Special report on football: A giant jump in broadcast rights

Broadcasting Aug 7
The newsweekly of broadcasting and allied arts

WELCOME BACK, KOTTER

Warner Bros. Television Distribution A Warner Communications Company
People

turn us

on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!

GAYLORD
Broadcasting Company

One of America's largest privately owned group of radio and television stations.
To get turned on in Oklahoma, get on one of the nation's great area stations!

**WKY**

Radio 930 | Oklahoma City

FIRST station in the Gaylord Broadcasting Company group
FIRST radio station in 1920
FIRST in providing up and weather
FIRST in listener loyalty response
FIRST in the finest, casting facilities
FIRST in public service

When you want action to WKY Radio. Good citizen...good listener...

- - -

Broadcasting August 7, 1978
Professional Profiles: Thomas F. Burchill

"We have set very high goals for RKO Radio Sales. As a company our aim is to be the best in the business and we have some very concrete plans to accomplish that in all of the areas where we have daily contact – our client stations, our prospect client stations, our agency customers and advertisers, people we would like to be our customers, and the industry as a whole."

The words are Tom Burchill's – a reflection on some obviously ambitious goals. But goals – setting them and reaching them – are what makes this man tick.

Tom Burchill is Vice President and General Manager of RKO Radio Sales... and a valued client.

The Research Group

Perceptual Audience Research for the Communication Industries | San Luis Obispo, California
JOKEYING FOR POSITION □ The games networks play as the new prime-time season begins this year will be as fierce as ever as programing strategists try to gain the upper hand. PAGE 28.

SMALL'S NEW WORLD □ A CBS News executive returns to Washington, where he once was the network's bureau chief, to become its top lobbyist. PAGE 29.

OPEN WIDER □ Broadcasting's chances for gaining entrance to courtrooms grow greater as the Conference of State Chief Justices nearly unanimously endorses an open-door policy. PAGE 29.

BEGINNING 'BORN INNOCENT' □ The trial starts in San Francisco in a case involving the NBC program and the network's responsibility for imitative behavior that could have stemmed from it. Judge's first rulings are seen as good omens for the broadcaster's side. PAGE 32.

TIGHTENING THE PR SHIP □ With President Carter's popularity sinking ever deeper, the good-old-boys days of White House media relations are over and a more button-down, businesslike approach is in — the product of long-time Carter media man Gerald Rafshoon. PAGE 33.

FOOTBALL: $200 MILLION □ The new contracts of the major networks with the pros and the colleges will boot the rights payments for the 1978 season sky-high. BROADCASTING's annual survey finds the total will be 142% more than the $82.5 million last year. But the broadcasters aren't unhappy; they've expanded schedules and raised prices. A 30-second commercial in the Super Bowl will cost $185,000, up from $175,000 last January. PAGE 38.

REFUND PROPOSALS □ In its report to the courts, the FCC indicates a new fee schedule will relate to services provided. It also says it is having problems defining "value to recipients." PAGE 44.

ARBITRON WINS ONE □ An Arizona judge rules that the ratings firm has a right to delete KUPO-FM Tempe, Ariz., from its April/May report because of a station promotion that affected figures. PAGE 44.

HEATING UP IN ALASKA □ KIMO-TV Anchorage responds to a petition to deny by charging the citizen group is more concerned with its own interest than the public's. The station also contends the petitioner is abusing FCC processes. PAGE 46.

BAKE BACKWASH □ The Commerce Department's NTIA tells the FCC that the Supreme Court decision doesn't rule out the tax certificate plan and other proposed aids to minorities. PAGE 49.

HOPELESS HOPEFULS □ A Bach Halsey survey of advertising agencies finds expectations are low for the new TV series that will be unveiled in the fall. Only ABC is seen as placing any in the top 20. A HUT decline is also forecast. PAGE 54.

TRUE OR FALSE □ A New York group complains to the FCC that ABC staged some scenes in Brooklyn as part of a story about street gangs and violence. The producers unequivocally deny the allegations. PAGE 56.

SUPPORT FOR CBS □ The network is backed by 14 groups who also feel journalists should not be forced to disclose reasons for editorial decisions. It's part of the 60 Minutes libel case in the Supreme Court. PAGE 57.

TAKING OVER AMST'S HELM □ Tom Paro has eased into the presidency of the Association of Maximum Service Telecasters after nearly a year as executive vice president. The transition, without fanfare, typifies the soft-sell approach of a network-station executive who also is universally credited with successful sell. PAGE 81.

Meet Baltimore's New Sports All-Star

When it comes to Baltimore television sports, nobody does it better than WMAR-TV. Orioles baseball, Colts pre-season football and Maryland basketball are all part of WMAR-TV’s endless season of televised sports.

If your own sports picture includes Baltimore we want you to know that WMAR-TV can provide the facilities and know-how to channel those road games back home to your sports audiences.

So when you think of sports and Baltimore, add WMAR-TV to your line-up and you’ll have an all-star on your broadcast team!

Contact: Robert Donahue, Director of Engineering, WMAR-TV, 6400 York Road, Baltimore, MD 21212 Phone: (301) 377-2222

A CBS Affiliate

Represented Nationally by Katz Television
Sellers' market
With up-front selling of new prime-time season pretty well wrapped up, TV networks are now in middle of selling so-called "scatter" market—and, by all accounts, going is good. Not all agree with CBS-TV official who said sales are ahead of last year's pace, but they do generally agree they'll wind up 1978 well ahead of 1977. Bullish sidelight: Daytime sales, which broke later than usual this year, are reported going strong now. One executive called them "obscenely good."

Another quote?
Some indication of how much influence citizen groups have with FCC under chairmanship of Charles D. Ferris may be forthcoming this week—and influence may turn out to be considerable. Up for consideration is United Church of Christ petition for rulemaking to add "community service" to program categories on which television licensees must report to FCC. Community service is defined as sustaining programing produced by nonprofit or governmental organization.

FCC staff will recommend against proposal on grounds it is unnecessary, but one commissioner who personally favors rulemaking predicted majority would line up on that side.

Break with tradition
At end of last week National Association of Broadcasters had recorded about 600 advance registrations for its first radio programing conference to be held Aug. 20-23 at Chicago's Hyatt Regency hotel. Officials expect attendance to be well above 600, but having no history to consult, won't predict exact figure.

Association last week announced Dick Gregory as speaker at opening business session on Monday, Aug. 21. Appearance of black comedian and tireless civil rights advocate at NAB function will set some kind of precedent.

Triumvirate?
U.S. Senate will get its third professional broadcaster as member if Nancy Landon Kassebaum is elected from Kansas over her Democratic opponent (see page 46). Mrs. Kassebaum is vice president of Wichita stations that her estranged husband heads and has interest in one of five stations owned by her father, 90-year-old Alf Landon, Republican candidate who lost to President Franklin D. Roosevelt in 1936.

If elected, 45-year-old Mrs. Kassebaum will join Senators Walter D. Huddleston (D-Ky.), one-time manager of WIEL-AM (Elizabethtown, Ky.), co-owner of WLB(N)-AM Lebanon, Ky., and president of Kentucky Broadcasters Association, and Jesse Helms (R-N.C.), former executive vice president of WRAL-TV Raleigh, N.C., and Tobacco Radio Network.

On TRAC
Audits & Surveys, independent research firm, reportedly has added number of major advertising agencies as subscribers to its new A&S/TRAC-7 radio audience measurement service, due to get into operation next fall. New signers are said to include McCann-Erickson; Dancer-Fitzgerald-Sample; Smith/Greenland; Wells, Rich, Greene; Gardner and Tracy-Locke.

Old scores
Two individuals who have been on periphery of news in recent weeks in connection with government assignments have cropped up before in connection with highly publicized legal actions against broadcasters. One is Harvey Saferstein, new director of Federal Trade Commission's Los Angeles field office, who reportedly suggested FTC officials' meeting with Norman Lear and other Hollywood luminaries on question of media concentrations (BROADCASTING, July 31). He was one of attorneys who represented Mr. Lear in "family viewing" suit latter won against networks and National Association of Broadcasters.

Other is Mary Kilday, now on FCC's network inquiry staff. Formerly with NBC-owned WRC-TV Washington, Mrs. Kilday was among employees who in 1970 initiated equal employment opportunity case that kept station before FCC, Equal Employment Opportunity Commission and courts for more than six years.

Co-op roundup
What's being billed as "biggest compilation of co-op advertising plans in the history of radio" is nearing production stage at Radio Advertising Bureau. It's due for publication in November and will contain, RAB officials said, 1,001 co-op advertising plans in which advertisers make provisions for radio. By comparison, last such RAB compilation, about two years ago, contained around 800 plans.

Woman hunt
White House is still hunting for possible replacement for FCC Commissioner Margita White, whose term expired on June 30. Although half dozen or so were thought to be finalists several weeks ago, White House last month made calls to business community in effort to generate still more candidates to check out. Last likely candidate that effort turned up—presumably non-Democratic woman, as others have been—was interviewed at White House on Friday. Unless White House aides come up with additional names, final paring-down process could begin this week, although there's no sign of urgent action.

Investment
National Association of Broadcasters leadership had ample reason for satisfaction evidenced at elaborate mortgage-burning ceremony last week (see page 31). Not only had it cleared fiscal decks of commitments to lenders, but passage of time—and escalation of Washington real estate values—had confirmed wisdom of those who urged going ahead on project in mid-sixties. Original cost, including land, was $3.2 million. Conservative estimate is that present-day cost would be at least double that, well over $6 million.

Tomorrow the world
No one's expecting immediate challenge to, say, MCA or 20th Century-Fox in export of U.S. television programs, but Norman Lear's Tandem/T.A.T. is making run at international market. Ron Brown, hired as vice president for international sales (BROADCASTING, June 26), soon is to start globetrotting to promote wares and build organization.

Tandem companies are among most active in network production, and firm is looking for independent production to distribute. Company's biggest property, All in the Family, is, however, in Viacom's hands for syndication.

Across town
Michael Lambert, Eastern director of first-run sales, Viacom Enterprises, New York, is reported to be moving to Petry Television, New York, as director of programing. He'll replace veteran broadcasting executive, John Serrao, who has been appointed general manager of new Petry-owned TV station, WPTV(TV) Memphis.
The steel industry puzzle: tough problems in search
Steel is a basic commodity used by most industries. Thus, the economic health of America's steel industry plays an indispensable role in the well-being of our nation's economy.

Last year, steel's troubles made headlines.

Plant closings and layoffs—triggered by an unprecedented flood of steel imports—focused attention on the plight of the industry.

Since then steel's situation has improved slightly, but our problems are far from solved.

No single solution
Most of the issues confronting Bethlehem and other domestic steelmakers impact on each other to weaken the earnings we need to get moving forward again.

No single solution solves all of the interlocking problems that make up the steel industry puzzle.

If the pieces fall into place
Because steel is essential to the prosperity and national defense of America, we believe the pieces of the puzzle must fall into place. And they will, provided industry and government work together to insure economic health and stability.

Putting it all together
Just as steel's problems have impacted on one another to diminish earnings, so workable solutions can interact to improve earnings. And better earnings provide the means we need to upgrade productivity, maintain employment, and attract investors.

Consider:
Federal tax policies that generate funds for capital investment can stimulate demand for steel from the construction and capital goods markets.

Vigorous enforcement of America's existing trade laws can prevent foreign producers from "dumping" illegally priced steel that erodes our markets.

Sensible energy policies can help insure adequate supplies of the coal, oil, natural gas, and electric power we need to keep our plants running, our employees working.

Less rigid and less costly environmental mandates by government can free more steel dollars to invest in job- and income-producing facilities—without forsaking environmental goals.

And regulatory reform to eliminate red tape at all levels of government can save tax dollars for everyone.

Write for free booklet
For more information about the problems facing America's steel industry and our recommended solutions, write for our booklet, "In Search of Solutions." Public Affairs Department, Room 476-G, Bethlehem Steel Corporation, Bethlehem, PA 18016.
Radio only

American Angus Association □ Cattle association launches eight-to-16-week radio campaign in late September. Sander Allen, Chicago, will select spots in about 45 markets including Houston. Target: farmers.

Zales □ Jewelry store division prepares two-month radio promotion beginning in late October. The Bloom Agency, Dallas, will seek spots in about 200 markets including New Orleans. Target: women, 18-49.


Tastykake □ Baking products group kicks off six-week radio push late this month. Lewis & Gilman, Philadelphia, will handle spots in 36 markets including Baltimore and Washington. Target: women, 18-49.

British Airways □ Airline schedules five-to-seven-week radio flight starting late this month. Tinker Campbell Ewald, New York, will buy spots in nine markets including Boston, Chicago and Detroit. Target: men, 25-54.

ADP □ Automatic Data Processing Corp. schedules five-week radio promotion for its computerized bookkeeping and record-keeping services beginning in mid-September. Schaefer Advertising, Valley Forge, Pa., will arrange spots in 35 markets including Chicago, Houston and Los Angeles. Target: men, 35-54.

Carling Breweries □ Brewery focuses on its Malt Duck in four-week radio drive beginning this month. W.B. Doner, Baltimore, will place spots in seven markets including Chicago. Target: adults, 18-34.

Colgate-Palmolive □ Personal care division starts four-week radio push for its toothpaste this month. Ted Bates, New York, will schedule spots in eight markets including Houston and San Antonio, Tex. Target: women, 18-49.

Pirelli □ Tire manufacturer begins three-week radio campaign this week. Meyers, Muldoon & Ketchum, San Francisco, will select spots in at least 13 markets including Los Angeles, Denver and San Diego. Target: men, 18-49.

Rosarita □ Mexican food group slates three-week radio push beginning in mid-September. Dailey & Associates, Los Angeles, will arrange spots in eight markets including Denver and Houston. Target: women, 18-49.

Long's □ Drug store chain starts one-week radio flight this month. The Dakis Concern, San Francisco, will place spots in eight markets including San Diego and Phoenix. Target: adults, 35 and over.

Missed opportunities cost broadcasters millions of dollars each year

Selection of senior executives able to capitalize on opportunities overlooked by their competitors is only part of how we help our clients.

We also provide complete investment banking services including expertise in arranging loans with the right banks and insurance companies to save our clients unnecessary interest expense.

Knowing who can do it best when looking for senior executives or financing is how we can make certain a missed opportunity doesn’t become expensive to you.

Ron Curtis & Company
Renaissance Plaza, Suite 213
1460 Renaissance Drive
Park Ridge, Illinois 60068
(312) 296-2375

Rep appointments

□ WINK-TV Fort Myers, Fla.: Blair Television, New York.
□ WDCSF(M) Portland, Me.: Concert Music Broadcast Sales, New York.

TV only

Chrysler □ Car manufacturer begins 13-week TV campaign this month. Ross Roy, Detroit, will seek spots in Atlanta and Denver during fringe time. Target: men, 25-54.

Fiat □ Italian car manufacturer starts one-month TV promotion this month. Benton & Bowles, New York, will handle spots in 16 markets. Target: men, 25-49.

Pabst □ Brewery features its Blue Ribbon beer in four-week TV campaign starting this week. Young & Rubicam, New York, will buy spots in 56 markets during fringe and prime time. Target: men, 18-49.

Quaker Oats □ Food products group focuses on its natural cereal in seven-week TV flight beginning this month. Glenn, Bozell & Jacobs, Dallas, will seek spots in seven markets during news and prime-access time. Target: adults, 18-49.

Smithfield Packing □ Company
WHAT ELSE COULD FOLLOW HAPPY DAYS!
THE ONE SHOW WATCHED BY MORE PEOPLE THAN ANY OTHER SITCOM IN TELEVISION HISTORY.*

* SOURCE: NTI - SINGLE EPISODE PERFORMANCE, JAN. 10, 1978
THERE IS NO OTHER SERIES YOU CAN BUY THAT EVEN APPROACHES LAVERNE & SHIRLEY.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>HOUSEHOLDS (000)</th>
<th>ADULTS 18-49 (000)</th>
<th>ADULTS 18-34 (000)</th>
<th>TEENS/CHILDREN (000)</th>
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<td>LAVERNE &amp; SHIRLEY</td>
<td>28.5</td>
<td>20,380</td>
<td>19,730</td>
<td>13,240</td>
<td>18,390</td>
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<td>ALL IN THE FAMILY</td>
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<td>15,120</td>
<td>8,351</td>
<td>8,400</td>
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<td>SANFORD &amp; SON</td>
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<td>16,090</td>
<td>12,300</td>
<td>6,940</td>
<td>6,980</td>
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<tr>
<td>M<em>A</em>S*H</td>
<td>22.6</td>
<td>15,610</td>
<td>14,130</td>
<td>8,890</td>
<td>8,260</td>
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<tr>
<td>WELCOME BACK KOTTER</td>
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<td>6,880</td>
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<td>CHICO &amp; THE MAN</td>
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<td>9,700</td>
<td>5,590</td>
<td>5,920</td>
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<td>BARNEY MILLER</td>
<td>19.0</td>
<td>13,480</td>
<td>12,460</td>
<td>7,760</td>
<td>7,800</td>
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</table>

SOURCE: NTI - NAD
NOV., FEB., MAY AVERAGE
TOTAL NETWORK DURATION THROUGH MAY 1978
SUBJECT TO SURVEY QUALIFICATIONS

**Gold Seal** Cleaning agents group places four-week TV drive beginning late this month for its Snowy Dry bleach. Young & Rubicam, New York, will place spots in 30 markets during fringe time. Target: women, 25-49.

**Curtis Mathes** Manufacturer of TV, radio and stereo sets places 13-week TV campaign in early September. Curtis Mathes (in-house agency), Dallas, will schedule spots in 140 markets during fringe and prime time. Target: total men.


**General Mills** Food products division features its Easy Strusel baking product in four-week TV push beginning this week. Needham, Harper & Steers, Chicago, will handle spots in about 10 markets during daytime. Target: total women.

**Parker Brothers** Division of General Mills features its Gambler and Punchline games in four-week TV campaign beginning in late September. Humphrey, Browning, MacDougall, Boston, will schedule spots in 26 markets during early fringe time. Target: women, 25-54, and children, 2-11.

