alaska Public FM Station. Develop, research, and produce news features and programs of a news, public affairs, or documentary nature, especially addressing those subjects identified as community "problem areas," i.e., alcoholism, drug abuse, etc. $12,000-14,000. Applications must be received by June 30, and must include a statement explaining your concept of "community broadcasting," writing samples, and audition tape. EOE employer. Applications to: News Director, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Sixty station statewide radio network needs solid investigative reporter, self-starter, experience in political coverage preferred. No experience need be to Missouri Network Inc. 217 E. McCarthy, Jefferson City, MO 65101.

We need a heavy weight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KPRF Radio, Box 1738, Bismarck, ND 58501, Phone: 701-223-0909.

Newsperson/Announcer, Good writing, good voice. Immediate opening six person AM/FM news department. Contact Scott Witt, WHUD, Peekskill, NY 914-731-1241 EOE.

News person to gather, write and report everything in our small market. May soon head the two person department. Open now or will wait for right person. No tapes. No calls, just resume or other particulars. EOE. WKAM, Box 497, Goshen, IN 46526.

News Director Wanted for SKW news leader in Missouri market of 16,000. Openings for General Manager, program director, references, resume, and personal interview required. Box F-140.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Aggressive organization located in a dynamic Upper Midwest city has a unique opening for a Program Director. Salary commensurate with ability to produce strong days. Excellent opportunities. Equal Opportunity Employer. Resume to: Box G-14.

KDBK FM/AM, Phoenix, wants the best AOR "Superstars" Program Director. Must handle a six day all shift, be a good motivator and a production whiz. Prefer a proven "Superstars." M/F EOE. Starting compensation $50,000 annually, health ins., great weather and a chance to direct a 100,000 watt success station. Send resume and references to: Duane Hamann, KDBK, PO. Box 4227, Mesa, AZ 85201.

Tropical Rio Grande Valley of Texas. Medium market. Expanding radio group is looking for Program Director/Production Manager with possible sales potential. Excellent compensation, average temperature 75°, no state income tax. Send resume and tape to M. Hausenstein, KDBK, PO. Box 4227, Mesa, AZ 85201.

KSWM/KELE, Aurora, Missouri needs Chief Engineer. Call Ray Lacey 417–687–1413. EOE/EM.


Broadcasting June 12 1978
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Operations manager needed to supervise live staff at one of our maximum power beautiful music FMs. Must have programming/operations and production experience. Great growth opportunity with expanding Southeastern group broadcasts Box G-75.

Production Assistant for Alaska Public FM Station. Will be involved in program production, assist, instruct, and coordinate station volunteers in use of production facilities. $11,130.00 D.O.E. Aplications due by July 30, and must include a statement explaining your concept of “community broadcasting,” writing samples, and audition tape. EEO employer. Application to: Program Coordinator, KRB-D-FM, 2415 Hemlock, Ketchikan, AK 99901.

Opening for Operations Coordinator for an NPR/CBP, University radio station, 50,000 watts. BA degree in Communications required. Strong emphasis on engineering and production work desired. Send resume, audition tape, and other supporting data to Harold S. Baker, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. Application deadline: July 15, 1978. Salary negotiable. An equal opportunity EEOM employer.

KDKB, Arizona’s leading AOR station, needs creative Production Manager. July 1. Six day week, three afternoons, occasional fill-in, ability to write selling copy and do other production duties. Sound experience with clients and sales people. Resume and tape, including spots you’ve written, to Eric Haukenstott, KDKB, 4224 Pima (Phoenix), AZ 85001. EEO M/F absolutely no phone calls.

Production Person Wanted. 50,000 watt KLOK in San Jose, CA needs a good production person for immediate position. Male or female send tapes and resume to Bill West, KLOK R.D. Box 21249, San Jose, CA 95151.

Faculty Position, fall 1978 teach Broadcasting and Communications—Direct operation of Public Radio Station. Resume to Dr. Thomas Kaska, Wilkes College, Wilkes-Barre, Pa. 18703. EOE.

SITUATIONS WANTED MANAGEMENT

Aggressive, Determined, hard-working Account Executive, seven years Top Ten Market experience seeks management opportunity. Box F-111.

Manager of Major Market public radio with 29 years in industry desists position as manager, program or news director in warmer climates due to wife’s health. Box F-133.

Broadcast Executive, including former ownership, AM/FM/TVO, Box 42429, Phoenix (Phoenix), AZ 85001. EEO M/F absolutely no phone calls.

Broadcast Executive 18 years proven performance in Radio and TV sales and management. Seeking position in top 100 market. Prefer Midwest or Southeast. Box G-10.

Seasoned professional as manager and/or sales manager, Small to medium market, Virginia to Florida. Strong on sales, copy producing, authoritative news voice. Can wear several hats, one at a time or in combination. Respected in industry none of the usual hang-ups, best references. Box G-17.


SITUATIONS WANTED SALES

Proven Announcer (Numbers) wants streets. IU, grad with recommendations & smarts. Box G-56.

Broadcaster with 20 plus years experience desires active account list with leading station. Box G-70.

SITUATIONS WANTED ANNONCERS


Announcer is looking for his first break. Recently graduated from Syracuse University’s Newhouse School of Public Communications. Third endorsed. Ambitious, willing and able to learn. Willing to travel. Call or Write David Lyon (81) 75 Ten Ac Rd. New Britain, CT 06052. Phone 203—225-0223.


Looking for Mornings: Adult Contemporary. Community and station more important than market. Ten years experience, excellent ratings, references. Call 600—824-536 Ext. M2166. Box 800—822-7631 anytime for return call.


Intelligent, mildly insane jock with 2 years experience in small market seeks to move up. Will relocate. Write Box G-30.

Presently Morning Personality, Production Pro. Seeking growth opportunity in long term potential situation in Illinois or Wisconsin. 1st Ticket, experienced, Reply in confidence to Box G-38.

Experienced Music Director. Top forty knowledge of music research, first phone. Box G-55.


Major Market Air Personality seeks on-air PD position in either Top 40 or AC. Four Years with present major/chain station, former Music Director. production, interviews, music expert. I can work well with and motivate your staff. Ready today. 304—828-2733. Box G-74.