**Larsen** Company highlights its vacuum-packed and frozen mixed vegetables in four-week TV flight starting in early September. Campbell Mithun, Chicago, will buy spots in about 20 markets during day and prime time. Target: total women.

**Purex** Company prepares four-week TV flight for its Ayd Protein diet product beginning this week. Hogfer Dieterich Brown, San Francisco, will handle spots in 35 markets during day, fringe and prime time. Target: women, 18-49.

**Bell of Pennsylvania** Telephone company prepares four-week TV promotion starting late this month. Lewis & Gilman, Philadelphia, will select spots in four markets during fringe and prime time. Target: men, 25-64.

**Endicott Johnson** Shoe manufacturer arranges three-week TV push starting late this month. Bozell & Jacobs, New York, will seek spots in eight markets during early and late fringe time. Target: female teens.

**Cudahy Foods** Subsidiary of General Host states three-week TV drive starting this month. Fulcher & Brownfield, Phoenix, will select spots in nine markets during fringe time. Target: total women.

**Paper Mate** Division of Gillette prepares three-week TV promotion for its Paper Mate pens and pencils beginning this month. Grey-North, Chicago, will buy spots in about 60 markets during day, fringe and early fringe time. Target: adults, 12-34.


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**BAR reports television-network sales as of July 16**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 16</th>
<th>Total dollars week ended July 16</th>
<th>1978 total dollars year to date</th>
<th>1979 total dollars year to date</th>
<th>$ change from 1977</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>134</td>
<td>$932,000</td>
<td>4,111</td>
<td>$29,787,400</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,038</td>
<td>15,174,000</td>
<td>28,499</td>
<td>456,876,800</td>
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<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>258</td>
<td>4,393,100</td>
<td>8,865</td>
<td>224,822,600</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
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<td>3,284,600</td>
<td>2,863</td>
<td>118,074,600</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>16</td>
<td>613,700</td>
<td>588</td>
<td>34,039,800</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>413</td>
<td>31,036,700</td>
<td>11,669</td>
<td>1,078,386,600</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>233</td>
<td>5,381,600</td>
<td>6,165</td>
<td>134,546,200</td>
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<td><strong>Total</strong></td>
<td></td>
<td>2,193</td>
<td>$60,816,300</td>
<td>62,760</td>
<td>$2,076,684,200</td>
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**... as of July 23**

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<tr>
<th>Day parts</th>
<th>Total minutes week ended July 23</th>
<th>Total dollars week ended July 23</th>
<th>1978 total dollars year to date</th>
<th>1979 total dollars year to date</th>
<th>$ change from 1977</th>
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<tr>
<td>Monday-Friday</td>
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<td>15,238,200</td>
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<td>Saturday-Sunday</td>
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<td>229,129,700</td>
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<td>Monday-Saturday</td>
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<td>3,192,700</td>
<td>2,963</td>
<td>121,267,300</td>
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<td>Sunday</td>
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<td><strong>Total</strong></td>
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<td>$556,429,900</td>
<td>64,955</td>
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Source: Broadcast Advertisers Reports
This week
Aug. 3-9—American Bar Association annual convention Hilton hotel, New York.
Aug. 6-8—South Carolina Broadcasters Association summer convention, Myrtle Beach Hilton Inn, Myrtle Beach S.C.
Aug. 7—Deadline for filing comments in FCC proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.
Aug. 8—Deadline for comments on FCC's inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23, FCC, Washington.

Also in August
Aug. 15—Deadline for comments on FCC inquiry to determine eligibility for educational station licenses (BC Docket 78-164). Replies are due Sept. 9, FCC, Washington.

Aug. 18—Kansas Association of Broadcasters sports seminar Kansas City Chiefs Stadium, Kansas City Mo.
Aug. 18—Missouri Public Radio Association summer meeting, Rhodeway Inn, St. Louis.
Aug. 23—Tennessie Association of Broadcasters regional license renewal seminar Hilton Airport Inn, Nashville.
Aug. 24-25—Third annual Chicano Film Festival, project of Centre Video of Oblate College of the Southwest, Theatre for the Performing Arts and the Le Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.
Aug. 25-29—Joint meeting of Radio Television News Directors Association region two and UPI Broadcasters, Biltmore, Santa Barbara, Calif.
Aug. 29—Deadline for comments on FCC proposed change of radio/TV station annual report in EEO rules to include the handicapped (Docket 21744). Replies are due Sept. 13, FCC, Washington.

September
Sept. 5—New deadline for comments in FCC inquiry into international doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.
Sept. 6-8—National Association of Broadcasters seminar on labor relations, Wisconsin Center, University of Wisconsin, Madison.
Sept. 6-10—National convention of Information Film Producers of America, Manor Yall Lodge, Vail, Colo.
Sept. 7—Legal workshop on political advertising and commercial practices by National Association of Broadcasters, Benson hotel, Portland, Ore.
Sept. 8-9—South Dakota Broadcasters Association 129th annual Broadcasters Day. South Dakota State University campus and Statouri Inn, Brookings, S.D.
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. 15—Deadline for entries in 13th annual Gabriil Awards competition, sponsored by UNDA-USA, Catholic association for broadcasters and allied communicators. Material initially sired in the year prior to June 30, 1978, and which treats issues concerning horizons of values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114.
Sept. 15—Deadline for comments on question of whether FCC should reimburse expenses of outside participants to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-2051). Replies are due Oct. 15, FCC, Washington.
Sept. 15-16—Annual meeting of Public Radio in Mid America. WHAAM) Madison, Wis., will be host station. Wisconsin campus, Madison.
Oct. 29-Nov. 3—Society of Motion Picture & Television Engineers 120th technical conference and equipment exhibit. Americana hotel, New York.
Nov. 26-29—Association of National Advertisers annual convention, Camelback Inn, Scottsdale, Ariz.
April 20-28, 1979—MIP-TV's 15th annual international marketplace for producers and distributors of TV programing, Cannes, France.
May 27-June 1, 1979—Montreux International Television Symposium and Technical Exhibits. Montreux, Switzerland.
June 6-10, 1979—Broadcast Promotion Association 24th annual seminar: Nashville.
Last year, 42 U.S. broadcasters made the biggest decisions of their careers.
And the smartest.
They chose RCA TV transmitters.

Purchasing a TV transmitter is probably one of the biggest single equipment decisions you’ll ever make!
We know it. You know it. But the real measure of any transmitter investment isn’t how much you spend. It’s what you get for your dollar.
In a word, it’s value. Value that translates into performance. Long-term, reliable, trouble-free performance.

It’s what’s inside a transmitter that counts.
And in some cases, what’s left out is just as important.
Inside RCA transmitters, for example, you’ll find fewer tubes, fewer blowers, fewer linear amplifiers.
But you’ll find more solid state circuitry, and more features that increase reliability and decrease the need for adjustments.
In part, these features explain why year after year, more U.S. broadcasters choose RCA TV transmitters than any other.

And it’s who’s behind a transmitter that counts.
A transmitter is a long-term investment.
And the longer the term, the better.
With RCA Tech Alert support, you get technical information and assistance any time around the clock.
RCA’s staff of field experts service RCA transmitters worldwide. And there is real comfort in the knowledge that parts will be available from RCA whenever, wherever, you need them.
Which is one more reason why, today, there are more RCA TV transmitters out there performing than any other brand.

Cost-effectiveness was never clearer.
Consider your initial investment, repair and service costs, and length of operating service. Then decide on RCA.
RCA TV transmitters and RCA service have been providing reliable performance—and long-term cost-effectiveness—for many years.

Find out for yourself what RCA quality can mean to you. Contact your RCA Representative or write directly to us. RCA Broadcast Systems, Front & Cooper Streets, Bldg. 2-2, Camden, NJ 08102.

We sell more TV transmitters in the U.S. than anybody else. With more in operation than anybody else. Now, you know some of the reasons why.
**Errata**

Two sets of Houston call letters—those of KILTI and KXKEFM—were printed incorrectly on page 49 in *Broadcasting*'s July 24 report of top 10 stations in the first 50 markets. Kur (not kult) should have been shown as No. 5. KOUF (not kwestus) as No. 8.

"Business Briefly" concerning Celebrity Foods campaign (Broadcasting, July 24) said company was division of Atlantic Corp., and that agency was Norman Roberts, Philadelphia. Item should have read Atlantic Corp. and Norman Roberts Associates.

television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

- Oct. 4-6—Nebraska Broadcasters Association annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

- 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 County Inn, Indianapolis, Ind.

- Oct. 12—Network president’s luncheon, sponsored by Boston/New England chapter of National Academy of Television Arts and Sciences. Forum participants will include James E. Duffy, ABC Television Network; Lawrence Grossman, Academy of Television Arts & Sciences; Robert Mulholland, NBC Television Network; and James H. Rosenfield, CBS Television Network. Anthony’s Pier 4 Restaurant, Boston.


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


- Oct. 25-27—Fall convention of Kentucky Broadcasters Association. Site to be announced.

- Oct. 25-27—National Broadcast Association for...
Spotlight on Mental Health Services

This summer, KMEG-TV viewers with questions about mental health problems were offered immediate access to information on the air.

Because of the high level of interest shown in the topic, the weekly feature that began as part of KMEG-TV's observance of Mental Health Month in May turned into a summer-long series.

Each Friday, members of the staff of the Siouxland Mental Health Center were featured guests on KMEG-TV's Noon Show. Local residents with questions about therapy, family health, drug abuse and other topics were encouraged to call the station. Viewers' questions were then read and discussed during the show.

Utilizing our medium to make much needed but sometimes hard-to-find information available to our viewers is all part of the Fetzer tradition of total community involvement.
November  

- Nov. 1 - Broadcast Town Meeting for public, sponsored by National Association of Broadcasters' radio and TV boards. Duluth, Minn.
- Nov. 2-3 - Oregon Association of Broadcasters fall conference. Jantzen Beach Red Lion, Portland, Ore.
- Nov. 2 - American Advertising Federation Western region conference. Waltiki-Sheraton hotel, Honolulu.
- Nov. 3-4 - Fifth annual advertising conference of Wisconsin. Sponsored by state ad clubs. Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension, Wisconsin Center, Madison.
- Nov. 3-5 - Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by Loyola's radio stations and communications art department. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

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

KJR MAKES CCA MILLION DOLLAR PROMOTION IN SEATTLE

In a letter to CCA's John C. Gilmore, KJR General Manager, Shannon Sweatte said, "Enclosed is our renewal agreement for our eighth annual campaign."

"Our last campaign was a record breaker! KJR's CCA gross has passed the Million Dollar mark. Our 78 gross was highest ever: our first $200,000 pilot 13 week campaign," Mr. Sweatte stated.

"Most importantly, club participation has continued at a high largely because of efforts of our long-time CCA Director Andrea Durfee. The 79 sales campaign is progressing at an all time high under the strong direction of Sales Manager Edith Hilliard."

"Finally, advertiser proof-of-purchase approaches the Fifty-Million Dollar mark ($43,841-269) averaging nearly a Half Million Dollars per week ($46,157). KJR-CCA proof-of-purchase excluding media values, brings advertiser results down to a cost of only two percent, based on advertising expenditures," Mr. Sweatte concluded.

COMMUNITY CLUB AWARDS

CALL COLLECT: (203) 226-3377 P.O. BOX 15 WESTPORT, CT 06880

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The weekly newspaper of broadcasting and allied arts.

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advertising assistants.

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Phone: 213-463-3148.

Bill Merrill, Western Sales Manager.

Sandra Klauser, editorial-advertising assistant.

Founded in 1911 as Broadcasting—The New Magazine of the
Fifth Estate. Broadcast Advertising was acquired in 1932.

Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from owning or controlling communications costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utility advertising regulation in states' hands. Conference has also reached tentative agreement to deregulate natural gas, which would do away with that provision, too. It's expected conferences will clear final measure before Congress adjourns this year. In unrelated action, Senator James Abourezk's (D-S.D.) Subcommittee on Administrative Practice and Procedure has subpoenaed documents from major oil and pharmaceutical manufacturing companies and their ad agencies as part of investigation into federal regulation of corporate image advertising (BROADCASTING, April 27).

All-channel radio. Representative John Breckinridge's (D-Ky) House Small Business Subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Jan. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Representative Breckinridge failed to win renomination to House this year, however, which means end to radio inquiry. It was anticipated, because of statements by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), that Communications Act rewrite bill would deal with all-channel issue. But it doesn't; bill would give proposed FCC jurisdiction over receiver standards, but it doesn't mention all-channel issue specifically. There currently is bill pending in House by Joseph Addabbo (D-N.Y) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." Systems not involved in the NAMSRC testing have been proposed by Harris Corp. and Kahn Communications NAMSRC made up of representatives of National Association of Broadcasters, National Radio Broadcasters Association, Electronic Industries Association, Institute of Electrical and Electronics Engineers) and other broadcast groups, public, equipment manufacturers and radio operators. Hearing on proposed systems was whelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by beginning of next year (BROADCASTING, April 17).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on. Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and NBC have added carriers (BROADCASTING, April 3). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued earlier this year, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10).

Automatic transmission systems. FCC has allowed automatic transmission services to use non-directional and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations this year.

Bell bill. In House, Communications Act rewrite superseded consideration of so-called Bell bill, which telephone companies had sought to limit competition from other common carriers in business intercity phone services. Rewrite rejects Bell bill approach by proposing wide-open competition, including from specialized (microwave) carriers that many broadcasters use. Association of Independent Television Stations and National Cable Television Association had argued that Bell bill would drive carriers out of business and probably drive up phone rates for them. Versions of Bell bill are still pending in Senate. Rewrite also would strike down FCC crossownership restrictions which prohibit telephone companies and networks from owning cable systems.

Broadcasting in Congress. Path has been cleared finally to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House Rules Committee to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). House will install new color cameras and, ultimately, computer to run them automatically. Television feed will become available to broadcasters early next year, aides estimate. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "infinitesimal" charges appear in bills for cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

CBS/tennis matches. Network will be given short-term license renewal for one of its owned stations—probably KNXTL Los Angeles—because of falsely promoted "winner-take-all" Heavyweight Championship of Tennis matches (BROADCASTING, July 17). Network had apologized to public in televised statement by CBS President Gene Jankowski (BROADCASTING, April 10) and also had filed statement with FCC contending it has made up for promotional errors and that others must be placed in context of CBS's long-time broadcasting service (BROADCASTING, April 24).

Carter use of broadcasting. President has held 35 televised press conferences since assuming office, averaging more than campaign promise to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to Carter interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29).

Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal are due Sept. 9. Strongest reaction to date has come from House Appropriations Committee, which amended appropriations bill to prohibit FTC from banning advertising for foods that Food and Drug Ad-
Growth industry

Today, the quantum leaps in television are being made in news. On the national level, certainly. But, in the view of many professionals, even more dramatically on the local one.

That's the story we'll be out to document in BROADCASTING's annual special report on local TV journalism, out August 28. ENG has made a difference, but that's not the whole story. Consultants have helped, but they're not all of it either. The discovery by management that news could be a profit center instead of a profit drain didn't hurt, but that was only another part of the reason why.

We'll put the parts together on August 28.

Among the components:

- **Names that make news.** An in-depth look at television's anchorpeople—the men and women around whom news operations pivot.
- **What to make of it all.** A putting-in-perspective report on where today's leading news authorities think the medium's heading—and what it will be like when it gets there.

An issue to watch for. And to be a part of. Advertising availabilities may be arranged through BROADCASTING representatives*

You **belong** in Broadcasting Aug 28

* Our end of the line. For advertising placements from the North, Midwest and East, call Win Levi or Dave Berlyn at (212) 757-3260. From the South, call Peter O'Reilly at (202) 638-1022. From the West, call Bill Merritt at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.
ministration deems safe. Attempt was made on House floor to attach same prohibition to FCC, but it failed and final House action on FTC appropriation was postponed (Broadcasting, June 19). Although appropriations amendment would prohibit FTC adoption of children's advertising rule, inquiry would be allowed to continue (Broadcasting, May 29). And now FCC has reopened its inquiry into whole spectrum of children's television (Broadcasting, July 31).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act rewrite. Long-awaited "basement-to-attic" rewrite of Communications Act has been introduced by House Communications Subcommittee Chairman Lionel Van Deenin (D-Calif.) and Subcommittee ranking Republican Lou Frey (Fla.) (Broadcasting, June 12). Measure, H.R. 13105, proposes radical reforms, primarily designed to deregulate broadcasting and other communications industries, but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. Hearings have begun on broadcasting elements in bill and first try at fee schedule has been released (Broadcasting, July 24, 31).

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathers most such existing crossownership, disallowing future crossownership and requiring break-up of "egregious" crossownership cases (Broadcasting, June 19). Legislation (H.R. 5577) has also been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (Broadcasting, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, and rulemaking proposal in this area languishes at commission. In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (Broadcasting, May 1). As for FCC's internal EEO: it's "poor, according to report by Citizens Communications Center which contended that top jobs are held by white males (Broadcasting, April 3).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of $163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Original schedule called...
for refunds to begin last month; that deadline has now slipped to "late fall." (Broadcasting, June 30.) Broadcasters share of fees paid to FCC is estimated to be $27.5 million; still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQR) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late last year (Broadcasting, Dec. 19, 1977).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensees in area of marketplace. This was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (Broadcasting, Sept. 13, 1976).

Indecency. Supreme Court, in what it described as "narrow" ruling, has upheld FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by w вла. New York was indecent (Broadcasting, July 10). Pacifica Foundation, station licensee, supported by major broadcasting organizations, has requested rehearing by high court (Broadcasting, July 31).

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Hefelt (D-Hawaii) has introduced legislation to allow SBA to exceed its $500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (Broadcasting, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRBA establishing program for members to help minorities team station operation, NAB setting up task force to find funds to back minority broadcast enterprises. NAB task force has met and formed two subcommittees, one for association devices, one for funding (Broadcasting, April 3).

Network inquiry. FCC's network inquiry has begun as staff is in place at commission (Broadcasting, July 31). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcast-
Getting scarce

EDITOR: The proposed tax for radio and TV stations is most revealing. I have a 250-watt daytimer on clear-channel 1560 kHz in a town of 15,000. My tax will be double that of the 5-kw full-time stations in Peoria, Ill., a city of more than 125,000, 35 miles away.

It appears there’s a greater “scarcity value” in the regulatory spectrum than in the broadcast market. — Charles E. Wright, general manager, WBYS(AM) Canton, Ohio.

Small story

EDITOR: After perusing your excellent coverage of the fate of the Communications Act of 1978, I would like to testify for the small side of the industry:

We favor H.R. 13015 because if it allows the free market to take power in the sensitive business of information, it is freeing more creative energies from use-less politics. The public interest standard is nothing more than a sacred cow for the powers in position. The fairness doctrine is a means to restrict, not accentuate, diversity of views. Size of organizations does not inherently render them to the status of publicly disinterested. And license procedures are just fields for the flexing of political muscles.

We favor H.R. 13015 because it will give quality a chance. If it fails the test, we can all go back to square one again, but at least we would’ve tried a great experiment with our most influential industry. Not to even try would be a most gross violation of the public interest standard. The FCC, beware.

The people who want to make communications better are at bay and ready to fight back. Congratulations to the idealism of Representative Van Deerlin. — Glenn E. Diamond, president, Free Broadcasting Industries, St. Louis Park, Minn.

Format fine print

EDITOR: Congratulations are due BROADCASTING for “The Many Worlds of Radio,” July 24 issue. It’s great to see radio get the space and the recognition.

Just a note in case our stations are ever included in future rating articles, WIOD(AM) is personality/MOR/sports and WAAI(FM) is MOR/contemporary. I know these format designations are difficult for you or anyone to keep up with, but these are the formats we’ve been in for the past two years. — William L. Viands Jr., vice president and general manager WIOD-WAIA Miami.

EDITOR: In your July 24 issue you listed the 10 top-rated radio stations and their formats in the top 50 markets. I would appreciate it if in any further reference to WFIL(AM) you do not identify us as a contemporary station. In September 1977, we decided to move dramatically away from the youth-oriented approach that our station had sustained since 1966. Our primary target audience is now 25 to 49.

Please refer to us as adult contemporary. — James M. DeCaro, president and general manager, WFIL(AM) Philadelphia.

EDITOR: In “The Many Worlds of Radio,” the format for WJR-FM was listed incorrectly. We are a beautiful-music station. — Steve Van Oort, program director, WJR-FM Detroit.

RCA Broadcast Systems

Broadcast Station Equipment Product Management, Building 2, Camden, N.J. 08102

Dear RCA: Okay. Tell me more about what’s inside your audio processing systems. Send literature immediately. ✔ Have your representative call.

Name:

Title:

Address:

City State Zip:

I’m interested in:

☑ BA-145 AGC Amplifier for AM, FM, or TV
☑ BA-146 Limiter for AM

BA-147 Limiting Amplifier for FM or TV (use Z for stereo)

Send the coupon, today.

RCA Broadcast Systems

Since you’re already aware of RCA quality, it makes sense to find out what’s inside this Audio Processing System.
Monogram Memo

A broadcast advertising commentary from Gary Hubschman, senior VP-corporate operations and sales promotion, Two Guys, Garfield, N.J.

The eyes-open method for broadcast retail advertising

While many retailers are still getting their feet wet in TV and radio advertising, Two Guys, the discount department store chain, has brought its use of broadcast to a fine art. And Two Guys is reaping the results in terms of advertising efficiency and sales.

Our advertising efficiency is up by better than 50% versus a year ago. Long before \"media mix\" became a fashionable term in retail advertising, Two Guys developed its Total Advertising Planning approach—we call it TAP—which means, essentially, media mix. But our new wrinkle is to refine the approach still further and make extremely heavy use of computers in media planning. We had been developing it for years and made it fully operational for the 1977 Christmas selling season. And it's working.

Two Guys' special achievement is the optimization of its media mix right down to the trading area level—something we think that's never been done before. Even though there may be 29 Two Guys stores in the same TV market, the mix of TV, metro radio, local radio, area print and local print for each store is different.

When we used to plan on a total-market basis, market-wide sales figures and advertising efficiencies could look great, but some stores would be over-advertised and run out of stock while others wouldn't get enough advertising and would wind up with merchandise on their shelves. Now the numbers come out well at the store level where it matters, and at the market-wide level.

To say it's all done by computers would be an oversimplification. A unique computer-assisted media planning system at Two Guys' broadcast agency, Ed Libov Associates, New York, makes it possible. Libov's E LA Tronics system processes audience data from all local media, geographically and demographically. The upshot is the most efficient schedule possible for a given Two Guys department or item at each store for a given promotion period.

\"Retailers have always dreamed of being able to optimize a total media mix down to the store level,\" says Joe Ruppert, Two Guys' broadcasting director. \"But without a computer, the numbers simply couldn't be processed at that fine a focus. When you're talking all media at the local level where the dollars are limited, it would be prohibitive to attempt this manually.\"

Two Guys was the first retailer to use Libov's E LA Tronics and is still its heaviest user. Two Guys is also one of the heaviest year-round users of TV and radio in the New York area.

Obviously, a campaign of the magnitude and refinement of Two Guys' advertising effort doesn't just happen. Actual planning starts nine months to a year ahead of the promotion's start date.

First, the Two Guys merchandise planners analyze past sales and assign specific promotion periods for each week in the coming selling season. Then the target audiences for those departments are identified. Because of the demographic selectivity available in broadcast, we can zero in on a lot more closely than we could in a print-only campaign. Optimum weights, reaches and frequencies for each promotion period are then established in consultation with Libov on the basis of historical data in the E LA Tronics data bank. At this point, the broad outlines of a multimedia schedule are defined, station commitments are made and prices established—fully 10-12 months in advance.

With the promotion periods set and an optimized multimedia campaign already established and priced, Two Guys then makes its merchandise purchases from vendors to line up vendor co-op support.

Most vendors recognize the media bargain we provide them. On a reach-per-dollar basis our media schedules give them what amounts to a \"three-for-two sale\"—half again as much coverage per dollar as any other retailer could get them, and much more than they could get themselves because we get local rates.

Libov has tailored its E LA Tronics system to enable Two Guys to do its media planning at the trading-area level. It involves more than 35 different computer-assisted analyses. This system itself is based on E LA's own proprietary database of empirical data and analysis procedures, some syndicated market data and a combination of commercial time-shared frequencies for particular retail departments and items, and the same kind of data by price point, target audience and promotion period. The data base represents accumulated experience of more than 13 years of television and radio advertising for literally tens of thousands of different retail items.

Among the syndicated media planning computer systems interleaved into E LA Tronics are Telmar and Arbitron AID. Libov is by far the largest user of these systems for local spot application.

Although we may not get around to producing a commercial or ad until just weeks before it's to break, we've already nailed down where it will run, where it will run, how much weight it will get, what its positioning strategy will be. We delay production until later to be sure the spot comes across as \"now,\" which is essential in retailing. But by the time the cameras have run, the planning has long been done.

Despite this clinical approach, there's still plenty of room for creativity and hunches in our advertising. But we exercise our hunches well in advance, and we do it based on hard fact. Even if we make a last-minute schedule adjustment because of weather or an economic trend, the adjustment is made against an extremely well-thought-out campaign—and with our eyes open. When a retailer gets in to broadcast in a major way, he had better be a good planner. The electronic media have simply too much selling velocity to approach it any other way.
Sports Special
of the month

The only nationally syndicated major sports events series is now available!
A co-production of Trans World International and Hughes Television Network.

Ninety minutes... every month... you've got a good piece of the action, when you've got the only game in town for weekend late fringe and prime time viewing! "Sports Special of the Month" is this season's only syndicated major sports events series featuring major boxing matches broadcast "live," with world title contenders; plus, a continuing series of hard hitting, action-packed full-contact karate, auto racing and more. Arranged and produced by Trans World International and Hughes Television Network: the most famous names in sports televising across the nation and around the world. "Sports Special of the Month" starts this October, so take action now!

Contact Your Paramount Domestic Syndication Salesman.
"sneak preview week," Sept. 5-10; "warm-up week," Sept. 11-17, and "premiere week," Sept. 18-24. His "guests" were John J. McMahon, senior vice president, programs and talent, West Coast, and Brandon Tartikoff, vice president, programs, West Coast. On the America Alive set in New York was Robert E. Mulholland, NBC-TV president.

Explained Mr. Klein: "We think we will get our new programs off to a good start using this sneak preview idea against Roots. Obviously, Roots would do well if it didn't have any strong competition against it... Our major thrust here is not to cut down Roots but rather to take advantage of it by enhancing our own series and yielding a lasting benefit for them... Last year we did not have good show sampling and we want to insure that we have positioned ourselves well to get sampling this year."

He explained that despite "the benefit of the most enormous hype in the history of television," ABC last year during the same week "got only a 34 share" with first-run Washington Behind Closed Doors. (At that time, CBS and NBC counterprogrammed with specials and movies. Mr. Klein's point: Long-form preseason blockbuster stuntng can be stopped.)

At the advertising agency level, some executives were predicting not only further stuntng but probably early announcement of prime time series changes by all three networks. At least one thought ABC would reschedule Roots but wouldn't predict to what extent.

Still another complained that the stuntng "hurts our media estimates and makes it much more difficult to get a fix." However, he added a positive note that all the special preseason programing probably will bring more viewers back to television quicker and increase "advertising effectiveness. I'll buy anything that generates excitement."

Take Tuesday night, Sept. 5. ABC will begin the second run of Roots as NBC counters with a three-hour made-for-TV movie, Little Mo, about the life and death of tennis great Maureen Connolly. CBS reportedly will be offering another original TV film, Happily Ever After, starring Suzanne (ABC's Three's Company) Somers. (Mr. Grant would not confirm that, however, and over-all he predicted that CBS would stunt less than NBC.)

That will be the first day of NBC's "sneak preview week." With the CBS preseason schedule unannounced, the NBC executives used the closed circuit to explain their tactics against ABC. (Since ABC has not announced specific dates and times, beyond saying that Roots will run starting Sept. 5 and ending Sept. 10, the scheduling competition as follows is how NBC anticipates ABC will break Roots up.)

Against a special expected on ABC at 8
p.m. Wednesday and then the second episode of *Roots*, NBC plans to compete by using the pilot of *Waverly Wonders*, about five minutes of *Who's Watching The Kids* and a “welcome to NBC” for *Waverly’s Joe Namath* from other NBC stars. Head-on against *Roots* will be the *Eddie Capra Mysteries* pilot.

Against ABC’s Thursday lead-in hour and the third part of *Roots*, NBC will be offering a *CHiPs* repeat (Mr. Klein said the show has been “doing very well” in summer reruns), followed by the pilots of *Grandpa Goes to Washington* (trimmed to an hour) and *Lifeline*.

Head-to-head with *Roots* on Friday (Mr. Klein said he believes that episode to be the weakest of the miniseries) will be a preview of Saturday morning programming, followed by an introduction to the *Dick Clark* hour. ABC was said to be previewing its Saturday morning schedule that same evening, before *Roots*.

Saturday, Mr. Klein said, “*ABC* is actually going against us.” The competition will be the season-opening NCAA football game and *Roots* against NBC’s *Second Annual Us Against The World* and the *Miss America Pageant*. Mr. Klein claimed that the 10-11 p.m. portion of the *Pageant* on CBS last year was “wiped out” by *Washington: Behind Closed Doors* on ABC and “*Dirty Harry*” on NBC because of inadequate 8-10 p.m. protection; he’s expecting *Us Against The World* to say “no” again this year.

On Sunday, NBC will be competing with the final episode of *Roots* with a Disney Donald Duck special. *Sword of Justice* then will be up against a tennis match on CBS and whatever ABC slots. “We will wind up the week in a classy way with a sneak preview of our new *Weekend* program,” Mr. Klein said.

The opening Monday night on ABC, Mr. Klein explained, has *Happy Days* characters “populating” *Mork & Mindy*, followed by the first *NFL Monday Night Football* game. Against that NBC will repeat the concluding episode of “Mary’s blindness” story from *Little House on the Prairie* and then go with an original episode from a *Critical List* miniseries. That show, starring Lloyd Bridges, Robert Wagner and Barbara Parkins, should draw young women away from football and carry the audience over to the Tuesday *Critical List* second part, Mr. Klein said.

On Tuesday, NBC will begin prime time with the *Canine Hall of Fame*, featuring Joe Garagiola as host and then follow with *Critical List*. Mr. Klein said he is not expecting to outdraw the premiere of *Happy Days* and *Laverne & Shirley* or “*kill*” *Three’s Company*.

On Wednesday, against the ABC’s *Eight is Enough* and a two-hour *Charlie’s Angels*, premiere, NBC has scheduled the pilot for a possible *Clone Master* series (“Clones are very hot now,” Mr. Klein said), followed by a *W.E.B* special, with the characters presented in a “warmer fashion than they were in the pilot.” Later in the closed circuit, Mr. Tartikoff explained that “*W.E.B. seems to be shaping up as more as a family* of people rather than ‘power-hungry individuals’. ”

Thursday, Mr. Klein said, the concern is to prevent sampling of *Soap* and *Family*. To that end, NBC is lining up *Quincy* and the second half of the *W.E.B.* special, which will run in *W.E.B.*’s regular time slot.

On Friday, NBC has to contend with ABC’s *All-Spinks* fight. Mr. Klein said “the audience knows that the main event of the All fight doesn’t occur until after 10 p.m. Eastern time and that the ‘under card’ is generally weak.” So at 8 p.m., NBC will play a 90-minute feature, *Starship Invasion* (“that has all the look of [ABC’s] *Battlestar: Galactica ...*”) and “will benefit from the topspin of ABC’s promotion of *Galactica*”). At 9:30 p.m. NBC will go after women who don’t watch fights with a 90-minute *Quincy* rerun.

On Saturday, Mr. Klein continued, NBC will premiere *CHiPs* “because we believe it is advisable to premiere our shows on the beginning of the *TV Guide* week.”

On Sunday, when NBC has to battle with *Galactica*, a three-hour premiere on ABC, it will start with a *Disney 25th Anniversary Show* followed by the first half of the remake of *King Kong* at 9.

Old stoming ground, new beat. William J. Small, who had been CBS News’ Washington bureau chief for 12 years until he was named senior vice president and director of news in 1974, is back in Washington, this time to represent the CBS corporation in its dealings with the government. His appointment as CBS vice president, Washington, announced and effective last Tuesday (Aug. 1), had been anticipated after CBS announced last month that Bill Leonard, whom Mr. Small succeeds, would be the successor to Richard S. Salant as president of CBS News (BROADCASTING, July 17).

Mr. Small was among those reported to have been under consideration for the top news job, and last week he admitted disappointment at not getting it and regret at leaving journalism, which, he noted had been his life work. But, as he began settling into CBS’s suite of offices on M Street, two blocks from the FCC, he appeared at peace with himself. “I’m excited with this job,” he said. “It’s a challenge. When I came to CBS 16 years ago, I had a tremendous pride in the company, and it’s never abated. That makes it easy to represent the company.”

One element of the job about which he seems particularly enthusiastic—and which serves, as a bridge between his former and present responsibilities—is what he says is CBS’s concern for the First Amendment. “The company has always taken an activist role on the issue of free speech,” he said, “and he’s always argued that the free speech and free press clause ‘means what it says.’” So he is looking forward to representing the company on First Amendment issues—and not only in broadcasting. He noted that CBS Inc. is in book game and magazine publishing, as well. Mr. Small argued broadcasters’ First Amendment rights in two books—“To Kill a Messenger: Television and the Real World” and “Political Power and the Press.” Both won Sigma Delta Chi’s Distinguished Service Award for research in journalism.

Mr. Small, 51, who joined CBS from the news director’s job at WHAS-AM-TV Louisville, Ky., is not being counted out as a possible candidate for the top news job at CBS in April 1981, when Mr. Leonard is scheduled to retire. After all, Mr. Leonard followed the route from CBS News executive to Washington VP to prospective CBS News president. To such speculation, Mr. Small says that John Backe, president of CBS Inc. and Gene Jankowski, president of the CBS/Broadcast Group, had been “very supportive of him” and “very encouraging.” But he also said they indicated the script had not been written that far ahead.

As for himself, Mr. Small said “he doesn’t look on the new post as a stepping stone. ‘I didn’t come here to wait for a job to open somewhere else,’” he said. “I came here to do a job.”

**Advances made in access to courtrooms**

**Highest judges of 49 states vote to admit radio-television; American Bar to vote this week; law journal opposes old bans**

Traditionally, television’s “all-seeing” eye could see just about anything but the insides of courtrooms. This week, however, that eye is peering through a crack in the door. And later on this week, that crack may get even bigger.

The Conference of State Chief Justices at its annual meeting in Burlington, Vt., last week recommended by a 49-10 vote (South Carolina’s chief justice dissenting) that the nation’s courtrooms, following guidelines from state supreme courts, allow coverage with cameras and microphones. The group, representing all 50 states, said the code of judicial conduct should be amended to say that the supervisory court in each state may allow radio and television in its judicial proceedings.

This week, the American Bar Assoc-
Beats everything in sight. Retain him now. MCA TV

Rockford in clean July sweep.

Source: NTI, average 36% share, July 7, 14, 21, 28, 1978. Subject to survey limitations.
Judge restricts 'Born Innocent' case to First Amendment issue

Ruling is viewed as victory for NBC and KRON-TV, defendants charged in $11-million suit with responsibility for rape that imitated television show

For months, broadcasters have been tensed for the start of a trial in which NBC and its affiliate in San Francisco, KRON-TV, are being sued for $11 million in connection with the broadcast of Born Innocent. But last week, even before the jury had been selected, NBC had won a major and perhaps decisive victory.

Judge Robert L. Dossee, who is presiding at the superior court trial, ruled that the program is presumptively protected by the First Amendment.