Ready Now! 1st phone, some experience. Texas and surrounding states, Mary Savage, PO. Box 38414, Dallas, TX 75238, 214—271-3891.

Attention Small or Medium Markets. "Educate" news voice, good interpretation, fine tuned delivery, excellent writer, DJ skills, theatre experience, broadcast trained—also sales marketing background. Michael Paul, 251 Brighton Ave. Staten Island, NY 10301, 212—446-4848.


Modern County Personality with charm & wil. First phone. 20 years experience. Seeks Florida. 513—262-5727.

3 years experience, DJ, sales, super production, copywriting, tight board, creative, 3rd. Endorsed. Prefer Top 40 MOR. Single. Must move to improve. Jeff Montray 913—423-1400, or Box 848 McKalister, OK 74351.

Vacation Relief Baltimore Washington area. 3rd class Engineer. KCBJ-AM, 616 Kenyon St. NW, 20010. Returnable only 202—265-5734.

Third Endorsed—Eight years experience with contemporary formats. Good references. Prefer PA, NJ or Delaware, but will consider other offers. Contact—Robert Feketar 215—744-7529.

Personality seeks Adult Contemporary, Medium to Large Market. Desires an exciting radio position. I'm looking for you. Call Ron, 316—227-6821.

Experienced, enthusiastic personality wants to make your station a winner. Seeks Top 40, AOR or MOR. Good production, news. 3rd Endorsed. East Coast preferred. Gary 301—355-9049.

Midnight to 6 show wanted. Tight, very dependable. 5 years experience, third. Mike 1-804—255-6900.


Fully experienced, newscaster, good at talk shows, sports events. Call 213—874-7236.

SITUATIONS WANTED TECHNICAL

Competent Chief seeks responsible management, 300 wk. Submit experiences and employee turnover record to Box G-43.


First Phone broadcast experience, sound systems, light repair, also relief announcer. Newswriters Relocate immediately. Kenneth Bax, R.D. 1, Newtown, PA 18940. 215—968-5805.

Miami chief, experienced all phases (AM/FM/DX) ready for a new challenge. Box G-47.

SITUATIONS WANTED NEWS

Not just another pretty voice. Former ND with metro experience wants back in the saddle again. College, too. Write Box G-65.

Experienced newswoman with excellent writing and reporting skills seeks larger-market challenge in West. Stable family man with excellent references. Box G-73.

Serious about news. UNC Graduate. Available for anywhere. Stringer experience. 3rd endorsed. For tape and resume contact Charles Freiman, 1404 Hilwood Court, Charlotte, NC 28210. 704—525-1477.

Jockey, Sports Interest. Automation. 10 years experience. 3rd class license. Prefer NE or SW. Extremely dependable. B. Lath 400 Dewey St. Michigan City, IN 46360.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First phone professional seeks organization striving for new heights in both income and listenership. If you want to reach your peak, I'm your top forty Program Director. Box G-119.

Sports Director—Morning Man looking for Midwest location. 7 years PBP operations and management experience. Dedicated and dependable. Call Pat, 206—624-3830.

Experienced Programmer, 15 years in Radio seeking small-medium market PD position C&W or MOR formats. Call Bill Sutton 607—734-1025.


TELEVISION

HELP WANTED MANAGEMENT

Sales Manager—Major market UHF independent. Local and national sales with management experience a pre-requisite. Excellent salary and benefits. Equal Employment Opportunity - M/F Forward resume to Box G-52.

Corporate Controller for company owning television and CATV properties. Responsible for financial reporting, management information, state and federal supervision. Previous experience in a comparable position desirable. Send resume to Box G-78.
HELP WANTED MANAGEMENT

CONTINUED

Station Manager
Broadcast Group is looking for a TV Station, MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate local and national community education programs and manage school district's station. Salary commensurate with experience—$31,000-$36,000. Box 17411, Central Annex, Denver Public Schools, Denver, CO 80217.

HELP WANTED SALES

New V.H.F. in Wyoming needs experienced, self motivating, Sales Manager to develop new market. Contact Doug Keigher, PO. Box 9, Rock Springs, WY 82901.

TV Sales Manager
For network affiliated V in community of 50,000. Recent sweep showed very significant competition in the market. Outstanding compensation plan. Applicant must have ability to train and motivate young and enthusiastic staff. Equal Opportunity Employer. Box G-88.

Local Salesperson for group-owned, CBS affiliate in Midwest. Good opportunity for bright, aggressive person with sales or broadcast experience. Send resume to Dave Sankovich, WANE-TV, 2915 West State Blvd, Fort Wayne, IN 46804. Tel. 219-424-1515. An equal opportunity employer.

Television Account Executive. The PTL Television Network in Charlotte, NC (a non-profit organization) is expanding its sales/syndication department. Need experienced account executive to develop accounts in Charlotte and surrounding areas. Contact: Tim Nett, V.P. of Sales, PTL, Charlotte, NC 28201. 704-523-4781.

HELP WANTED ANNONCERS


HELP WANTED TECHNICAL

KUAM-AM/FM-TV on Tropical Guam needs ambitious and experienced Engineers. Salary $320K or more to start, plus living allowance. Reply to: Box 68, International Airport, San Francisco, CA 94122.

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcripts, 3 letters of recommendation by July 24 to: WMRT, Chief Engineer, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity Employer.

WGBY TV Springfield Massachusetts, public television, is receiving applications for its chief engineer. Applicants must have extensive and wide broadcast experience. Station is very active in mobile unit production, New plant is in design stage. EE degree and management experience or equivalent is required. Salary negotiable. Contact Station Manager Jack Caldwell at 413-781-2801 and/or send resume to: 1 Armory Square, Springfield, MA 01105.

Experienced Television Engineering maintenance engineer needed for immediate opening at large television post-production facility in Chicago. Must be qualified in Quad-VR 1200, computer editing systems, cameras and other related equipment. Contact: George Stomolski at 312-440-2396 or write to Editsel, 301 East Erie St, Chicago, IL 60611.