At issue in the case is whether a broadcaster is responsible for harmful actions of persons alleged to have been influenced by television programming. Born Innocent, shown on Sept. 10, 1974, described the life of a 10-year-old girl who was killed during a robbery.

Free and clear. The National Association of Broadcasters burned its mortgage last week—the hard way. It sent an electronic impulse almost 50,000 miles to ignite a piece of paper just feet away from where President Vincent Wasilewski was standing when he pushed the button last Wednesday afternoon (Aug. 2). Several hundred were on hand to watch him do it—and to cheer when the Rube Goldbergish contraption worked.

The ceremony marked both an end and a beginning. It celebrated paying off—in only 10 years—the $1.5 million mortgage on NAB's headquarters at 1771 N Street in Washington. But it also began an effort—by a newly constituted "Mortgage Burning and Memorabilia Committee"—to brighten up the building's lobby with broadcast industry art and artifacts. Among its initial goals: the commissioning of a wall-mounted wood sculpture, to be a gift of the Forward Communications station group; the design of display cases for rotating exhibits of broadcast memorabilia; and a contest to solicit ideas for still other commissioned art that would be visible from the plaza that fronts the NAB building. The committee has $5,000 in seed money to begin its efforts, as well as the professional services of Loren Sage, the building's architect.

The pictures above show (left) the Mutual Broadcasting System earth station that received the returning signal from the Westar I satellite (it had gotten there via telephone, first to Mutual headquarters in Arlington, Va., then to the uplink at Glenwood, N.J.); upon its return, it created an electric arc that fried a cotton ball saturated with lighter fluid; (right) observers of the happy ending (it to it): Clair McCollough, former chief executive of the Steinman station group and first joint board chairman of the NAB, who headed the original building committee; Ben Sanders of KICD(AM) Spencer, Iowa, also of the building committee; Tom Bolger, chairman of the NAB TV board and a member of the new committee; NAB Chairman Donald Thurston of WWMB-AM-FM North Adams, Mass.; Joseph Baudino, retired Westinghouse Broadcasting executive and original building committee member; Mr. Wasilewski, and Ben Strouse, former owner of WWOCAM Washington and a building committee member.

Total cost for the satellite/ceremony was some $3,000.
of a teen-age runaway, and included a scene in which the runaway, played by Linda Blair, is sexually assaulted by girls in a reformatory who wield the wooden handle of a plumber's plunger. Four days later, Olivia Niemi, then 9 years old, was assaulted in a similar manner by three girls and a boy using a beer bottle on a San Francisco beach.

In bringing suit, Olivia's mother asserted that NBC was negligent in presenting such a program at a time, 8 p.m., when children could be expected to be in the audience.

NBC and KRON-TV had argued that the First Amendment protected them from such a suit. The trial court agreed and dismissed the case. However, the California Court of Appeals reversed that decision, and directed the lower court to conduct a trial on questions of fact that had been raised.

NBC and KRON-TV, with support from CBS and the National Association of Broadcasters, appealed to the Supreme Court, arguing that a trial would violate the First Amendment and inhibit broadcasters from presenting news and dramatic programs that reflect the harshness of life. Those who create and exhibit artistic works, the brief said, would be liable for injury caused by imitation of any aspect of the expression, "no matter how deprived the actor who actually causes the injury."

But the Supreme Court in April refused to review the state order for a trial (BROADCASTING, May 1). That was the low point for NBC and its allies.

The high point, thus far, came last Wednesday, when Judge Dossee, ruling on an NBC motion, held that the sole issue in the case is whether the network intended to incite someone to assault Olivia Niemi with a beer bottle.

Incitement is one of a handful of exceptions to the First Amendment—libel, slander, obscenity and perjury—are the others—that the Supreme Court recognizes.

The judge's ruling transforms the case from one dealing with the question of negligence to one in which the question is whether NBC should be denied First Amendment protection because it had "incited" the assault. Incitement is defined in a Supreme Court decision in 1969 as "speech which is directed to inciting or producing imminent lawless action, and which is likely to incite or produce such action."

Judge Dossee's ruling was based on the decision of the state appellate court in the case, which had been cited by both sides.

The Niemis' attorney said the language called for a negligence trial, while NBC's attorneys said it meant the only question to be examined was whether NBC was guilty of incitement.

Marvin E. Lewis, the attorney for the Niemis, expressed "shock" at the ruling. He had argued that it would be "impossible" to attempt to persuade a jury that NBC had intended to cause the assault.

Floyd Abrams, one of NBC's attorneys, was not moved to sympathy. "It's not supposed to be easy to make an end run around the First Amendment," he said.

Still to be resolved is what the Niemis must demonstrate to prove incitement. Would the judge, for instance, permit incitement to be inferred from negligent or reckless conduct? Or would incitement be defined in more active terms? Judge Dossee refused a direct reply to Mr. Lewis' question. He said he would rule on the evidence as it is presented.

The NBC victory in the preliminary maneuvering followed a setback on a motion aimed at dismissal of the case. It claimed that the court lacks jurisdiction over the case, that if control over programming exists anywhere, it is in the FCC. Judge Dossee rejected that motion.

Still clinging to family hour, Wiley defends broadcasting's ultimate freedom, tempered by self-regulation, in 'Today' debate

A figure familiar to broadcasters was on NBC-TV's Today show last week, saying some familiar things about broadcasters' rights and responsibilities in connection with controversial programming, especially in light of the Born Innocent trial under way in San Francisco (preceding story).

As the Today's Tom Brokaw if the networks should be held responsible for the behavior of people who imitate what they have seen on television, former FCC Chairman Richard E. Wiley said, "No. The ultimate effect would be to inhibit and chill the broadcast medium." Mr. Wiley, who now heads the Washington office of Kirkland & Ellis, said that broadcasters should be permitted to do "sensitive controversial" programming. He added the expectation such programming would be done with "taste" and "discretion," and with a view to scheduling—the idea, he said, that underlies the "family viewing" concept.

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The rebuttal was familiar, too. It was provided by Dr. William Young, president of the PTA Television Project, which is studying the effect of television violence on children. He agreed on the need for controversial programming, but added that if the program is "done poorly," broadcasters should face criminal and civil liability. Because of children's access to the television set, he said, "I don't believe television has the same rights of First Amendment as the print media."

Mr. Wiley also touched on the theme he has expressed before of relying on self-regulation by the broadcasting industry as a means of dealing with the "pervasiveness" of broadcasting.

Dr. Young wouldn't accept Mr. Wiley's prescription. "Broadcasters are not responsible in a great deal of their prime time programming," he said.

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Lavere & Shirley reruns were bought by WPTV in New York last week for what is believed to be top-dollar ever paid for off-network syndicated product. Exact price wasn't revealed but Paramount Television had sent New York market stations TWX asking at least $50,000 bid per episode (with 10% increase after 1979/80 season, first hundred or so episodes). Report was that WPIX was prepared to go as high as $60,000; station said it paid less. By time show becomes available for seven runs beginning in fall 1981, there are expected to be 130-135 episodes for syndication. Whoever made highest first bid in New York got show but Paramount says sales approach will vary from market to market. Los Angeles is to open early this week. 
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Unusual split on FCC has developed over UHF noise figure issue. FCC Commissioner Robert E. Lee, long UHF's strongest backer, dissented to commission order requiring improvement in UHF reception in new sets. Order requires reduction in noise-figure standard from 18 to 14 dB in models after Oct. 1, 1979, and in controversial decision, to 12 dB in all new models after Oct. 1, 1982 ("Closed Circuit," July 17). Commissioner Lee dissents, says he believes 12 dB standard represents "wishful thinking." He also said lowering noise figure from 14 to 12 dB "could create other problems which might make the picture on the TV set worse for those who have good reception now." Commissioner Margit White, in partial dissent, agreed with those views. Commissioner James H. Quello, who had pushed hard for movement to 12 dB figure as soon as possible, said commission action was "long overdue" and only "important step toward comparability" Commissioner Abbott Washburn also hailed action as step toward "long-standing goal of UHF/HVF parity."
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New York Times reporter Myron Farber began serving indeterminate sentence in Bergen County, N.J., jail on Friday after Supreme Court Justice Thurgood Marshall denied further delay in punishment imposed by New Jersey court for withholding files from murder trial.
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Senate last week approved subcommittee report that contained "warning" to Federal Trade Commission that it might be treading on thin ice with investigation into children's advertising. Report on appropriations bill included $69.5 million for FTC and noted concern that eventual children's advertising regulations might conflict with First Amendment rights. Committee worried that "government rather than Constitution" could become arbiter of what nation will see, hear and read. Appropriations Committee Chairman Warren Magnuson (D-Wash.) and committee
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Rafshoon, Rosalynn and the President's new media clothes

The White House's relations with the news media go from loose-tie to buttoned-down as advisers try to shore up crumbling popularity of Carter; one of first efforts, however, ends up backfiring

The Carter administration came into office eighteen months ago exuding a kind of countryboy charm. Three-button suits and a mentality to match were out. Feet-on-the-desk informality, candor and openness were in. But with the President's standings in the polls now hitting sickening new depths, the White House is chucking whatever was left of the charm and is donning its own three-button suit.

Public relations. Discipline, or at least "coordination" of the executive departments and White House assistants in dealing with the media. Use of the prestige of the presidency and the personality of the President himself. These are the new weapons and tactics of the White House, its answer to what those around the President regard as the public's misperception of the President's performance—a misperception that results, say, in the public's viewing of Mr. Carter's performance on employment as poor, when employment is actually a jewel in the President's record.

But the shift is approach has not been easy or smooth. Gerald Rafshoon, the Atlanta adman who ran campaigns for President Carter when he sought the governorship of Georgia and the presidency, and who is in charge of tightening things up, mediavise, is coming on as a heavy.

There was, for instance, the Midge Costanza matter. Her resignation as the President's adviser on women's matters last week came hard on the heels of her having been canned off a Good Morning America show at Mr. Rafshoon's orders. She had not cleared the appearance with him, counter to a new directive to all senior White House aides she says she was not aware of, and Mr. Rafshoon felt the time on the show could be used to better advantage by the administration if it were filled by domestic affairs adviser Stuart Eizenstat, who had already been booked for one segment (Broadcasting, July 31). To some, use of the book on her seemed the last in a series of humiliations that persuaded the former vice mayor of Rochester, N.Y., a legitimate free spirit, that she had become an anachronism at the White House.

Mr. Rafshoon, whose title is assistant to the President for communications, is not alone in the tightening-up process. The determination to change course runs through the entire senior staff and includes—indeed it may have been largely precipitated by—Rosalynn Carter. She takes at least some of the credit for the hiring of Mr. Rafshoon; her news secretary. Mary Hoyt, says the First Lady felt there was a need for someone to provide a coordination and long-range planning function. More than that, Mrs. Carter and the President have been holding a series of what Ms. Hoyt describes as "purely social, private dinners" in the family dining room for the top echelon of major news organizations and for national writers.

Two weeks ago, for instance, the Carters had the NBC crowd in—Fred Silverman, president of the company; Lester Crystal, executive vice president of television news, and anchorman John Chancellor and David Brinkley, and their wives—along with columnists Jack Germond and Jules Witcover. Tonight, it's the turn for ABC and the New York Times. The guest list is understood to include (the dinners, Hoyt insists; Mrs. Carter does not want to publicize them) Leonard Goldenson, ABC chairman; Roone Arledge, president of ABC Sports and News; Barbara Walters; Arthur Ochs Sulzberger, publisher of the Times; Max Frankel, the Times editorial page editor; Tom Wicker, its associate editor, and Times columnist James Reston. Personnel from the Washington Post and Newsweek were among the guests at a dinner last week.

Ms. Hoyt says the purpose of the dinners is simply to permit the Carters and the media people to get to know each other better in an informal setting. And according to a guest at one of the dinners, the evening was indeed purely social, "just a matter of getting to know each other better."

What was discussed? A whole range of domestic and international matters. Would the evening affect the coverage of the President? Only to the extent the discussion afforded the executives a better understanding of particular issues.

Not surprisingly, some White House reporters view the dinners with some cynicism; they see them as part of an effort to go over their heads to their bosses. They view in the same light plans to hold a number of presidential news conferences on the road (Broadcasting, July 31). The feeling is that the White House believes the local reporters will not be as troublesome as the White House press corps—"They think we're picking on the President," ABC's Sam Donaldson says of aids to this and previous Presidents. The White House generally responds that local reporters ask better questions, or at least questions that are relevant to their particular communities.

Beyond the dinners and the news conferences on the road, there are plans, as yet not fleshed out, for more television interviews with the President, telephone call-in shows and town meetings. All would afford the President the opportunity to speak directly to the public.

Last week, the President held a "roundtable" discussion on his embattled Civil Service reform program, in the

member Patrick Leahy (D-Vt.) objected to the approximately $500,000 cut from budget estimate and reprimand, saying FTC was mandated to monitor business practices and, if anything, has been tardy in looking into children's advertising.

James E. Duffy, president of ABC-TV Network, issued warning last Friday (Aug. 4) of effects that nationwide surge of criticism and attack on TV may have on structure of television industry in speech before Commonwealth Club of California in San Francisco. Mc Duffy cited $11 million lawsuit against NBC-TV and Federal Trade Commission hearing on advertising on children's programs as two recent examples of moves against TV. He stressed that present TV system must be preserved and improved, saying only "real long-term alternative is broadcasting increasingly controlled by government to the point that some day it would become a monopoly of the state."

Group W Productions is moving its headquarters this month from New York to Los Angeles, coincident with transfer of Mike Douglas Show from Philadelphia to Hollywood and start there of production of EveryDay Group W's new syndicated series. Shifting to Los Angeles will be David E. Saltman, chairman of board and chief executive officer; Joseph H. Goldfarb, vice president and general manager, sales; Jack Wartlieb, vice president, operations/production, and Owen S. Simon, vice president, creative services.

CBS-TV and its affiliates may have come in third in prime time in May sweep measurements (Broadcasting, July 10), but in ensuing two months—when sweep-period hypoing had ended and more "regular" programming prevailed—they tied with ABC-TV for first in share, according to CBS/Broadcast Group research analysis distributed Friday. Study showed that during May 4-31 sweep, ABC had 34.9 share, NBC 33.5 and CBS 31.6, but that in Jule 1-Jul 31 nonsweep period it was 34.3 for both CBS and ABC, 31.4 for NBC.

Teleprompter Corp. reported first-half net income of $4,965,000, up 72% from year ago, on revenues of $66,624,000, up 18%. Company said second-quarter net income was highest in history, totaling $3,837,-000 on $34,529,000 revenues.

Frank M. Smith Jr. named president of CBS Sports, after four months as acting president following departure of Robert Wusslar (Broadcasting, March 20, etseq.). Smith headed CBS-TV sales for 11 years in CBS career that started in 1951.
Washington suburb of Fairfax. The discussion, in which civil service employees participated, was covered live by commercial and public television. Thus, the heavy concentration of federal workers in the area afforded the President a choice opportunity to exploit local television in a manner designed to affect congressional action on a national program.

Then, there is the matter of "coordination." White House aides say "discipline" is too strong a word. Cabinet officials and senior White House staff members have been asked to inform Mr. Rafshoon's office when they schedule television or other major media appearances. One reason, according to Greg Schneider, Mr. Rafshoon's deputy, is to give the office an opportunity to make a contribution "if there is anything we want to communicate .... We don't want different people pressing different programs as top priority."

Sometimes, though, "discipline" will be required. "Sometimes we may want only one person to speak out on an issue, and have others defer to that person," Mr. Schneider said. "On a particularly sensitive topic, like SALT, maybe you don't want [Secretary of State Cyrus] Vance, [disarmament negotiator Paul] Warnke, and [National Security adviser Zbigniew] Brzezinski to make statements. We don't want to muzzle anyone, but there might be times when it's more productive from the administration point of view to have one person speak."

The question of what effect such coordination and/or discipline is having on the administration came up in an interview with Hamilton Jordan on the Public Broadcasting Service's MacNeil-Lehrer Report. He said he "couldn't imagine any administration being more open, more tolerant of a variety of views, even dissent, up to the point the President makes a decision." At that point, he said, administration officials are expected to support it. "That," he added, "is one of the things Gerald Rafshoon will be doing."

It may be too early to assess the success of the new approach being taken at the White House, but not too early to see the problems and frustrations of those attempting to pursue it. Sitting in his large, high-ceilinged office in the old Executive Office Building that former President Nixon used as a hideaway and where he listened to his White House tapes, Mr. Rafshoon remarked, "Every time you want to do long-term planning, a short-term problem intrudes."

The problems and frustrations appear to be taking their toll on the normally easy-going Mr. Rafshoon. Addressing a group of editors and broadcasters two weeks ago, he said the press was "trivializing the Presidency" and talked of "media stars" who insisted at press conferences on asking questions even if they had been asked, simply to get on television.

The press may be beginning to return the compliment. CBS's Bob Pierpoint, who has been covering the White House since the days of President Eisenhower, said, "I'm perfectly willing to withhold final judgment [on Mr. Rafshoon's performance], but I'm not overly impressed at having another person with an advertising agency background" in a high White House post. The last one, he noted, was H.R. Haldeman.

Shenefield and Bresnan fight telco cable ownership

Justice antitrust chief, Teleprompter and CATA tell Van Deerlin to keep phone companies out of CATV

As testimony on the communications rewrite bill continues, more witnesses express concern over possibilities that telephone companies may enter cable. It is not, William J. Bresnan of Teleprompter Corp. said several times in his testimony, that the cable industry fears competition, but "allowing the telephone companies to provide cable television service directly to the home will, because of the inherent capacity of a giant monopoly to use predatory pricing and other anti-competitive practices, ultimately mean that all cable television service will be provided by the telephone companies."

Some of the same came from John H. Shenefield, assistant attorney general in the Antitrust Division of the Department of Justice.

"Essentially," he said of the department's suit against AT&T, "we allege that AT&T currently controls too many strategic 'bottlenecks,' and has used them tactically in combination to eliminate competition unlawfully .... And it has sought to block potentially competitive local distribution systems including cable television and mobile radio by denying them access to necessary local facilities or the national intercity network AT&T controls."

This kind of talk is not unlike that of cable operators, many of whom are represented by the Community Antenna Television Association, which recently said it supports "the main thrust" of the rewrite bill but questions whether "free, open, marketplace competition" can be accomplished by "allowing the monopoly power of the telephone companies to be unleashed."

Its official position, however, is in support of Justice Department and FCC experience that "the telephone monopoly cannot be adequately controlled in unregulated marketplace competition."

Mr. Bresnan, head of Teleprompter's cable division, listed in his testimony a number of ways telephone carriers "subvert the proper functioning of the marketplace...." Among them, he said, were using their monopoly positions to refuse to grant access to telephone poles and precluding the awarding of cable television franchises to any entities not affiliated with the telephone company.

"I cannot conceive of anything more destructive of a democratic society," Mr. Bresnan said, "than placing a national medium of mass communications in the hands of the largest private enterprise in the world."
An Open Letter To: Mr. Richard Salant
President, CBS News

During an interview with me in my office on July 11, 1977, Ms. Betty Ann Bowser of CBS News imparted these gems of journalistic "ethics:"

"Well, I just thought if we came we would show you that we were really sincere in coming here, that we really did want both sides of the story, that maybe you would agree. . .I'm just really relieved that you sat down and talked with us, because it puts me in a position of either saying you didn't want to do it, which always makes somebody look bad. You know it really does."

Fortunately for the U.S., most journalists do not share Ms. Bowser's view of the TV interview as a sort of electronic six-shooter: smile for the camera or you're dead!

Most, that is, except Ms. Bowser's colleagues at CBS, where her theories would later surface with unwitting clairvoyance. Because, in the CBS mish-mash of July 14 on the newspaper business, we listened in astonishment as CBS Correspondent Hughes Rudd commented: "...neither Panax, not its President, John P. McGoff, would discuss the issue with me..."

As we have already pointed out, we did discuss the issue with CBS, in a 26-minute interview, an interview that covered precisely and fully the very topic Mr. Rudd would examine with CBS' special, "The Business of Newspapers."

Given Ms. Bowser's revelation of CBS News operating methods, and Mr. Rudd's erroneous remarks, we can only conclude that the fabrication that we declined to be interviewed was a malicious attempt by CBS to make us 'look bad.'

In light of the recent disclosures of CBS fakery in its sports reporting, we believe your citadel of arrogance needs to be reminded often of its responsibility to use the public's airwaves fairly and honestly.

Additionally, the overall flow of events from the original point of interest expressed by the National News Council, coupled with the obvious conflict existing between you, Mr. Salant, and your service on that body, lends itself more to the view that what CBS News intended in its special was, indeed, to have this corporation handed the short end of the stick.

John P. McGoff, President
Panax Newspapers
Football price goes right out of the stadium

Payments by broadcasters to college and pro organizations more than double over last year; Super Bowl 30's will go for record $185,000 on NBC-TV

The major radio and television networks have booted their rights payments sky-high for the 1978 football season. And with contracts that have a hang-time of four years, that's how things will stand through the 1981 season.

The pro clubs and the colleges will get more than $200 million from local broadcasters and the networks for the privilege of reporting the action from the nation's stadiums. That is a breath-taking 147% increase over the 1977 rights total of $82.5 million.

Practically all of the big kick upwards stems from new network contracts negotiated with the National Collegiate Athletic Association (Broadcasting, June 20, 1977) and with the National Football League (Broadcasting, Oct. 17, 1977).

And although the increases for the local and regional networks are not of the magnitude as those of the national networks, there are appreciable gains. One such example on the radio side is by Mutual Broadcasting System, which has shored up its claim as the radio network with the most extensive football coverage by adding regional coverage of the Super Bowl champion Dallas Cowboys and by acquiring rights to all the college football games of the Southwest Conference.

But, while broadcasters will be paying more, they're happy: Commercials prices are being hiked generally, the number of games is being increased and reports of advertiser sell-outs are growing.

According to Broadcasting's annual survey of the networks, colleges and professional clubs, here's how the 1978 radio-TV rights package of $200,149,352 breaks down:

- $193,700,000 from the television and radio networks for professional and college games. Last year this figure was just $76,400,000.
- $3,710,000 from local radio stations or rights holders for rights to NFL preseason and regular-season games. This is slightly more than 1977's $3,645,000.
- $676,000 in local TV rights to NFL preseason games, a little above the $653,000 for last year.
- $2,063,352 for local radio and delayed TV rights to football of schools and colleges. This is substantially above last year's $1,857,292.

Here is a rundown of how and when the radio and television networks plan to use the football coverage they have bought for the season:

- ABC-TV has already opened its football season, with its July 29 NFL Hall of Fame game coverage—which also marked the start of an experiment in using TV instant replays on close calls by officials. Under a plan approved by NFL owners last March, use of replays will be tested in a seven-game preseason dry run.

ABC's second preseason game will be Minnesota at Miami on Friday, Aug. 18, starting at 9 p.m. NYT, and its third and last will be San Francisco at Denver one week later, also starting at 9.

Sixteen Monday Night Football games are scheduled, two more than last year, starting Sept. 4 (Labor Day) with Baltimore at Dallas. All Monday-night games will start at 9 p.m. NYT except the Oct. 9 match-up between Cincinnati and Miami, which will start at 8:30.

ABC will have a second NFL package this year—a miniseries of four prime-time games, three to be played on Sundays and one on a Thursday. The miniseries opens Sunday, Sept. 24, with New England Patriots at Oakland, starting at 9. Others in the series are scheduled Thursday, Oct. 26, at 8:30; Sunday, Nov. 12, at 8, and Sunday, Dec. 3, at 9.

ABC-TV's National Collegiate Athletic Association schedule opens Saturday, Sept. 2, in prime time. The opener will be Alabama vs. Nebraska and will start at 9 p.m. For the season, each ABC affiliate will receive 23 NCAA games out of a schedule that calls for 13 national and 45 regional Division One appearances.

Both the NFL and NCAA games are "close to" being sold out, according to
Because things happen fast in sporting events, quick reflexes are essential. The same goes for sports coverage. The NEC wide-window time base corrector lets you select the frame you want whether the VTR is in pause, rewind, or fast-forward. Now capture individual color-locked pictures quickly, thanks to NEC's momentary locking circuit.

And the versatile NTC-5000 can be used with Quadruplex, U-matic, and High-band Helical Scan VTR's, regardless of color-processing technique. Get complete color processing with a 3.58 MHz feedback to the VTR, or optional heterodyne adapter. And stay on top of the action with remote-controlled Mode-Switching, Video Gain, Chroma Gain, Hue, and Set-up.

Other performance-proven features include "Sync-lock" for direct as well as indirect recording, a Velocity Compensator for handling velocity error (including "1 H delay"), a black clipper to eliminate misclamping, and a Comb-filter to reduce noise to approximately 3 db with U-matic VTR.

For dependability in-studio and on location, choose the light, compact NEC NTC-5000 Time Base Corrector. The one with the record you can't beat.

NEC America, Inc., Broadcast Equipment Division, 130 Martin Lane, Elk Grove Village, Illinois 60007, (312) 640-3792
ABC officials. Thirty-second announcements in the regular-season NFL contests are pegged at $85,000, up from $62,000 last year, while 30's in NCAA games are $39,000, up from $32,500. In the three preseason NFL games, 30's are priced at $42,500.

ABC-TV also will have four bowl games: the Liberty Bowl on Dec. 23 at 3:30 p.m., the Gator Bowl on Dec. 29 at 9 p.m., the Sugar Bowl on Jan. 1 and the Hula Bowl on Jan. 6. Thirty-second announcements in the Liberty Bowl are priced at $23,000, down from $35,000 last year. In the Gator Bowl they're $35,000, up from $30,000; in the Sugar Bowl they're $50,000, same as last year; and in the Hula Bowl—which wasn't on ABC last year—they are $28,000.

CBS-TV's first of two preseason games is set for Saturday, Aug. 12, with a rematch of last year's Super teams, Dallas and Denver, starting at 3 p.m. NYT with the second on Sunday, Aug. 27, Cleveland vs. New England at 1:45 p.m.

The regular season opens Sunday, Sept. 3, with six regional games, followed by five on Sept. 10. The first national game is Dallas at Los Angeles on Sept. 17, starting at 4 p.m. NYT. CBS also has the National Football Conference first-round playoffs on Sunday, Dec. 24, with divisional play-offs on Saturday, Dec. 30, and Sunday, Dec. 31, and the NFC championship game on Sunday, Jan. 7.

CBS also has four college bowl games: the Sun Bowl Dec. 23, probably starting at 1:30 or 2:30; the Peach Bowl Dec. 29 at 1 p.m.; the Cotton Bowl Jan. 1 at 2 p.m. and the Shrine East-West All-Star game Jan. 6 at a time not yet set.

CBS-TV's 30-second prices for preseason games average $30,000, up from about $28,000 last year. For regular-season games they range from $45,000 in two Saturday games to $60,000 in the first Sunday games and $55,000 in the second Sunday games and on up to $95,000 in the Thanksgiving Day game (Nov. 23, Washington at Dallas, 3:30 p.m. NYT). In regular-season games last year the comparable

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### Local radio's pre- and regular-season NFL coverage

<table>
<thead>
<tr>
<th>AFC East</th>
<th>Originator</th>
<th>Regional network; games scheduled; rights holder</th>
<th>NFL East</th>
<th>Origianator</th>
<th>Regional network; games scheduled; rights holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore Colts</td>
<td>WCBM Baltimore</td>
<td>Regional net of 33 for regular season, local only for preseason; four exhib. and 16 regular season; station holds rights.</td>
<td>Dallas Cowboys</td>
<td>KRLD Dallas</td>
<td>Regional net will include feed to Mutual Broadcasting System (see main story); one intrasquad game, four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Buffalo Bills</td>
<td>WKBY Buffalo</td>
<td>Regional net of six; four exhib. and 16 regular season; station holds rights.</td>
<td>New York Giants</td>
<td>WNEW New York</td>
<td>No regional net; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Miami Dolphins</td>
<td>WIOD Miami</td>
<td>Regional net of 18; five exhib. and 16 regular season; station holds rights.</td>
<td>Philadelphia Eagles</td>
<td>WIP Philadelphia</td>
<td>Regional of 20; four exhib. and 16 regular season; station holds rights with Metro Sports Communications handling network.</td>
</tr>
<tr>
<td>New England Patriots</td>
<td>WBZ Boston</td>
<td>Regional net of 12; four exhib. and 16 regular season; station holds rights.</td>
<td>St. Louis Cardinals</td>
<td>KMOX St. Louis</td>
<td>Regional net of 60; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>New York Jets</td>
<td>WOR New York</td>
<td>Regional net which wasn't on ABC last year—they are $28,000.</td>
<td>Washington Redskins</td>
<td>WMAL Washington</td>
<td>Regional of 60; four exhib. and 16 regular season; station holds rights with Metro Sports Communications handling network.</td>
</tr>
<tr>
<td>AFC Central</td>
<td>WLU Cincinnati</td>
<td>Regional net TBA; four exhib. and 16 regular season; station holds rights.</td>
<td>AFC West</td>
<td>KOA Denver</td>
<td>Regional net TBA; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Cincinnati Bengals</td>
<td>WHK Cleveland</td>
<td>Regional net of 53; four exhib. and 16 regular season; station holds rights.</td>
<td>Kansas City Chiefs</td>
<td>KCMO Kansas City</td>
<td>Regional net of 35; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Cleveland Browns</td>
<td>KTRQ Houston</td>
<td>Regional net of 66 plus Oklahoma News Network; four exhib. and 16 regular season; Texas State Network holds rights.</td>
<td>Oakland Raiders</td>
<td>KGO San Francisco</td>
<td>Regional net of 50; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Houston Oilers</td>
<td>WTAE Pittsburgh</td>
<td>Regional net of 35; four exhib. and 16 regular season; station holds rights.</td>
<td>Pittsburgh Steelers</td>
<td>WFB Pittsburgh</td>
<td>Regional net of 25; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>AFC West</td>
<td>Kansas City Chiefs</td>
<td>Regional net of 53; four exhib. and 16 regular season; station holds rights.</td>
<td>San Diego Chargers</td>
<td>KSJO San Diego</td>
<td>Regional net of 32; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Denver Broncos</td>
<td>KIRO Seattle</td>
<td>Regional net of 13; four exhib. and 16 regular season; Bob Speck Productions holds rights.</td>
<td>San Francisco 49ers</td>
<td>KSFO San Francisco</td>
<td>Regional net of 50-60; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Kansas City Chiefs</td>
<td>KMO Kansas City</td>
<td>Regional net of 53; four exhib. and 16 regular season; station holds rights.</td>
<td>San Diego Chargers</td>
<td>KSJO San Diego</td>
<td>Regional net of 19; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Oakland Raiders</td>
<td>KGO San Francisco</td>
<td>Regional net of 13; four exhib. and 16 regular season; Bob Speck Productions holds rights.</td>
<td>San Francisco 49ers</td>
<td>KSFO San Francisco</td>
<td>Regional net of 40-50; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>San Diego Chargers</td>
<td>KSJO San Diego</td>
<td>Regional net of four; four exhib. and 16 regular season; station holds rights.</td>
<td>San Diego Chargers</td>
<td>KSJO San Diego</td>
<td>Regional net of 15; four exhib. and 16 regular season; station holds rights.</td>
</tr>
<tr>
<td>Seattle Seahawks</td>
<td>KIRO Seattle</td>
<td>Regional net of 30; four exhib. and 16 regular season; station holds rights.</td>
<td>Seattle Seahawks</td>
<td>KIRO Seattle</td>
<td>Regional net of 30; four exhib. and 16 regular season; station holds rights.</td>
</tr>
</tbody>
</table>
range was from $32,000 to $52,000 and up to $70,000 on Thanksgiving Day.

For the wild-card playoff, an innovation this year, CBS is charging $66,000 per 30. In the divisional playoffs it is $74,000, as compared with $70,000 last year, and in the championship game it is $89,000, up from $85,000. In the NFL Today pregame show, 30's average about $19,500 and in the postgame wrap-up, about $30,000.

Thirties in CBS's Sun Bowl and Peach Bowl games are pegged at $24,000 each; in the Cotton Bowl at $70,000 and in the East-West Shrine game at $17,500.

NBC-TV has two preseason games coming up: Oakland vs. San Francisco on Sunday, Aug. 20, at 4:7 p.m. NYT, and Los Angeles vs. Oakland on Saturday, Aug. 26, at 9 p.m. to midnight.

NBC-TV's regular-season coverage opens Sept. 3 with a rematch of the 1977 American Football Conference championship rivals Denver Broncos and Oakland Raiders, starting at 4 p.m. NYT.

NBC will telescast 99 regular-season games over 16 weeks, plus an expanded post-season line-up that includes, for the first time, a qualifying game between non-division leaders with the best conference records playing for the wild-card berth in the AFC divisional playoffs. The qualifying game will be played Sunday, Dec. 24.

In addition, NBC will have the AFC divisional playoffs Saturday and Sunday, Dec. 30 and 31; AFC championship game Sunday, Jan. 9, and Super Bowl XIII Sunday, Jan. 21.

In college football, NBC-TV will carry the Rose Bowl on Jan. 1 at 4:45 p.m. NYT, the Orange Bowl that night at 8 and the Fiesta Bowl on Dec. 25 at 3:30.

NBC authorities report that the AFC regular-season games are 98% sold, at an average of $44,500 per 30 second announcement, up from $37,000 last year. The pregame reports, NFL '78, are sold out at $17,500 per 30, the same as last year, and the post-game wrap-ups are sold out at $36,000 per 30, with Sperry Rand taking full sponsorship.

For the AFC playoffs and champio-
The price the networks will pay for national football

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>Rights</th>
<th>Starting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall of Fame Game</td>
<td>$200,000</td>
<td>July 29</td>
</tr>
<tr>
<td>NFL preseason games</td>
<td>(1)</td>
<td>Aug. 18</td>
</tr>
<tr>
<td>NCAA college games</td>
<td>$29,500,000</td>
<td>Sept. 2</td>
</tr>
<tr>
<td>NFL Monday Night Football</td>
<td>$46,000,000</td>
<td>Sept. 4</td>
</tr>
<tr>
<td>NFL prime time miniseries</td>
<td>$12,000,000</td>
<td>Sept. 24</td>
</tr>
<tr>
<td>Pro Bowl</td>
<td>$1,500,000</td>
<td>Jan. 29</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>Undisclosed</td>
<td>Dec. 23</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>Undisclosed</td>
<td>Dec. 29</td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Hula Bowl</td>
<td>Undisclosed</td>
<td>Jan. 6</td>
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<table>
<thead>
<tr>
<th>NFC-TV</th>
<th>Rights</th>
<th>Starting Date</th>
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</thead>
<tbody>
<tr>
<td>NFC preseason games</td>
<td>(2)</td>
<td>Aug. 12</td>
</tr>
<tr>
<td>NFC games</td>
<td>$5,100,000</td>
<td>Sept. 3</td>
</tr>
<tr>
<td>NFC defensive playoffs</td>
<td>(2)</td>
<td>Dec. 24</td>
</tr>
<tr>
<td>NFC championship</td>
<td>(2)</td>
<td>Jan. 7</td>
</tr>
<tr>
<td>Sun Bowl</td>
<td>Undisclosed</td>
<td>Dec. 23</td>
</tr>
<tr>
<td>Peach Bowl</td>
<td>Undisclosed</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>Cotton Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>East-West Shrine</td>
<td>Undisclosed</td>
<td>Jan. 6</td>
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<thead>
<tr>
<th>NBC-TV</th>
<th>Rights</th>
<th>Starting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFC preseason games</td>
<td>(3)</td>
<td>Aug. 20</td>
</tr>
<tr>
<td>AFC games</td>
<td>$45,000,000</td>
<td>Sept. 3</td>
</tr>
<tr>
<td>AFC defensive playoffs</td>
<td>(3)</td>
<td>Dec. 24</td>
</tr>
<tr>
<td>AFC championship</td>
<td>(3)</td>
<td>Jan. 7</td>
</tr>
<tr>
<td>Super Bowl</td>
<td>$6,000,000</td>
<td>Jan. 21</td>
</tr>
<tr>
<td>Fiesta Bowl</td>
<td>Undisclosed</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>Rose Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Orange Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
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<table>
<thead>
<tr>
<th>CBS Radio</th>
<th>Rights</th>
<th>Starting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package of 36 NFL games including 26 regular-season games plus Super Bowl and all other postseason games</td>
<td>Undisclosed</td>
<td>Sept. 4</td>
</tr>
<tr>
<td>Cotton Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Mutual Radio</th>
<th>Rights</th>
<th>Starting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL games</td>
<td>Undisclosed</td>
<td>Sept. 3</td>
</tr>
<tr>
<td>Notre Dame games, NCAA wildcards</td>
<td>Undisclosed</td>
<td>Sept. 9</td>
</tr>
<tr>
<td>Hall of Fame Classic</td>
<td>Undisclosed</td>
<td>Dec. 20</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>Undisclosed</td>
<td>Dec. 23</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>Undisclosed</td>
<td>Dec. 29</td>
</tr>
<tr>
<td>East-West Shrine</td>
<td>Undisclosed</td>
<td>Jan. 6</td>
</tr>
<tr>
<td>Orange Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Senior Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
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<table>
<thead>
<tr>
<th>NBC Radio</th>
<th>Rights</th>
<th>Starting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiesta Bowl</td>
<td>Undisclosed</td>
<td>Dec. 25</td>
</tr>
<tr>
<td>Bluebonnet Bowl</td>
<td>Undisclosed</td>
<td>Dec. 31</td>
</tr>
<tr>
<td>Rose Bowl</td>
<td>Undisclosed</td>
<td>Jan. 1</td>
</tr>
</tbody>
</table>

All networks announced rights: $191,200,000
Estimated for unannounced games and series: $2,500,000
Grand total for networks: $193,700,000

(1) Rights included in NFL package.
(2) Rights included in NFL National Football Conference package.
(3) Rights included in NFL American Football Conference package.
(4) Radio rights included in TV contract.