Chief Engineer: For group owned ABC affiliate in Northampa, Florida has the job for an experienced and versatile technical engineer with a background in television broadcast systems and equipment. Requires technical training in Radio/TV or the equivalent, a First Class FCC Radio License, and at least two years of experience in broadcast equipment maintenance. Please forward resume including salary requirements. Box 1061, StafFlt Employer, Carolam, Arizona, 1101 Babcock Building, Tucson, AZ 85721. An Equal Opportunity Affirmative Action Title IX, Section 504 Employer.

Are you the second person in a television engineering department? Feel frustrated and stifled by a lack of opportunity? Write to: StafFlt Employer, PO. Box 2759, Scottsdale, AZ 85256.


TV Maintenance Engineer. Provide maintenance and technical assistance for station’s program transmission broadcast systems and equipment. Requires technical training in Radio/TV or the equivalent, a First Class FCC Radio License, and at least two years of experience in broadcast equipment maintenance. Please forward resume including salary requirements. Box 1061, StafFlt Employer, Carolam, Arizona, 1101 Babcock Building, Tucson, AZ 85721. An Equal Opportunity Affirmative Action Title IX, Section 504 Employer.

HELP WANTED NEWS

News Director—For expanding operation in single station market. Must be an experienced broadcast journalist ready to direct and motivate a young staff of dedicated reporters. Some anchor duties. Produce and direct on-air talent. Reply to: Dave Sankovich, WANE-TV, 2915 West State Blvd, Fort Wayne, IN 46804. Tel. 219-424-1515. An equal opportunity employer.


News Director—This top 50 station has strong reputation and commitment to news. We need an aggressive journalist who can run this No 1 shop and direct good staff. Only the best will do. Equal opportunity employer. Box G-23.

Co-Anchor for light magazine show. We need a bright personality who can communicate with people. Some writing and producing in the show. Backed by station with strong commitment to news. Equal opportunity employer. Box G-25.

News Cameraperson wanted. Must be able to operate electronic & film motion cameras. 2 years experience as television camera person. Send resume to John Sloan, WBRZ-TV PO. Box 2908, Baton Rouge, LA 70821, 504-387-2222. An EEO Employer.

Immediate Opening Anchor: Mature, authoritative anchor to produce-deliver the 6 & 11 p.m. newscast Monday thru Friday Smooth conversational style. Proven leader in TV News. Send resume and letter of reference to Ron Miller, News Manager, WTVST-TV PO. Box 12, Richmond, VA 23201.

Combo weathercaster/environmental reporter. Prefer trained meteorologist. Charismatic, No happy talk. Prior applicants please do not reply. Send resume, audio & video on CD and salary requirements to: Equal opportunity employer: News Director, WCKT-TV, PO. Box 381118, Miami, FL.

Chief Meteorologist wanted: To manage private weather corp. and to do some on air work. Must be meteorologist, with the AMS Seal, or the ability to obtain same. Must be capable of managing a team of forecasters. Send resume to John Spain, WBRZ-TV PO. Box 2906, Baton Rouge, LA 70821, 504-387-2222. An EEO Employer.
HELP WANTED NEWS CONTINUED

Midwest Station needs Producer/Reporter. Must have excellent writing and ability to anchor/news cast. Equal Opportunity Employer. Send resume, writing samples to Box G-35.

Immediate Opening: News Producer with a station headed for the top. Fast-paced shows, ENG, live remote work. If you are playing second fiddle in a Major Market, here is a chance for your own show. Midwestern Medium Market. EOE. Box G-51.

Wanted: Aggressive Sports Director for Medium Midwest Market. (3-5 years experience). Major university connections and sports coverage needed. Must have complete knowledge of sports, with an eye toward packaging as well as anchor. EOE. Send complete resume by July 3, 1978 to Box G-58.

Reporter/Photographer to operate a news bureau in sixteen-city area in the Southeast. You have the freedom of a one-person news department and the support of a major newswoman in the area. If you have the initiative to work on your own, the ability to shoot good film, and the desire to stay ahead of the competition, then we would like to hear from you. Send resume to Box G-63. All applications will be answered.

Photographer wanted. Must be qualified in the use of 16mm sound on film camera and able to edit film under pressure. Must be a part of an entry level television News gathering experience desired. An equal opportunity employer. M/F. Send resume and work examples to Box G-66.

News Director for TV-AM network affiliated combination. Widely regarded as dominant news operation in community of 50,000. Need a person who can keep the momentum going. Applicant must have ability to motivate staff and provide leadership by example. Equal Opportunity Employer. Box G-90.

Strong net affiliate, Southeast 30's market, seeking morning news anchor and general assignment reporter. Strong writing and reporting backgrounds required. Minimum 2 years experience a must. EOE. Resume and Tape to: News Director, WPTV, Box 788, Greenville, SC 29602.

Sports Director for South Florida Small Market. Broadcast experience a must ... degree preferred. Must anchor and have ability to do it all with 16mm. One person show who will be strong on local sports scene. 5-day week, salary based on experience and potential to grow with growing market. Resumes/Names to Alex Bergman, News Director, WTVX-TV, Box 313, Ft. Pierce, FL 33450. EOE.

WANTED: News Department Manager. Experiences needed in all phases of production新三ad production facilities, and sales, in major market. Must have experience in all phases of production新三ad production facilities, and sales, in major market. EOE. Box G-100.

Weather Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, articulate reporter in challenging weekday morning scene. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3½" audition tape to Programming Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Weather-person/photographer. Weather experience required. Weather reporting weekend, news reporting during week. An equal opportunity employer. Send weather-tape and resume to Tom Sheeley, Program Director, KELO-TV, Phillips at 13th Street, Sioux Falls, SD 57102.

HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

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HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

Weather Personality. Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, articulate reporter in challenging weekday morning scene. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3½" audition tape to Programming Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Weather-person/photographer. Weather experience required. Weather reporting weekends, news reporting during week. An equal opportunity employer. Send weather-tape and resume to Tom Sheeley, Program Director, KELO-TV, Phillips at 13th Street, Sioux Falls, SD 57102.

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WANTED PROGRAMMING, PRODUCTION AND OTHERS

Director looking for a full time position in a small to medium market, have produced, directed and edited broadcast and industrial productions. Familiar with news, public affairs and remotes. Hands on experience in all phases of studio production. BFA New York University, Box G-1.