On the college side, number-one ranked Notre Dame's full schedule will be covered for the 11th straight year by Mutual on 11 Saturdays, along with 10 major sectional and interstate NCAA games and seven post-season bowl games (Hall of Fame Classic, Liberty Bowl, Gator Bowl, Sugar Bowl, Orange Bowl, East/West Shrine Game and the Senior Bowl).

Mutual will be taking over Southwest Conference football under a five-year contract that encompasses all nine conference colleges and the SWC's entire 63-game schedule. In doing so, Mutual is ending an era of more than four decades (since 1934) in which Exxon held rights to all Southwest Conference football on radio. However, the company lost out in the bidding to Mutual. Mutual declined to give a price on the contract, but it is believed that the five-year package will come to about $1.2 million.

The Mutual Black Network has announced plans for coverage of top black-college football for 12 Saturday afternoons plus the Gold Bowl on Dec. 2 that will feature the winners of the Central Intercollegiate Athletic Association and the Mid-Eastern Athletic Conference.

Mizlou Productions is expecting at least 75%-85% TV clearance for seven bowl games it is handling: the Garden State Bowl from New Jersey's Meadowlands on Dec. 20 (1-4 p.m.); the Hall of Fame Bowl from Birmingham, Ala., on Dec. 20 (8-11 p.m.); the Holiday Bowl from San Diego on Dec. 22 (9-midnight); the Tangerine

What the major schools get from local-regional radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
<th>Teams</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast</td>
<td>7</td>
<td>252</td>
<td>4</td>
<td>$143,480</td>
</tr>
<tr>
<td>Big Eight</td>
<td>8</td>
<td>291</td>
<td>25</td>
<td>168,016</td>
</tr>
<tr>
<td>Big Ten</td>
<td>10</td>
<td>326</td>
<td>23</td>
<td>362,000</td>
</tr>
<tr>
<td>Ivy</td>
<td>8</td>
<td>14</td>
<td>3</td>
<td>14,450</td>
</tr>
<tr>
<td>Pacific Ten</td>
<td>10</td>
<td>131</td>
<td>15</td>
<td>359,000</td>
</tr>
<tr>
<td>Southeastern</td>
<td>10</td>
<td>641</td>
<td>64</td>
<td>355,000</td>
</tr>
<tr>
<td>Southwest</td>
<td>9</td>
<td>200</td>
<td>7</td>
<td>251,000</td>
</tr>
<tr>
<td>Western Athletic</td>
<td>7</td>
<td>61</td>
<td>3</td>
<td>69,000</td>
</tr>
<tr>
<td>Others and independents*</td>
<td>56</td>
<td>537</td>
<td>46</td>
<td>341,406</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>125</strong></td>
<td><strong>2,453</strong></td>
<td><strong>190</strong></td>
<td><strong>2,063,352</strong></td>
</tr>
</tbody>
</table>

*Independent figures do not include Notre Dame.

Broadcasting Aug 7 1978
Harris’ M90 is What You Make It.

CUSTOMIZE YOUR AUDIO CONSOLES

Versatility’s the key to the Harris M90 audio console. Expandable and completely modular—perfect for professional on-air or production use.

2, 4, or 8 output channels; up to 26 mixing positions and 52 inputs. More available on special order.

Choose from a wide variety of plug-in modules, those that exactly meet your requirements.

The M90 features a Switchable Hi Pass/Low Pass filter, gain trim and optional equalization on each input, and will accommodate input levels from -70 dBm to +20 dBm.

Five year warranty on the patented Linear Attenuators.

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Major TV-network sponsors

A/C-Delco (Campbell-Ewald): ABC, AFC games; CBS, NFC games, playoffs and championship.
Alleghany Ludlum (Van Sant, Dugdale): NBC, Fiesta Bowl.
All State Insurance (Lori Burnett): NBC, AFC games, pregame reports, playoffs and championship.
American Banking Association (Leo Burnett): NBC, AFC games. 
Anheuser-Busch (D’Arcy-MacManus & Masius): ABC, NFC games; NBC, Super Bowl; CBS, NFC games, playoffs and championship.
AT&T (Cunningham & Walsh): AFC pregame reports; CBS, NFC games, playoffs and championship.
Atari (Clifford A. Botway): CBS, AFC games, playoffs and championship.
AVIS (Doyne Dane Bernbach): ABC, NFC games; CBS, NFC games, playoffs and championship.
Boeing (Cote & Weber): ABC, NFC games.
Buick (McCann-Erickson): AFC, NFC games.
Carling Brewing (W. B. Done): NBC, AFC program reports.
Chevrolet (Campbell-Ewald): ABC, NFC games.
Chrysler (BBDO): ABC, NFC games, playoffs and championship, Super Bowl and Rose Bowl.
Consolidated Cigar (David Osken & Mitchell): CBS, NFC pregame snows.
Commercial Credit (W. B. Done): ABC, NFC games.
Connecticut General (Cunningham & Walsh): NBC, Fiesta Bowl, CBS, NFC games, playoffs and championship.
Datson (William Ealy): ABC, NFC games.
Eastern Airlines (Young & Rubicam): NBC, regional lineups, Super Bowl.
Eastman Kodak (JWT): NBC, AFC games.
Exxon (McCutcheon & McCall): NFC games; CBS, AFC games; ABC, NFC games, playoffs and championship.
Fireman’s Fund (Cunningham & Walsh): ABC, NFC games.
Firestone Tires & Rubber (Sweeney & James): ABC, NFL games; CBS, NFC games, playoffs and championship.
Ford (J. Walter Thompson): CBS, NFC games, playoffs and championship.
Gallo Wines (Young & Rubicam): NFC, AFC games; CBS, NFC games, playoffs and championship.
General Motors (N.W. Ayer): NBC, AFC games; ABC, NFL games.
Goodyear Tire & Rubber (Campbell-Ewald): ABC, NFC games.
Haggard (Tracy-Locke): NFC games; NFL games, playoffs and championship.
Hertz (Fred Bates): AFC games; CBS, NFC games, playoffs and championship.
IBM (Conway & Lyndon): NFL games; ABC, NFC games, playoffs and championship.
Lipton (JWT): NFC games, playoffs and championship.
McCall (Cunningham & Walsh): NBC, AFC games; NFL games.
Mobil (Doyne Dane Bernbach): AFC, NFC games; CBS, NFC games, playoffs and championship.
Oldsmobile (Leo Burnett): AFC pregame reports.
Pabst (Young & Rubicam): NFC games; CBS, NFC games, playoffs and championship.
Pepsi-Cola (McCaffrey & McCullagh): NFC games; CBS, NFC games, playoffs and championship.
Pennzoil (Richards, Ellisman & Hahn): NFC games; NFL games.
Pioneer (Scall, McElvee & Sloves): NFC games; CBS, NFC games, playoffs and championship.
Polaroid (Doyne Dane Bernbach): NFC games; CBS, NFC games.
Radio Shack (Central Advertising): ABC, NFC games; Fiesta Bowl; NFL games, playoffs and championship.
Ryder Truck (Mike Stain): ABC, NFC games; NFL games.
Schlitz (Cunningham & Walsh): NFC games; NFL games, championship.
Sears, Roebuck (Foote, Cone & Belden): NFC games; NFL games; ABC, NFC games; CBS, NFC games, playoffs and championship.
Sperry Rand (Young & Rubicam): AFC, NFC games, playoffs and championship.
Stanley Tool (Humphrey Browning MacDougall): NFC, playoffs and championship; ACS, NFC games.
Transamerica (Hoefer, Dietrich & Brown): NFC games; NFL pregame shows.
Toyota (Dancer-Fitzgerald-Sample): NFC games; NFL games.
Texaco (Benton & Bowles): NFC games; NFL games.
United Airlines (Leo Burnett): AFC, NFC games, playoffs and championship.
United Airlines (Leo Burnett): NFC games; NFL games, playoffs and championship.
Warner Bros. (Grey): NFL games; NFC games, playoffs and championship.

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Eastern Commercial Credit
Consolidated Cigar
Firestone Tires & Rubber
Ford
Gallo Wines
General Motors
Goodyear Tire & Rubber
Haggard
Hertz
IBM
Lipton
Mobil
Pabst
Pepsi-Cola
Pennzoil
Pioneer
Polaroid
Pontiac
Radio Shack
Ryder Truck
Schlitz
Sears, Roebuck
Sperry Rand
Stanley Tool
State Farm Insurance
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Texaco
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CBS
Fox
NBC
ABC
ESPN

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— John G. Johnson, President
Southern Broadcasting Company
Now Harte-Hanks has the top ten.

<table>
<thead>
<tr>
<th>No.</th>
<th>Station</th>
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<tr>
<td>1.</td>
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<td>9.</td>
<td>WRBO (FM)</td>
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<td>10.</td>
<td>WLCY* (AM)</td>
<td>Tampa-St. Pete</td>
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FCC considering a cost-based fee schedule

In report to court on refunds, commission indicates in draft notice of inquiry that new system will relate to services provided, and that it’s having trouble defining ‘value to recipient’

The FCC this week will consider issuing a notice of inquiry aimed at helping move it along toward a resolution of its fee-refund problem. The notice, as drafted by the staff, will contain a “cost-based section” of a proposed new fee schedule, describe the manner in which costs were allocated, as well as the manner in which refund claims would be processed, and ask comments on the program.

The outline of the draft notice is contained in the second status report on the refund issue, filed last week with the U.S. Court of Appeals in Washington. The court in January ordered the commission to issue the status reports when it deferred action on suits brought by the National Association of Broadcasters and others requesting refunds of fees earlier court decisions had ruled were collected illegally.

As drafted, the proposed schedule is based exclusively on costs—at this point, “rough” ones, according to one official—involved in processing the various applications to the FCC. And not all costs—enforcement, for instance—are included, but some may be added. Since the schedule is being calculated for the purpose of refunding fees based on schedules adopted in 1970 and 1975, the costs are those current in 1970.

The costs are both direct—in terms of the time spent on processing the application by professionals and nonprofessionals—as well as indirect, in terms of overhead, such as the offices of the commissioners, the general counsel and the executive director. Costs of adjudicatory proceedings are also being added in.

However, one question that the notice, as drafted, raises is whether cost is a sufficient basis. The Supreme Court, in a decision overturning the 1970 fee schedule, referred to “value to the recipient” as a factor to be considered. And the difficulty of determining that value has blocked previous commission attempts to develop a new schedule.

Commission officials say they still have not been able to determine value to the recipient and do not know whether it will be included in the schedule ultimately adopted. But they note that the General Accounting Office has held that costs are a sufficient basis on which to construct a schedule. The U.S. Court of Appeals in Washington, in 1976, in overturning the 1975 fee schedule, had used the term “value conferred” to make clear that “value derived,” which is a measure of a tax, is to be avoided (Broadcasting, May 5, 1977). “By basing a fee on costs,” GAO said, “the court avoids requiring FCC to establish a fee schedule that impermissibly taxes payors.”

The GAO report was prepared at the request of Senator Ernest F. Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.), chairmen, respectively, of the Senate and House Communications Subcommittees, who were unwilling to accept the commission’s position that it could not develop a new, and legal, fee schedule without help from Congress.

Commission officials last week said work on the schedule to be included in the notice was still under way. They also said it would not be the “final” one. But they said that since the schedule was constructed on the basis of direct and processing costs, the fees were bound to be lower—in many cases much lower—than the schedules being replaced that were designed to cover the commission’s entire operating costs.

Judge finds for Arbitron in diary distortion case

An Arizona Superior Court judge has ruled that an on-air “uncontest” run by KUPD-FM Tempe, Ariz., was “a diary distortion type contest.” He accordingly denied the station’s bid for a preliminary injunction to keep Arbitron Radio from deleting KUPD-FM’s audience figures from its April/May report for the Phoenix market.

Whether the “uncontest” actually caused diary distortion was beside the point, Judge Rufus Coulter asserted in his decision.

KUPD-FM is one of three stations whose numbers are being deleted from the April/May books by Arbitron as part of a crackdown on what the audience-measurement service considers promotions that might cause Arbitron diary-keepers to inflate their reports on how much they listen to certain stations.

The audience data for the three stations—KFKE (AM) Fresno, Calif., and WAVE (AM) Jacksonville, Fla., in addition to KUPD-FM—were to be published in supplements to the regular books for their markets. Data for a fourth station—WAYS (AM) Charlotte, N.C., which is co-owned with WAVE—were to be published in the regular Charlotte book but with appropriate flagging and description of the contest involved, Arbitron authorities said. The books were due to go into the mail last week.

“It is Arbitron’s hope,” the measurement service said, “that through a clearer understanding of our rating distortion rules, stations will not engage in activities during survey periods which, in the long run, would be detrimental to the entire broadcasting industry.”

Barry Leverant, general manager of KUPD, said last week the station had decided not to appeal the ruling on the preliminary injunction but to go ahead with trial of the suit, which seeks a permanent injunction and, among other things, “damages equal to three times the amount of damages sustained by KUPD.”

In its complaint, KUPD claimed Arbitron is a monopoly, that its reports are heavily relied on in building ratings and that KUPD would suffer “immediate loss of reputation, material diminution in advertising revenue and long-range destruction of substantial business value” if its numbers were removed from the book.

The KUPD-FM suit also named Betty Mogk and KASA (AM) Phoenix as defendants along with Arbitron as defendants. Miss Mogk is station manager of KASA. KUPD-FM contended in its suit that KUPD “maliciously” charged that KUPD-FM’s “uncontest” violated Arbitron’s diary-distortion policy.

Judge Coulter described the “uncontest” as involving telephone surveys conducted by KUPD-FM over a period of time. They were conducted under the assumed name of Tri-State Data in an effort, according to station officials, to keep them unbiased.

Among other things, respondents were asked to name their favorite radio station. The names of those that preferred KUPD-FM, the judge’s ruling declared, were placed on cards and a drawing was held, with cash prizes going to those whose cards were drawn. Winners were notified by telephone and their recorded numbers were later used on the air.

In promotional announcements, the decision continued, KUPD-FM told listeners it had been conducting anonymous surveys for two years to find out what music they like, what they listen to, what stations they prefer. The promos promised, in fact, that “if you listen to FM Stereo Kupid and we find out about it ... and we will ... you’ll win cash. Hundreds and thousands of dollars in thanks ... from FM 98 KUPD.”

The judge said that “the wording of the winner announcements was such that the Arbitron] diarykeepers could easily believe that the information which the disk jockey had was a diary similar to the one they were keeping, and, therefore, if they indicated in their diary that they spent a lot of time listening to KUPD, whether they did in fact or not, they might become a winner.

“As above indicated, Arbitron makes its initial contact with the diary keepers by phone. KUPD, in its promotional announcements ... indicated it they had been calling people but not letting the people know it was KUPD. Here again, the diary keeper could easily believe when Arbitron called that it was in fact KUPD calling and that the diary that Arbitron was asking them to
keep would ultimately end up in the hands of a KUPD disk jockey."

The ruling noted that a clause in the KUPD-FM Arbitron contract binds the station not to engage in any activity that could cause a diary keeper to record false information. It also gives Arbitron the right to delete from its reports the listening estimates for any station it has determined, "in its sole discretion," to have been involved in such activities.

The judge said he agreed with KUPD-FM that the contract provision "does not give Arbitron a license to delist without cause." But, he said, "in this case the court finds that Arbitron has cause to delist."

He called the contract provision "valid" and said it was designed to protect Arbitron's "legitimate concern" for the integrity of its ratings.

The ruling said KUPD-FM General Manager Barry Leverant "did attempt to obtain Arbitron's prior approval of the "uncontest" but apparently did not discuss all of the details. Based on what was discussed, the judge said, Arbitron indicated that the "uncontest" did not appear to constitute a diary distortion, but he said that the promotional announcements and winner announcements were not discussed.

The decision also said that "in 1977, KUPD had a net income of approximately $1.2 million, of which approximately 40% was as a result of national advertising, and it is projected that there will be approximately $700,000 of total national advertising for the calendar year 1978."

The Arbitron measurement period ran from April 6 to May 3 of this year. The judge said the "uncontest" started on April 4 "and has not concluded as of this date." His order was dated July 19.

KUPD's Bob Melton said the station had since discontinued the "uncontest," but not primarily because of Arbitron.

Arbitron distributed copies of the decision last week, noting that it quotes at length from Arbitron's announced policies against distortion activities on grounds that they "are detrimental to the entire broadcasting industry."

**Another entry in Denver diary case**

Air personality pleads no contest; charges against KHOW still stand

Another "no contest" plea has been entered to criminal charges of Arbitron Radio diary tampering in Denver, and one of the principals involved in the cases has made a public confession—on radio—of his participation in the crime.

Harold Moore, program manager and well-known air personality for KHOW(AM) Denver, entered the no contest plea to a felony charge of conspiracy to commit criminal impersonation. In return for the plea, a separate charge of criminal impersonation was dropped, according to Richard Spriggs, deputy district attorney. Mr. Moore received a sentence of two

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**Spotmaster**

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<table>
<thead>
<tr>
<th>FEATURES</th>
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<th>HARRIS CRIT. 90</th>
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<td>Headphone Jack for Maintenance</td>
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<td>-20 to 0</td>
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<td>Microphone Input Option</td>
<td>Yes</td>
<td>No</td>
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*Not specified

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

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

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So good that it's the only exciter good enough for you. Interested? Contact your Rockwell-Collins man and choose your size from 1 to 50 kilowatts. Or call Collins Broadcast Marketing, Commercial Telecommunications Group, Rockwell International, Dallas, Texas 75207. Phone 214/996-5574 or 5424.

Things heat up in Alaska

KIMO-TV responds to massive petition to deny that includes it, calling action by citizen group 'abuse' of FCC processes

One of 13 Alaskan radio and television stations facing petitions to deny their license renewal (BROADCASTING, Jan. 9) has lashed out at the group filing the actions as being more concerned with its own interest than that of the public's interest. Indeed, Central Alaska Broadcasting Inc., licensee of KIMO-TV Anchorage, says Alaskans for Better Media's purpose was to achieve its ends "through what can only be described as extortive means."

Central Alaska, which made the charges in a 386-page response—backed up by a bulky volume of appendices—to ABM's petition last fall, says ABM had demanded an "up-front payment of $7,500 plus an estimated $15,000-$20,000 in expenses and attorney fees, and acceptance of other "demands" concerning the operation of the station. Failure to comply within four weeks, Central Alaska said it was told, would be met with a petition to deny. And responding to the petition, ABM is said to have warned the licensee, would cost an estimated $75,000. Central Alaska says the "other proposals"—contained in a list of proposed promises covering almost 30 pages—would cost the station, in terms of increased operating expenses and lost revenues, more than $1.3 million, as an alternative to the "up-front" expenses and attorney fees. The proposals cover the creation of a community advisory board (which the station estimates would cost it more than $5,000 annually), news and public affairs programming, public service announcements and equal employment opportunity practices.

Central Alaska says that the same proposals were pressed on the other stations. And if they were accepted by the television stations alone, the total expenditure would have been $4 million in the Anchorage market, which the FCC said produced television income of $672,953 in 1976. Central Alaska also calculated that the "up-front" demands on all stations would total $150,000. (What Central Alaska refers to as "up-front" money would be used by ABM, according to its proposed promises, "to continue ABM's effort of encouraging citizen involvement in the broadcast media.")

Besides KIMO-TV, the stations that are the targets of ABM's petitions are KENS-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan, and Northern Television's KBYR(AM)-KNIK(FM)-KTVA-TV Anchorage and KFAR(AM)-KFYT-TV Fairbanks.

ABM began filing petitions last November, when it petitioned the commission to deny the $3.5 million sale of Midnight Sun's seven stations to Midnight Sun
We interrupt this magazine to bring you all you need in broadcast equipment.

One call is all it takes to get anything and everything you need in broadcast equipment—from turntables to AM and FM transmitters.

Choose from Rockwell-Collins equipment plus that of close to a hundred different manufacturers. It’s one-stop shopping with fourfold advantages:

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Melbourne (Littlefield) (03) 726-0788 • Porto (Rex) 687-31-02 • Tel Aviv-Jaffa (212) 248-3276 • Riyadh 69060 • Rome (0) 6-863-413 • Seoul 74-0276 • Tehran 685-109

Tokyo 476-1278 or 476-1279 • Toronto (416) 757-1101 • Jeddah 54600
Broadcasting Corp. ABM has been successful to the extent of blocking the sale, the commission two weeks ago dismissed the applications at the seller's request, after the contract deadline for the sale expired.

The bulk of Central Alaska's pleading is not taken up with charges that ABM is seeking to advance its private and not the public's interest. Most of the filing contains denials of the long list of ABM charges—that KIMO-TV engaged in network clipping, that its alleged logging violations or ascertainment deficiencies warrant a hearing, or that the station's programing did not match its promises, among them. But a major argument is that the pleading is an abuse of commission processes, and should be rejected summarily.

**CPB's carrot on stick for public radio stations**

A grant program to assist stations in meeting minimum standards required to build "an effective public radio service meeting the local needs of the community" was announced last week by the Corporation for Public Broadcasting.

Diana Calland, director of CPB's radio activities department, said the new grant project is to assist stations in achieving minimum standards required under the community service grant program, which is an annual uniform base grant from CPB to all qualified public radio and television stations.

The new grant program will be competitive, based on first service for population areas of less than 350,000; first minority licensee or program service in area; second service proposing a separate and distinct program service, and first service in population areas of more than 350,000.

Distributed from a $150,000 radio grant fund, the money will be used to assist stations in meeting the initial staff and budget size required by applicants for community service grants, to assist stations in meeting other required minimum standards and to provide a two-year period for applicant stations to meet all minimum standards.

Basic conditions required for a successful applicant include a minimum of three full-time professional radio station staff funded by other than CPB grant funds, maximum of two full-time personnel funded through qualification assistance grants and a minimum on-air schedule of 14 hours a day, 365 days a year.

Application forms will be available after Oct. 1 from CPB.

**New communications watchdog formed, headed by UCC's Parker**

An organization to alert the public to telecommunications developments that affect consumer interests has been formed by a group of nonprofit organizations.

Called the Telecommunications Consumer Coalition, the organization is headed by the Rev. Dr. Everett C. Parker, director of the Office of Communication...
of the United Church of Christ, New York, who has the title of chairman. Warren Braren, associate director of the Consumers Union, Mount Vernon, N.Y., will be vice chairman. Kathleen O’Reilly, executive director of the Consumers Federation of America, Washington, will be secretary.

The coalition was formed to serve as a source of information on television, radio, cable TV and telephone, and will provide technical advice and counseling. Its initial program, Dr. Parker said, will concentrate on the revision of the Communications Act pending before the House of Representatives, as well as common carrier issues and reviews of select FCC and Federal Trade Commission rulemaking proceedings.

Nonprofit organizations will be eligible to participate in the coalition. Although no set membership fees have been established, suggested annual contributions range from $25 for local organizations to $250 for those of national scope.

A steering committee of 12 persons has been selected: Dr. Parker, Mr. Braren, Ms. O’Reilly and Robert Beusse, secretary for communications, U.S. Catholic Conference, New York; Dorothy Height, president, National Council of Negro Women, New York; Adan Medrano, associate publisher, National Hispanic Publishing Center, Huntington, Ind., and Gerald Wilkinson, director of the National Indian Youth Council, Albuquerque, N.M. Benjamin Hooks, former FCC commissioner and executive director of the National Association for the Advancement of Colored People, New York, has tentatively accepted membership.

Dr. Ralph M. Jennings, deputy director of the Office of Communication, will serve as chief executive of the coalition. Washington representative will be Barry Lynn, staff attorney of the church’s Office for Church in Society. The Rev. Donald Mathews, S.T., professor of communications, Fordham University, New York, will be general executive.

France’s Autin succeeds BBC’s Curran at EBU

Jean Autin, president of Telediffusion de France, becomes president of the European Broadcasting Union next Jan. 1. Mr. Autin will succeed Sir Charles Curran, former director general of the BBC. Sir Charles had headed EBU for six years.

EBU’s 29th general assembly, held this month in Athens, elected Luis Ezcurra, deputy director general of Radiotelevision Espaniola, to succeed Mr. Autin as vice president, and re-elected Dr. Otto Oestreich, former director general of Österreichischer Rundfunk as vice president.

One hundred forty-five delegates from 55 broadcasting organizations and 40 countries attended the assembly. The EBU, which includes Eurovision, is a system of international broadcasting cooperation with headquarters in Geneva.

Effect of ‘Bakke’ on FCC policy

NTIA tells commission that Supreme Court decision doesn’t rule out tax certificate plan and other aids to minorities

The Commerce Department’s National Telecommunications and Information Administration has expressed the view that the Supreme Court’s Bakke decision does not invalidate two FCC policies aimed at promoting minority ownership of broadcast properties.

In the Bakke decision, the high court held that a rigid quota favoring minorities for admission to a University of California medical school was illegal but said that affirmative action plans in which race is a factor may be proper.

And NTIA, in a filing with the FCC last week, said the second element is applicable to commission policies providing for the issuance of tax certificates to broadcasters who sell to minorities and for the sale, at “distress” prices, of stations facing license-renewal or license-revocation hearings.

“Race is only one of an array of factors—a ‘plus,’” when the commission determines whether a tax certificate or a distress sale is appropriate, NTIA said. “The use of race is therefore no greater than necessary to promote the public interest in diverse programming, in accord with the Bakke test.”

NTIA also said the Bakke decision supports additional proposals aimed at promoting minority broadcast ownership that were presented in a joint NTIA-White House filing in January, and urged the commission to adopt them. One calls on the commission to award varying amounts of advantage to applicants in comparative hearings in proportion to their degree of minority ownership.

In a related matter, NTIA said the commission, in “distress-sale” situations, need not develop a permissible range of prices. And on that score, NTIA received support from the National Association of Broadcasters. “The workings of the marketplace, rather than the ruminations of a governmental agency,” NAB said, provides the only sensible—and, indeed, legally defensible—approach.”

Turning PBS around

A report proposing a complete reorganization of public broadcasting structure—previewed at the Public Broadcasting Service meeting in Dallas in June (Broadcasting, July 3)—was released last week by PBS Vice Chairman Hartford N. Gunn Jr. “This paper is not a definitive plan for the future,” Mr. Gunn said, “rather it should be used as a first step in a much greater
among considerations in the report are restructuring of the present federal funding system into two separately funded activities—one that would go to local stations through the Corporation of Public Broadcasting on a dollar-for-dollar matching basis for the support of programing and operations, and the other, a telecommunications fund through CPB for advancing art and service of public telecommunications. Mr. Gunn would also transform public broadcasting stations to "telecommunications centers" that would acquire, produce and disseminate programs.

Strategies public television might consider during the 1980's include, Mr. Gunn's report said, a new emphasis on local public television programing as cable and satellites assume a more dominant position in program distribution. Also, proposed is the integration of present public television program distribution systems—national and local—with cable and satellite systems and the development of multichannel capacity for reaching the public at both local and state levels.

"Time may be running out for the creation of a great American public broadcasting system," Mr. Gunn's report said. "Whether public television achieves its full potential in the 1980's . . . will be determined not by new technology, not by the state of the economy, not even by our internal structure . . . but primarily by the federal government."

**Proposed**

- **WVCG(AM)-WYOR(FM)** Coral Gables, Fla.: Sold by Independent Music Broadcasters Inc. to Insilco Broadcast Group (formerly Covenant Broadcasting) for $4,850,000. Seller is owned by Ted Niarhos, president (99.65%), and his wife, Elizabeth (0.35%). Buyer is subsidiary of Broad Street Communications Corp., which is owned by publicly traded Insilco Corp., Richard L. Geismar, chairman; Fred E. Walker, president, and 12 others.

- **KBTc(AM)-KSCM(FM)** Houston, Mo.: Sold by Radio of Texas County Inc. to Broadcasters of Texas County Inc. for $280,000. Seller is owned by Jeryl L. Smith who recently bought KGLC-AM-FM Miami, Okla. ("Changing Hands," July 31). Buyer is owned by J. Paul Salois and his wife, Betty, who are part owners of KPCR-AM-FM Bowling Green, Mo. KBTc is 1 kw daytime on 1250 khz. KSCM is on 99.3 mhzw with 3 kw and antenna 300 feet above average terrain. Broker: Chapman & Associates.

- **KAPY(AM)** Port Angeles, Wash.: Sold by Port Angeles Radio Inc. to Strait Corp. for $225,000. Seller is owned by Charles H. Herring Jr. and his wife, Mary Helen, who have no other broadcast interests. Buyer is principally owned by Thomas P. Newman Jr., sales manager of KYSS-AM-FM Missoula, Mont., and Douglas Nelson, Sears, Roebuck executive in Seattle. KAPY is 1 kw daytime on 1290 khz. Broker: William A. Exline Inc.

- **KVMN(FM)** Pueblo, Colo.: Sold by Recreation Broadcasting of Pueblo to Horwin Communications Corp. for $175,000 plus $50,000 covenant not to compete. Seller is owned by Joyce Hatton, president; her ex-husband, Julian; her brother, Gary Verplank, and his wife, Victoria; Allen L. Hunting, and his wife, Helen; L. William Seidman (head of Grand Rapids Mich., accounting firm and one-time special adviser to President Gerald Ford) and his wife Sarah and Stephen Heater. Same group owns KSPN(FM) Aspen, Colo. Buyer is jointly owned by Lawrence J. Horwin and his wife, Janet. Mr. Horwin is sales manager of WWL(FM) Miami Beach. Neither he nor his wife has any other broadcast interests. KVMN is 98.9 mhzw with 44 kw and antenna 61 feet above average terrain.

- **KLMX(AM)** Clayton, N.M.: Sold by Arizona Broadcasting Corp. to Johnson County Broadcasters Inc. for $98,500. Seller is owned by 139 stockholders, none of whom has other broadcast interests. Arthur Jernigan is president. Buyer is owned by Avis G. Tucker, president, and Jim McCollum, who are partners in KOKO(AM) Warrensburg, Mo. Mr. McCollum also owns KSUN(AM) Biabe, Ariz.; KTRX(FM) Tarkio, Mo., and KMLA(FM) Ashdown, Ark. KLMX is on 1450 khzw with 1 kw daytime and 250 w night. Broker: Chapman Associates.

- Other station sales announced last week included wLR(FM) Green Bay, Wis. (see page 66).

**Approved**

- **WLOR-AM-FM** Minneapolis: Sold by
Midcontinent Broadcasting Co. to Robert G. Liggett Jr. and nine others for $1,550,000. Seller, which will retain 41.2% of stock, is equal partnership of N.L., Bentson, Joseph Ford and Edmond R. Ruben. Midcontinent owns WTSO(AM)- WZEE(FM) Madison, Wis., and minority interest in cable system there: KELO-AM-FM TV Sioux Falls, KDL0-FM Watertown, KDLQ-TV Florence and KPL0-TV Reliance, all South Dakota. It also owns cable systems in South Dakota and Nebraska.

New stockholders include: Mr. Liggett (25.4% after transfer) and two corporations of which he is president and controlling stockholder: MegaMedia (19.19%); and TRIMEDIA (5.59%); James V. White (3.81%), William M. Follis, M.D. (3.89%), and Thomas C. Burkh, M.D. (2%).

MegaMedia owns WFMK(FM) East Lansing, Mich. TRIMEDIA owns WBUI(FM) Buffalo, N.Y., and WRDD(AM)-WHNN(FM) Bay City, Mich. Mr. Liggett also owns WABI(AM)-WQTE(FM) Adrian, Mich. Mr. White is Bay City, lumber wholesaler and part owner of TRIMEDIA. Drs. Follis and Burkh are practicing physicians there and Dr. Follis is part owner of TRIMEDIA. WLOL is 5 kW daytimer on 1330 khz. WLOL-FM is on 99.5 mhz with 72 kw and antenna 880 feet above average terrain.

KBMF(FM) Spearman, Tex.: Sold by Hansford Broadcasting Co. to Cardinal Industries Inc. for $325,000. Seller is owned (100%) by Coy Palmer, who is retiring from broadcasting. Buyer is owned by Patrick T. Pogue, Stanley M. Searle and 54 others. Messrs. Pogue and Searle are equal partners in CATV systems in Missouri and Oklahoma; principals of Soda Springs, Ind., CATV systems. KBMF-FM is on 98.3 mhz with 3 kw and antenna 215 feet above average terrain.

KBBF-FM-FM Borger, Tex.: Sold by Dr. Orville M. Rippy to Borger Broadcasting Corp. for $300,000. Seller is practicing physician in Stillwater, Okla., and has no other broadcast interests. Buyer is owned by R. Smith Schumeman, president of Media Loft Inc., Minneapolis educational and corporate media production firm; Robert Schneider, employe of McMartin Industries, broadcast equipment firm, and Dr. Hugh Weigman and Dr. John Cecil III, both Hays, Kan., radiologists. None has other broadcast interests. KBBF is 5 kw daytimer on 1600 khz. KBBF-FM is on 104.3 mhz with 26 kw and antenna 175 feet above average terrain.

Other station sales approved by the FCC last week include: KPCA(AM) Marked Tree, Ark. (see page 66).

### Media Briefs

**Conflict questions.** FCC has directed Roderick Porter, who was aide to former Chairman Richard E. Wiley, to file affidavit detailing extent of his involvement while at commission in case in which he is now involved as private attorney (Broadcasting, July 3). Commission, which was acting on questions presented

**Go-ahead.** Renewal of license for United Broadcasting Co.'s KBAY(FM) San Jose, Calif., has been recommended by FCC administrative law judge. Competing application of Public Communicators Inc. was denied.