My price is right! Female Film/TV Prod. Asst. Experienced, eager, will relocate. Let's bag a lunch! Box G-46.


Start me in Television: production and/or news and public affairs. B.A. English, M.S. Television. Experience: Outstanding writing talents! Motivated! M.H. Kroboth, PO Box 1872, Binghampton, NY 13902.

Impact and experience in all facets of production work. Call Maria Wiede 301-434-8117.

Production Manager: 20 years in television. Dedicated professional will organize and train dynamic creative department. Box F-127.

CABLE
HELP WANTED TECHNICAL

Cable TV Technicians. Here's your chance to grow. New system - small town AM/FM Radio Affiliation. Earn 12G plus 5-digit commissions. Stock options after trial. Must be either... Top Electronics with credentials or good management potential with references first letter. Write: O.P Coleman, Box 400, Mobjod, SD 57601.

HELP WANTED TECHNICAL

ENG Technical Directors and camera persons wanted. Very low wages, very long hours, entry level position, with new company. Chance for advancement. Knowledge of New York City helpful. Resume only Box G-2.

Video Engineer/Operator—Experienced in maintenance & repair of quadruplex, heliokel, film camera and other related video equipment. Call or write to Byron Motion Pictures, Inc, 65 K St, N.E., Washington, DC 20002, 703-789-1100.

HELP WANTED PROGRMING, PRODUCTION, OTHERS

Major Texas daily wants promotion director. Prefer radio, TV and/or agency promotion and advertising background. Must be person idea, imaginative, aggressive, with managerial and organizational ability. Salary commensurate with talent, ability and experience. An equal opportunity employer. Resume welcome. Box F-92.

HELP WANTED INSTRUCTION

Teaching Media: Asst, Professor (Ph.D) in reporting, law, theory: Instructor (MA) in advertising, production, writing. reporting, etc. Contact: Sylvester Clifford, Chairman, Dept. of Communication, University of South Dakota, Vermillion, SD 57069.

WANTED TO BUY EQUIPMENT

Want to purchase $400 ft to 450 ft self-supporting tower. Will dismantle and remove from your site. Contact Charles P. Harper. Assistant to the President, WTVG-TV, PO. Box 5590, Lexington, KY 40555, 606-299-6262.

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp. 1314 S. 11th Street, Laredo, TX 78040. Manuel Flores 512-723-3331.


FOR SALE EQUIPMENT


Schafer 903 Automation System... 4 Audiotapes 6 Revos A77 Playback Units... Encoding System. Exceptional Condition. Robert Hill, Station Manager, KCJS, KEEU Box 1111, Nacoacchome, NY 12913-564-1230.

Two Hitachi 1212 Color Cameras. Complete with every broadcast accessory Low Hours. $13,500 each. Dave Castellano 209-597-1761.

1 On Time Ecco editing system. 900 series $4,500.00. 4 Concor Monitors 2 CYA-2 & 2 CY-17 $500.00 ea. 1 RCA Audio Board $850.00, 6605 Eleanor Ave., Hollywood 213-623-2123.

For Sale Collins 21-A Operable 5KW-1KW Transmitter with tubes. Call Rulf 405-840-1805.

Mobile studio with three Hitachi Pluminco Color cameras and complete editing equipment. First National. Bank, Cleveland, OH 44120, 216-358-2535.

For sale, General Electric Type TT42A, 35KW Televisi... on, presently operating on Channel 5. Will sell amplifier separately. Will be available in approximately 60 days. Call Gene Miller, KALT-138-445-2456.

Schafer Automatic System — Call 404-487-9559.


Color Black Generator, R.H.L. model BBG-1 Black Burst Generator with manual. B.O. Contact Dennis Dunbar no 413-761-2901.

COMEDY

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

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

GUARANTEED FUNNIER! Hundreds renewed! Free! Order! Comic Comedy. 5804-B Twin Elm, Dallas, Texas 75227.

Phantastic Phunshine—proven international audience builder! $1.00 phor jumbo issue and phift! 1343 Stratford Drive, Kent, OH 44240.

First Time Offering! ‘Funny You Should Ask” Is a big contemporary compilation of the very best one-liners and bits especially prepared for air personalities. +1.95. Many markets closed. Send for more information. Radio Word Shop. 5019 Middleboro. Grand Blanc, MI 48439.

FRUITBOWL: world’s largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO. Box 957, Fresno, CA 93794.

MISCELLANEOUS


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


Radio Copywriters—Add sparkle and sell to your copy with exclusive Spotliners. commercial phrases adaptable to every copy job. Direct service is available in your market! For details write The Program Manager, Box 45, inglefield, IN 47618.


Sports. Thirty second re-creations of interesting and unusual sports stories. Tape and rates. Tandem Syndications, Box 6524, Denver, CO 80206.

Wanted: Experienced person to climb and dismantle 600 foot tower so helicopter can lower it in sections. Write: Box 21, Cedarsville, CA 96014.

1929 Ford Model AA panel truck, Restored, like new. Perfect promotional vehicle. 904-224-1227.


INSTRUCTION


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

Free booklets on job assistance. 1st Class FCC license and DJ-Newscaster training. ATS. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Okeen Radio License School, 332 Banning, PO Box 45765, Dallas, Texas 75245, 214—352-3224.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 19 and July 31. Student rooms at each school.

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

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

Get your First Phone in Exciting Music City U.S.A. Four weeks $395. Tennessee Institute of Broadcasting 615—297-5396.


San Francisco, FCC License, 6 weeks 6/26/78. Results Guaranteed, Veterans Training Approved. School of Communication Electronics. 150 Powell St. SF 94102 415—392-0194.

RADIO

Help Wanted Management

STATION RELATION DIRECTOR

Multi-lay Network is looking for a dynamic person to direct their station relations area. This person should have 3-5 years of radio experience. The successful applicant will either have relevant experience or have a good mix of sales and technical. Veteran calls PLEASE. Send resume to: Thom McKinney, VP/GM, Multi-lay Network, 1745 Jefferson Davis Hwy., Suite 404, Arlington, Va. 22202.

Broadcasting June 12 1978
Help Wanted Management

General Manager

WANTED:
General Manager/Chief Engineer combo. Duties required: Chief Engineer for AM/FM, General Mgr. and Chief Sales Producer. The successful applicant will fulfill these duties in beautiful Augusta, Georgia. Send resume, contact group VP, Don Ken, WSBO Radio, 2823 Canal St., New Orleans, LA, 70119, 504/882-2271. An Equal Opportunity Employer.

AGGRESSIVE SALES MANAGER
If you're an aggressive Sales Manager who is ready to move up to a challenging GM's job with no top-end compensation limit, then send us your resume. We operate winning stations in San Antonio, Tulsa, Beaumont-Port Arthur and El Paso. It's the best compensation plan in the Southwest. Check us out.

John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, Texas 78205.

Help Wanted Sales

REAL SALES PEOPLE!
Fairbanks Broadcasting Company is looking for intelligence, some experience and a great deal of desire to handle existing list. Call Barry Sims at WKOK Radio, (617) 879-2222, EOE.

Help Wanted Technical

Radio Network Maintenance Supervisor
National Public Radio is seeking an experienced individual to assume duties as Supervisor of Maintenance. Requirements: 1st Class radiotelephone license, strong audio background, ability to supervise a dynamic, aggressive crew, and a BSEE or equivalent experience. Our facilities range from small announce booth to large multi-track studios. Considerable emphasis is placed on tape recorder and high speed duplicator maintenance. Interested persons submit resumes by June 23, 1978 to: Deloris Johnson, National Public Radio, 2005 M St., NW, Washington, D.C. 20036

Help Wanted Announcers

NEED PERSONALITY
50,000 watt station in San Jose, CA is looking for a full-time personality. KLOK serves 10 counties in the San Francisco Bay Area. An adult contemporary format, and an equal opportunity employer. Male or female. If you have high ratings in the market you're presently in, send tapes and resumes immediately to: Bill Weaver, KLOK Radio, PO Box 21248, San Jose, CA 95151.

WMGTK in Phila. has a full time opening for a pleasant, natural, experienced announcer. Send tape and resume (no calls, please) to:

Dave Klahr
WMGTK
2212 Walnut St.
Philadelphia, PA 19103

A Greater Media Station

Situations Wanted Programing

PROGRAMMER/AIR TALENT
Strong track record in multi-million markets. Seeking stable situation in major or medium market. Properly targeted 25-54. Prefer satellite or coast. Save this ad; you may want another look after the spring book. Box G-54.

Situations Wanted Announcers

MORNING KILLER
All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call NOW! 314-727-8721.

PERSONALITY MOR
Adult personality who does it all is looking for you if you appreciate an entertainer. Call today and we'll talk about what we can do for each other. 915-532-7067.

BLACK AIR PERSONALITY
Deepest experienced dynamic Black air personality with strong pipes seeks top 100 market gig as a Music Director and air personality in Disco or R&B format. Long term only. Available after two weeks notice. Box G-79.

News/Talk/Information

News/Talk/Information Radio is where I belong. Contact: Mel Young 815-397-3852, afternoons.

Help Wanted Announcers

Top 50 Market
New contemporary pop/adult FM/AM combination in mid-Atlantic region need on air/production people. Resume to Box G-91.

TOP 10 MARKET
MORNING DRIVE
Innovative adult contemporary station with strong success record searching for the "right" sound in AM drive. We need the modern radio version of a classic morning radio personality ... bright, creative, professional; able to relate to a major urban market. Send resume to Box G-87

Situations Wanted Management

GENERAL MANAGER PRO.
Background all phases. Track of building major operations to dominance. Objective, compatible, flexible. Equipped to build or shepherd major or medium market station or contribute in Group executive capacity. Strictest confidence. Box G-82.

FOREIGN MARKETS
Major market GM searching for management-sales management opportunities in English speaking foreign markets. Have worked in broadcasting abroad 8 years of 18 year career. Credentials include corporate management. Box G-81

Girl Friday
with Master Degree, production and technical experience in the field. Seeking marketing/marketing research, or financial analyst job with record company, radio or TV operation. Excellent credentials. Resume on request. Box G-59

TELEVISION
Help Wanted Announcers

WEATHER PERSONALITY
Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced, effective, articulate reporter in challenging weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3+" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203. An Equal Opportunity Employer.
Help Wanted Announcers/Personality

ANNOUNCER/PERSONALITY
Major Radio/Television station in Syracuse, New York. Excellent on-air opportunity for experienced Announcer/Host for top-rated game show, "Bowling for Dollars." Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director WSYR-TV, 1030 James Street, Syracuse, N.Y. An Equal Opportunity Employer.

Help Wanted Management

DIRECTOR OF COMMUNITY RELATIONS
Major communications group: broadcast and publishing. New York based. Extensive travel. Communications and/or legal experience desirable. Send resume, salary requirements and 3/4" audition tape to Program Director WSYR-TV, 1030 James Street, Syracuse, N.Y. An Equal Opportunity Employer.

Help Wanted Technical

PM MAGAZINE TALENT
Warm, personable, witty talent needed for exciting new PM MAGAZINE show. Must have creative writing ability, be self-producing and have ENG experience. Send 3/4" cassette and resume to Bonnie Arnold, Producer WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115. (A Post-Newsweek Station)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

WEATHERPERSON
In a market with 364 1/2 days of sunshine (and one afternoon you wouldn't believe) need experienced weather reporter who's articulate, personable, and sick of bad weather. Send resume, cassette video tape and salary requirements to: Sunshine, PO. Box 1748, Tucson, Arizona 85702. Equal Opportunity Employer.

EXPERIENCED TV NEWS PEOPLE
URBAN REPORTER-ENG and investigative reporting background. Ability to produce, write and deliver stories live or on film or videotape. Minimum 2 years reporting experience.

CO-ANCHOR/HOST-Daily news and talk show. Creative and strong interviewing skills. Ability to produce and write own material required.

PRODUCER-Thorough TV production and writing background. Supervisory experience needed. Primary responsibility for 11 PM newscast.

Send tapes and resumes to Personnel Dept., WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115 (A Post-Newsweek Stations)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical Continued

MANAGER OF ENGINEERING
Outstanding educational broadcasting and production facility in Chicago area seeks person experienced in management, studio operations and maintenance. Salary $20,000 + EOE. Send salary req. and resume to Box G-28.

Order Processing Manager

The Grass Valley Group, a leading manufacturer of television broadcast equipment, has a unique opportunity for an individual to assume responsibility for our sales order processing function. Your responsibilities will include assuring technical accuracy of sales orders, providing technical liaison between sales, engineering and manufacturing groups, and administration of OEM and GSA contracts.

The position requires an individual experienced in the television broadcast industry, and who has technical knowledge of GVG products.

Located in the serene, recreationally abundant foothills of California's Sierra Nevada mountains, the Grass Valley Group offers excellent benefits including relocation assistance.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Meechus. The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

Help Wanted Programming, Production, Others

CO-HOST
Co-host for top daily show in top ten market. Must be idea person and have production flair. Resumes only. Box G-48.

PRODUCER/DIRECTOR
Public broadcast station WIPB-TV has an opening for a producer/director. Responsibilities include producing and/or directing all local and remote production and coordinating all elements of production. BS in radio-TV with one year production experience and two years general broadcast experience required. Application deadline 7/17/78.

Send Resume To: Personnel Services Office
BALL STATE UNIVERSITY
Muncie, IN 47306

An Equal Opportunity/Affirmative Action Employer
MAJOR MARKET SUBURB
1 kw DDA covering one of the top 10 ADI markets—Excellent free. Billing over $450K—Actual Cash Flow. $153K—Net profit $97K. Asking 2x gross cash, or 5.2x ITR. Owner will finance on fair basis. Carolina Media Brokers, 518 Eton Place, Charlotte, North Carolina 28237, (704) 375-1193.

MEDIA
LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Contact: William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

H.B. La Rue, Media Broker
1836 Savoy Dr., M.E., Atlanta, Ga. 30041

For Sale Stations Continued

MINNESOTA III-A.
5 kw unlimited, DA-N.
Owner Retiring, Terms.
Box E-77.

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
Lexington, Mo., 64067
Phone 816-259-2544

MEDIA BROKERS
APRAISERS

TESTS-ANSWERS
FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE by Warren Weagant

15 updated multiple-choice tests based on the actual FCC exam, plus Self-Study Ability Test.
Prepared specifically to meet the enormous demand for holders of FCC operator licenses, this 5th revised edition practically guarantees a passing grade.
Contains helpful study tips, how to take the exam and much, much more!
200 Pages. 180 Illustrations...
$9.95.

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, DC 20036

Please send TESTS-ANSWERS FOR FCC FIRST AND SECOND CLASS COMMERCIAL LICENSE. My $9.95 payment is enclosed.

Name________________________
Address_____________________
City_________________________
State_________________________Zip________

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, Radio, Cable or Allied Fields; 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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. No telephone orders and/or cancellations will be accepted.

Replies to ads with Blind Box numbers should be addressed to (box number) c/o 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 be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: $1.00 per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 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, single figure or group of figures or letters as a word. Symbols such as 35mm, CCID, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Broadcasting

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<th>Closing Wed. May 31</th>
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### Broadcasting with other major interests

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### Programming

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**Total** 215.996 5.863754

### Service

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**Total** 575049 1279667

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**Total** 967438 3664092

**Grand Total** 1796928 60356592

### Standard & Poor's 400 Industries Average

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**Over-the-counter bid prices supplied by Loeb Rhoades Homwolffer, Washington.**

Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

**Stock did not trade on Wednesday, closing price shown is last traded price.**

**No PE ratio is computed. Company reported net loss.**

**Stock split.**

**Increased less than 12.5 cents.**

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

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DeVos, Van Andel and Mutual: a messenger for their American way

The canyon of Wall Street and the towers of midtown New York may symbolize American business. But a better place to look for that skin-of-our-teeth entrepreneurial drive that built American capitalism just may be a third of a continent away where, overlooking the Grand River, Jay Van Andel and Richard DeVos have built their “Center for Free Enterprise” in their home town of Ada, Mich.

Less than a year ago these two men, founders and owners of Amway Corp., swooped out of the Midwest and bought Mutual Broadcasting System for $18 million—a hefty sum for a radio network many in broadcasting considered to be worth little more than the value of its affiliation agreements and its AT&T line leases.

Since their acquisition last August, Messrs. Van Andel and DeVos have over-seen Mutual’s initial moves toward establishing a satellite-fed national radio network and its first step into broadcast station ownership—a $12 million agreement to purchase WCFL(AM) Chicago.

It was, says Mr. DeVos, president of the company, their “first acquisition outside of something that’s directly related to our field, our industry and our knowledge.” As for now, he intends to let Mutual “keep doing what they’ve been doing” and to “turn them loose and let them go.” Mutual, he says, “has gone through a long dry spell where they were always trying to catch up with themselves.” The network is solidly in the black now, Mr. DeVos says, “blackner than a year ago,” and is ready to start “a variety of programming for different audiences and different affiliates.”

The word from Ada to Mutual, then, is “go”—or, more aptly, “achieve.”

Amway is a diversified manufacturing and retailing firm that distributes its 200-plus products (just about everything from laundry detergent to women’s hosiery and fine jewelry) through a system of 250,000 primarily husband-and-wife distributorships throughout this country and others in Europe and Asia. Including Mutual, Amway has about 2,650 employees—1,800 of them in Ada. (It is best known, perhaps, for its 13-year sponsorship of Paul Harvey, the conservative commentator, on ABC Radio.) In 1977, the privately owned company reported sales in excess of $375 million, and it expects to top the $450 million mark this year. By 1983 or 1984, according to Mr. DeVos, Amway expects to hit the $1 billion level. Amway profits are not disclosed.

Not bad for two high-school buddies who started selling together right after World War II, opened their own flying school and went off on what they hoped would be a year-long cruise of the Caribbean that ended with the sinking of their schooner off the coast of Cuba. Later, they would found a direct-sales company and then, in 1959, Amway Corp.

But Amway, as its name suggests, is much more than a business for these two men. It is a way of life—almost a religion—that preaches individual achievement and success as the means to acquire the good life. They believe with the devotion of the zealot, and they expound with the fervor of proselytes.

Their “Center for Free Enterprise” in Ada is as good a place as any to start looking at Amway and its unconventional owners.

Just inside the modern, round, glass, steel and stone building is a life-size bronze of Messrs. Van Andel and DeVos. Elsewhere, there are displays such as the “Tree of Economic Life,” which attempts to show the organic relationships of the various branches of the “free competitive enterprise” system. There are other displays that illustrate the flow of corporate dollars through the economy and a movie, “It’s Everybody’s Business,” that “stresses the right of today’s young people to the opportunity to achieve success and build a better life for themselves and their fellow men.”

The center is a monument, a shrine even, to the American brand of capitalism that has allowed Messrs. Van Andel and DeVos to build their empire and that they feel is in serious peril as an economic system.

Mr. DeVos, who is the more outgoing of the two men and who oversees the “people side of the corporation,” spends a great deal of his time flying in one of Amway’s three corporate jets to speak before high school and college groups on the virtues of capitalism. He says he especially likes the high school audiences.

“I’m not trying to preach a free enterprise message,” Mr. DeVos says, “I’m trying to preach a freedom message. I’m trying to preach human value. The broadcasting business is the greatest vehicle in the world to do it.”

So somewhere inside that vortex of self-reliance, home-grown success and boosterism is the Mutual Broadcasting System, a 838-affiliate network (as of May) that just may become the medium to get that message to millions.

They feel, as Mr. Van Andel puts it, that radio and television—especially television—have not quite lived up to their potential to serve the public. “I guess we do feel,” Mr. Van Andel says, “that some of the people who have been operating the media haven’t always displayed the concern they should.” He is especially critical of the “low moral standards” and the “high level of violence” on the home screen. “The purveying of basically sex and violence for entertainment has to have a bad effect,” he declares.

The television networks “do a reasonably good job on some things, a good job on their day-to-day entertainment,” says Mr. Van Andel. “Somewhere in the system there’s something wrong that allows such a very powerful medium to cater to the lowest interests, you might say, of the population.”

Both men readily admit they are amateurs in broadcasting, but they share a vision of Mutual as becoming something more than another radio network that presents the news once or twice an hour and an occasional longer program.

“I would like to have it say some other things,” Mr. DeVos says. “I would like to have its programming—throughout the day—success stories of people from all walks of life. I would like to get a motivator to people, to encourage them in what they’re doing—something more than just present the normal problems of the world as the news does.

“I would like to see Roger Staubach on there a couple of times a week talking to kids about the disciplines of life and what he did to get where he is. Or Tom Landry. Or a hundred other guys from sports or in business or in politics or in religion who have succeeded in life. We would like to give that kind of message. But underlying that is something that uplifts people instead of just the normal stuff they get every day. We think we can find the ways and means to be an uplifting outfit—an encourager.”

“We like that upbeat tone,” Mr. Van Andel says, “because there are enough things in life that drive people down.”

They are examples of the American entrepreneur—the fellow who manages to get through the maze of the business world relying as much on his own wits and instincts as on vice presidents and computer print-outs. They bought Mutual, Mr. DeVos says, “because it was for sale. Our expertise is very, very limited when it comes to a network or radio or television or anything. We just looked upon it as a challenging thing.”

“I think anyone who has been on the entrepreneurial side of business, where you have built a large organization, you see the tremendous impact that the media have on people,” says Mr. Van Andel.

Nor in the 10 months since BROADCAST-
ING broke the news of the sale of the network have Messrs. Van Andel and DeVos devoted a great deal of their energies to developing any long-range goals for Mutual. "We have a company where two of us own it and two of us run it, and we really don't do that kind of long-range planning," explains Mr. DeVos. "The entrepreneurial type is usually not too well organized. I don't mean we're disorganized, but you really follow your leads and your instincts more than you do massive, five-year corporate planning charts."

Both men are born salesman, and even the generally quiet Mr. Van Andel has been known to rouse an audience to near frenzy while speaking at an Amway sales meeting or distributors' convention. Although the two men have known each other since youth and have maintained close personal ties (they are next-door neighbors and members of the same Christian Reform Church) as well as a partnership that began in 1940 when Mr. DeVos made a deal to split gasoline money with the older Mr. Van Andel for their trips to school, they do have distinctly different personalities and outlooks on life.

Mr. Van Andel, who became chairman only after the two agreed they could no longer continue their practice of switching their titles back and forth, was an Air Force lieutenant during World War II. He is active in Republican politics and a long-time friend of former President Gerald Ford, who participated in the dedication of the "Center for Free Enterprise" in 1973. He enjoys power boating, skiing, organic gardening and Shakespeare. (He and his wife regularly attend the annual Stratford, Ont., Shakespeare festival.) Mr. Van Andel is also an art collector, and he often can be seen touring around his home town in one of his two Lamborghinis or his custom-built Excalibur.

"I guess you could consider me the intellectual," Mr. Van Andel says.

But how do two men maintain a close business and personal relationship over the entire course of their professional lives? Mr. Van Andel: "There are always trade-offs. You're always having to respect the other partner and allow the other partner to operate with some freedom."

"We don't see and think alike on everything. When we make our business decisions, we always come to an agreement. We have a working arrangement whereby if we both cannot agree on a program, then it doesn't go into effect. One of us has the veto. Everything we do, we must both endorse."

Their relationship, as Mr. Van Andel describes it, is one wherein they are both business partners and friends. "We began as friends and ended up as business partners. Both relationships continue." Also, he says, their families "are quite close."

The more flamboyant president of Amway is reputed to have a mean left-handed tennis serve and is a sailing enthusiast. As is Mr. Van Andel, Mr. DeVos is an airplane pilot. He is also the patron of the local young people's DeVos String Quartet.

"We both take time to play," Mr. DeVos says, sporting a well-nurtured Florida tan.

"Unfortunately," according to Mr. Van Andel, they have very little opportunity to play together. With their travel schedules and the necessity of one of them working while the other is off somewhere, it is "extremely difficult for us both to get away."

Both men are millionaires several times over and are acutely security conscious. Both are said to travel regularly with body guards, and Mr. Van Andel sees that his family is kept out of the public eye as much as possible. (The reason for that, he says, is to reduce the possibility of harm coming to one of his four children.)

According to Mr. DeVos, he and Mr. Van Andel had considered getting into communications for several years. They first set their sights on a national magazine so they could "expose to a broader audience the things we feel are important in the future of this country."

"We came along."

"Actually," reports Mr. Van Andel, "the opportunity to purchase Mutual came to us—we didn't solicit it."

Besides making the network "bigger and better," Mr. DeVos says he doesn't "see any reason why we can't increase the number of affiliates substantially, and I know with the satellite we're going to increase the quality of our product."

Nor does Mr. DeVos preclude the possibility of expanding Mutual beyond radio into television. Although he cites the exceptionally high costs of television as a possibly inhibiting factor to expansion, according to Gary Worth, executive vice president of Mutual, much of the satellite-related hardware that the network is building across the country is compatible with television broadcasting.

As a matter of fact, Mr. DeVos at least, sees few impediments for anything he sets his mind to. "It really comes down to the concept of what Amway is and what we are trying to do. Amway is an achievement-oriented organization. But we have in this country gotten to a point where people are apologizing for success—it's a dirty word. Somehow an unsuccessful company is more virtuous than a successful one. A poor person is somehow more lovable than a rich man. All I say is I don't accept that philosophy."

"We believe in this country. We believe in the freedom of the economic system. We believe that people should be inspired to succeed and to work toward achievement."

"That's in any field they choose."

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Only the beginning

The first version of the Communications Act of 1978 was released to a waiting communications world last week. The guess here is that its ultimate title will be more like the Communications Act of 1985, if the gestation period of the 1934 legislation it is drafted to replace may be taken as a precedent.

It is, however, "a starting point," as Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee described it at the unveiling last Wednesday. And for starters, the subcommittee and its staff could have done an infinitely worse job. Various interests will be disappointed, and some will be outraged, by the fates dealt to them in the rewrite draft, but the document is eminently serviceable for its purpose of getting the serious business of final drafting under way.

The full implications of how this legislation would change telecommunications regulation cannot be assessed until it is carefully read against the 1934 act and all of its amendments. Some tentative conclusions may be reached about parts that obviously would replace basic elements in the existing law.

For example, the reduction in number of regulatory commissioners from seven to five at least suggests a commendable interest in removing bloat from the bureaucracy.

Radio broadcasters will surely cheer the prospects of emancipation from much of the federal regulation they now endure. The sweeping deregulation that the rewrite draft proposes is a recognition that the competition of the marketplace provides more realistic regulation of radio, in the public interest, than can be prescribed in Washington.

Television broadcasters have considerably less reason for celebration, although the net effect of the proposed changes would reduce rather than increase their regulatory load.

Cable television operators are put in a terrible fix. They face total removal from federal controls—the professed dream of every red-blooded American businessman. And they hate it. Uncle Sam proposes to abandon cable on the doorsteps of state and local governments, where it may encounter harsh extremes of care and feeding. The specter of telephone company entry is also raised by the legislation.

All communications licensees can only guess at the effects of one of the major innovations in the rewrite draft—the imposition of fees scaled to reflect the value of the spectrum space that the licensee occupies. The draft places no limits on amounts that the commission could collect and leaves it to the commission to devise the formulas of assessment. The drafters have enormous sums in mind, hundreds of millions of dollars to generate a "Public Telecommunications Programming Endowment" and the money for low-cost government loans for rural telecommunications enterprises and for acquisition of telecommunications ownership by minorities—not to mention the defrayal of all costs of the regulatory agency.

There are many other parts for broadcasters to question: why multiple ownership limits should be drastically reduced by law to five television stations and five radio; why television must continue to live with a fairness doctrine under another name and equal time for many political candidates if radio is freed of those restraints; how the law can constitutionally require of television a federal quota of news, public affairs and local programming "throughout the broadcast day."

But there will be time for all of those and more. Meanwhile, Mr. Van Deerlin, the senior subcommittee Republican, Lou Frey of Florida, and the subcommittee staff directed by Chip Shooshan get a round of applause for the technical job of producing a draft good enough to provide a platform for debate.

Nothing sacred

The U.S. Supreme Court, in the Stanford Daily case, has seriously abridged the rights to privacy of law-abiding citizens, including those who work in the media of journalism. As reported here a week ago, the court has read the Fourth Amendment of the U.S. Constitution to mean that police may search for criminal evidence believed to be in the possession of innocent third parties. It has also read the First Amendment to provide no special shelter for journalists.

Legislative remedies are called for on both counts. Every citizen has reason to object to a ruling that exposes private articles and documents to the rummaging of officials engaged in a hunt for something else. Journalists are additionally offended. The confidentiality of sources is fundamentally compromised if every newsroom is subject to police raids.

As now interpreted by the Supreme Court, the Fourth Amendment entitles police to search any premises on a showing of a reasonable belief that evidence of a crime may be found there. In the act of searching, police may paw through desks, files, film and tape vaults, as Palo Alto, Calif., police went through the offices of the Stanford Daily. En route to the object of their search, whether they find it or not, they will inevitably come into possession of information that is none of their business. It will be a public-spirited cop indeed who chances upon evidence of a journalistic investigation of the local police and keeps the secret.

The Stanford Daily and 12 media organizations, including the National Association of Broadcasters and the Radio Television News Directors Association, that entered the case in its behalf claimed no immunity from the revelation of criminal evidence. They argued, however, that the appropriate procedure for the police was through subpoenas for specific material. A news medium agreeing to comply would present the requested evidence without exposing everything else to police search. One opposing the subpoena could raise appropriate objections in the court.

The Supreme Court could have accepted that argument without harm to either the Fourth or First Amendments. That it chose not to leaves the work to Congress, where, as reported elsewhere in this issue, prominent members have already submitted corrective bills. Theirs is a worthy public service.

As a footnote, it may be mentioned that the 5-to-3 majority decision of the court was written by Justice Byron White who also wrote the 1969 Red Lion decision that held the fairness doctrine to be constitutional. There are other authors that broadcasters—and now all journalists—would prefer to read.

"Right about here we ran out of money."

Drawn for Broadcasting by Jack Schmidt

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