**Seeking rebuttal.** California Attorney General Evelle Younger, candidate for governor against incumbent Jerry Brown, has asked FCC for equal time to respond to speech on Proposition 13 given by Governor Brown and carried by 26 California radio and television stations, all of which refused Mr. Younger's request. Governor's staff had informal telephone ruling from FCC that speech was news, exempt from equal time provisions. Mr. Younger claims speech was "political message, presented in a contrived and staged manner in an effort to monopolize the electronic media during prime time."

**Alabama hearing.** FCC designated for hearing application of Central Alabama Broadcasters Inc. to change transmitter site, increase power and increase antenna height of existing VHF station, WSLA-TV Selma, Ala. Application is opposed by 'WCVK-TV and WKAB-TV, both Montgomery, and four other stations in area where overlap with WSLA-TV would occur. Issues of hearing are whether grant of application would impair ability of authorized UHF stations in area to compete effectively, whether it would jeopardize continuance of UHF service and whether benefits of proposed operation of WSLA-TV would outweigh detrimental effects.
Harvard group urges government support of TV campaign ads

Government should use its tax policy to increase television exposure for political candidates, says a group of professors and campaign workers at Harvard's Institute of Politics.

Chris Arterton, professor of political science at Yale and chairman of the Campaign Study Group, said its research is based on a 1977 study by Harvard undergraduate George White. The basis of the group's research and discussions, Mr. Arterton said, is that advertising by political candidates on television is healthy, that there is a "tremendous problem" getting challengers on equal footing with incumbents and that there is no evidence to support the theory that candidates are able to "manipulate" citizens via television.

Fundamentally, he said, they want to increase the time on television available to candidates.

Recommendations include getting money to candidates through federal subsidies (though the group suggests further study of the impact of this), and allowing candidates to buy time at the lowest unit rate during the campaign period. The study group said stations should be allowed to make up any difference in rates by deducting it from their income taxes. Also, the group concluded, networks should be required to give 20-30-second prime time segments for political candidates during the campaign period and that the FCC should work with the Federal Elections Commission to standardize the credit and payment practices by stations involving political advertising.

Among other things, the group recommended a temporary lifting of regulations requiring stations to provide candidates equal time. That, Mr. Arterton said, would allow authorities time to decide what effect, if any, such a move would have on a campaign.

There was one dissent, he said, to proposals giving tax incentives to stations, and that came from a member who said stations were profitable enough and should not be given incentives for something they should be doing anyway.

Ad exposure—TV versus news magazines

"Newsweek" commissioned survey of Philadelphia claims that commercials are seen by about 77% of a show's viewers but ads seen by 85% of magazine readers.

About 70% of prime-time television's average quarter-hour audience remains in front of the set during commercial breaks. The average reader of a newsmagazine looks at 85% of the advertising pages. Those are among the figures turned up in "Eyes On," a pilot study of the Philadelphia area of dominant influence conducted by Audits & Surveys Inc. for Newsweek magazine.

Getting hotter. Advertiser investments in network television in June rose 12.6% over those of June 1977, reaching $297.8 million, according to a report released last week by the Television Bureau of Advertising, based on estimates compiled by Broadcast Advertisers Reports.

The month's total pushed network billings for the first half of 1978 to $1.9 billion, up 11% from a year ago. For the six months, ABC-TV was shown with 36.4% of the total, CBS-TV with 33.3% and NBC-TV with 30.3%.

The TVB/BAR report follows:

<table>
<thead>
<tr>
<th></th>
<th>June</th>
<th>January-June</th>
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<tr>
<td></td>
<td>$ 86,901.5</td>
<td>$ 98,249.0</td>
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<td>Mon-Fri</td>
<td>65,084.0</td>
<td>79,816.0</td>
</tr>
<tr>
<td>Sat-Sun</td>
<td>21,521.1</td>
<td>25,330.0</td>
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<tr>
<td>Nighttime</td>
<td>177,585.7</td>
<td>199,522.3</td>
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<tr>
<td>Total</td>
<td>$264,487.2</td>
<td>$297,768.3</td>
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The TVB/BAR report follows:

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<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
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<tr>
<td>January</td>
<td>$114,559.7</td>
<td>$104,403.6</td>
<td>$95,308.1</td>
<td>$321,267.6</td>
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<td>February</td>
<td>109,002.7</td>
<td>96,305.0</td>
<td>89,012.5</td>
<td>294,320.2</td>
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<td>March</td>
<td>115,521.5</td>
<td>106,925.1</td>
<td>98,363.8</td>
<td>322,803.4</td>
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<tr>
<td>April</td>
<td>125,202.2</td>
<td>112,389.6</td>
<td>104,784.2</td>
<td>342,376.0</td>
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<tr>
<td>May</td>
<td>130,286.7</td>
<td>118,404.5</td>
<td>104,895.8</td>
<td>353,587.0</td>
</tr>
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<td>June</td>
<td>108,807.3</td>
<td>93,938.4</td>
<td>92,224.8</td>
<td>294,966.3</td>
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<tr>
<td>Year to date</td>
<td>$703,775.3</td>
<td>$644,089.7</td>
<td>$587,062.0</td>
<td>$1,934,928.0</td>
</tr>
</tbody>
</table>

*Add 0.0.

Source: Television Bureau of Advertising, based on Broadcast Advertising Reports (BAR) data.
permit lawyers to advertise on radio and television. But the department objected to two provisions. One involves standards as to what communications will be presumed to be false, misleading or deceptive. The department said such standards were not needed, because of the proposed general ban on such advertising and because some of the proposed standards might deter lawyers from price advertising.

The other deals with a recommendation that an existing ban on solicitation of professional employment in "a specific or particular case of matter" be retained. The department said such solicitation often helps people receive information necessary to select a lawyer.

Advertising Briefs

Ayer in Army. Army Recruiting Command, Washington, has renewed contract of NW Ayer ABH International for coming fiscal year. The two one-year options to renew. Account has been billing about $45 million; pact stipulates it is "not to exceed $54 million."

New agency. Speas Co., Kansas City, Mo.-based subsidiary of Pillsbury Co. and marketer of apple juice and vinegar products, has named W. B. Doner & Co. Southfield, Mich., as its advertising agency.

Envelope, please. Art Directors Club presented five gold awards in various categories of television during ceremonies in New York. Winning art directors for 30-second spots were Bob Engel of McCann-Erickson, New York (Miller Brewing); John Plucinski, Leo Burnett, Chicago (Royal Crown Cola); Joe Sedelmaier, Sedelmaier Film Productions, Chicago (Moulinex); Charlie Carpenter, Bob Ryzner and Jeff Witchel, Young & Rubicam, New York (General Foods). In 60-second spot classification gold medal winner was Robert Lenz of McCann-Erickson, New York (Miller Brewing).

Canadian connection. New rep firm, Devney-O'Connor Inc., has been formed by Edward J. Devney and Roger O'Connor to represent Canadian TV stations and networks. Company will be at 347 Madison Avenue, New York; telephone (212) 661-2460.

Wins Westinghouse. Group W has appointed Jim Johnston Advertising Inc., New York, to handle its corporate account, replacing DKG Inc., New York, which had been its agency since 1965.

Growing in Texas. Young & Rubicam Inc. has signed letter of intent to purchase Smith, Smith, Baldwin & Calberg, Houston, which will merge it into Y&R's Houston-based agency, Rives, Dyke/Y&R. New agency, to be known as Rives, Smith, Baldwin & Carlberg, will have billings of $22 million, of which more than $15 million is expected to be in broadcast.

DDB and Ally talking. Doyle Dane Bernbach, New York, reports it has started discussions with principals of Ally & Gargano Inc. there to acquire that agency. If negotiations are successfully completed, Ally & Gargano will be operated as separate subsidiary with present management. DDB has worldwide billings of more than $1.1 billion; Ally, approximately $40 million.

Costs climbing. Advertising agencies' profit ratios declined as expenses went up in 1977, according to a study being released last week by the American Association of Advertising Agencies, based on reports from 240 member agencies. On average, net profit after taxes was 4.73% of gross income, down from 4.77% in 1976. For incorporated agencies, after-tax profit averaged 4.36% of gross income (compared with 4.52% in 1976), or 0.35% of billing (0.97% in 1976). Over-all, total expenses increased to 93.59% of gross income (from 93.52% in 1976), but the biggest expense item, payroll, declined from 61.86% of gross income to 61.41%, which the 4A's said was the lowest payroll percentage since it started the studies 49 years ago. U.S. income taxes declined as a percentage of gross income (from 1.71% to 1.68%) but other taxes rose (3.94% to 4.05%) along with other operating expenses (16.47% to 16.61%), payments into retirement plans (2.31% to 2.80%) and insurance for employees (1.58% to 1.59%).

The 10-year report in detail:

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<tr>
<td>Reclit. light and depreciation</td>
<td>6.93%</td>
<td>6.83%</td>
<td>7.30%</td>
<td>7.61%</td>
<td>7.74%</td>
<td>7.29%</td>
<td>7.37%</td>
<td>7.81%</td>
<td>7.36%</td>
<td>7.13%</td>
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<td>Taxes (other than U.S. income)</td>
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<td>2.77</td>
<td>2.93</td>
<td>2.58</td>
<td>3.27</td>
<td>3.07</td>
<td>3.61</td>
<td>3.84</td>
<td>3.94</td>
<td>4.05</td>
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<tr>
<td>Other operating expenses</td>
<td>14.56</td>
<td>15.09</td>
<td>15.40</td>
<td>15.86</td>
<td>15.95</td>
<td>15.93</td>
<td>16.20</td>
<td>16.52</td>
<td>16.37</td>
<td>16.61</td>
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<td>69.67</td>
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<td>64.37</td>
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<td>61.86</td>
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<td>1.57</td>
<td>1.87</td>
<td>1.49</td>
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<td>2.09</td>
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<td>Insurance for employee benefits</td>
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<td>1.14</td>
<td>1.19</td>
<td>1.22</td>
<td>1.23</td>
<td>1.54</td>
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<tr>
<td>Total expenses</td>
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<td>93.68</td>
<td>94.14</td>
<td>94.92</td>
<td>94.64</td>
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<td>94.75</td>
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<td>6.32</td>
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<td>5.08</td>
<td>5.38</td>
<td>5.77</td>
<td>5.25</td>
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<td>2.13</td>
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<td>1.76</td>
<td>1.80</td>
<td>1.80</td>
<td>1.59</td>
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<td>3.66</td>
<td>3.88</td>
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<td>4.73</td>
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<td>Net profit</td>
<td>6.43</td>
<td>5.57</td>
<td>4.92</td>
<td>4.80</td>
<td>5.42</td>
<td>5.70</td>
<td>5.27</td>
<td>5.43</td>
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<td>6.19</td>
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<tr>
<td>Profit before U.S. income tax</td>
<td>2.46</td>
<td>2.54</td>
<td>1.81</td>
<td>1.93</td>
<td>1.80</td>
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<td>1.84</td>
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<td>1.63</td>
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<td>for incorporated agencies</td>
<td>3.97</td>
<td>4.03</td>
<td>3.11</td>
<td>2.87</td>
<td>3.62</td>
<td>3.87</td>
<td>3.43</td>
<td>3.91</td>
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<td>U.S. income tax for</td>
<td>0.76</td>
<td>0.80</td>
<td>0.66</td>
<td>0.56</td>
<td>0.75</td>
<td>0.82</td>
<td>0.65</td>
<td>0.77</td>
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<td>0.76</td>
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<td>0.56</td>
<td>0.75</td>
<td>0.82</td>
<td>0.65</td>
<td>0.77</td>
<td>0.97</td>
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Stations charged with price fixing get look at part, but not all, of the FCC's evidence

The FCC has overruled its staff and granted in part a request by three Midwest television licensees for access to material gathered by the commission in its investigation that led to an order designating the stations' renewal applications for hearing.

Mid-Continent Telecasting Inc., Mid-America Broadcasting Inc. and Gilmore Broadcasting Corp., licensees of KOAM-TV, KODE-TV and KTVJ, both Joplin, Mo., are seeking the release of some 170 items, including tape recordings and documents.

The commission in March ordered a consolidated hearing on charges the stations had engaged in price fixing—the same charges that sparked a federal grand jury investigation, which is still under way. One issue limited to Gilmore is whether KODE-TV violated Section 315(b) of the Communications Act by charging political candidates in 1976 higher rates that it did commercial advertisers for comparable time (Broadcasting, March 6).

The staff had withheld all materials under exemptions to the Freedom of Information Act which permit nondisclosure of interagency or intra-agency material, as well as the withholding of investigatory records whose production would interfere

Broadcasting Aug 17 1978 53
Agencies hold little hope for new entries on TV in fall

Bache Halsey survey finds expectations are low for premiere series; only ABC seen as placing any in top 20; HUT decline is also forecast

A survey of advertising agency projections for the upcoming network TV season finds little confidence in the new series slated to debut this fall. No fewer than 15 rookies are expected to turn up in the bottom 20 least-watched shows, and the expectation is that their rapid replacements will follow. The survey was conducted by the brokerage firm, Bache Halsey Stuart Shields, which annually distributes questionnaires to the 25 largest-billing agencies. According to results compiled from the 13 agencies responding this year, only three new series will enter the top-20 programs list, all of them belonging to ABC-TV—Battlestar: Galactica, Taxi and Vega$. Eight of nine NBC-TV entries are expected to reside in the lower depths of the ratings [Grandpa Goes to Washington is the exception], while CBS-TV has six placed there (People, In the Beginning, Dallas, Flying High, American Girls and Paper Chase). These judgments are based on the programs’ competitive strength in their current time periods, and only for the fourth quarter. Although there is the possibility that some shows may build with time, Bache’s report predicts that many will not, or should not, be given the opportunity.

"Indeed," the report states, "rapid replacement of at least some of [NBC’s] 10 worst shows might well prove to be the difference between a competitive or uncompetitive third place for NBC this season... Clearly, CBS and NBC cannot wait until January to replace some of their losers. With relatively little now in the can which offers real promise to replace these shows, both networks must continue to test pilots through the fall season."

Among returning shows, no-confidence ratings were received by ABC’s Carter Country, Hardy Boys and Operation Petticoat and by CBS’s Wonder Woman and Rhoda.

Over-all, Bache’s survey found the agencies expect ABC to maintain its prime-time dominance by winning Tuesday, Wednesday, Friday and Saturday nights by large margins and Thursday by "a hair." CBS should win Sunday, the agencies believe, while NBC will take Monday. NBC is predicted to be heading for third-place finishes on four nights (Wednesday, Thursday, Friday and Sunday) and CBS to bring up the rear on three (Monday, Tuesday and Saturday).

That scenario would leave ABC with a fall-quarter rating average of 20.3 and an average share of 37, while CBS would come in with an 18.1/33 and NBC a 17.1/31. That’s about a half-point greater gap than that separating CBS and NBC last fall, although the agencies predict that all three networks will lose ground because of another anticipated drop in homes using television (HUT) levels.

Last fall’s 1.7% fall-quarter HUT decline (Broadcasting, Nov. 7, et seq.) has yet to be definitively explained, but the agencies’ audience projections take into account a similar drop this fall. However, Anthony Hoffman, broadcast analyst for Bache, believes the agencies may have factored the HUT level issues into their calculations more as a bargaining ploy or as self-protection than because of any real knowledge that such a decline will materialize. The agencies got “burned” by the HUT drop last fall, Mr. Hoffman said, and agencies aren’t supposed to be in the business of overestimating audiences.”

Mr. Hoffman’s own theory is that the HUT drop was a viewer reaction to the tumultuous schedule change encountered last fall, and he believes the networks have learned from that mistake and will try to maintain more regularity this year.

Networks say suit by Zamora has no basis in fact or law

They seek dismissal of filing in which convicted murderer wants $25 million in damages over viewing of violent programing

The three television networks have filed motions to dismiss the $25 million damage suit lodged against them by Ronny Zamora, the teen-ager who claimed that television programing had turned him into a killer (Broadcasting, May 8).

Zamora, 15, who was convicted last year in the slaying of an elderly woman, filed his suit (along with his parents) in early May, claiming that between the ages of 5 and 15 he had been exposed to as many as 50,000 TV murders. The complaint contends that Zamora had become “voluntarily addicted to and has been completely subliminally intoxicated by the prolonged viewing of television programs, especially those programs depicting explicit violence and stereotyped violence.”

The motions to dismiss filed by ABC, CBS and NBC in the U.S. district court for the southern district of Florida offered essentially the same grounds for dismissal. They maintained that the complaint was contrary to the First Amendment and that it contained no statutory claims. ABC elaborated upon this second point when it said in its reply: "Finally, plaintiffs seek to state claims that are prohibited by Florida law—claims for mental injuries based on negligence or

NAD scorecard for first seven years

Better Business Bureau advertising review board upholds more ads than it doesn’t; children’s unit, however, is a harsher judge

National advertising challenged in cases brought before the National Advertising Division (NAD) of the Council of Better Business Bureaus tends, thus far, to have been found acceptable somewhat more often than not.

The NAD said that from its formation in mid-1971 through June, it had processed 1,319 challenges to national advertising, exclusive of challenges to children’s advertising (which are handled by a special NAD unit).

Of the 1,319 commercials and ads challenged, the report said, the claims in 923 (64%) were found by NAD to be substantiated; in 423 instances (32%), the advertising claims were either modified or discontinued by the advertisers; 290 cases (22%) were closed “for administrative reasons”; 13 (1%) were referred to the National Advertising Review Board for panel adjudication, and 68 cases (5%) are still being studied.

During the same seven-year period, the report said, 98 challenges to children’s advertising were handled, resulting in 59 instances (60%) in which the challenged claims were either modified or discontinued and 20 (20%) in which the claims were held to have been substantiated. Ten other cases were closed administratively and nine are pending.

During June, the report said, NAD closed its files on challenges to certain TV commercials for Whitehall Laboratories’ Anacin-3 and the Earl Grissmer Co.’s Rinsevac carpet-cleaning-election and to a radio commercial for Norelco Thayer Inc.’s OXY-10 acne medication, after the respective advertisers changed or discontinued the challenged spots. The NAD Children’s Advertising for the General Mills Fun Group’s Star Wars Early Bird Certificates and found it acceptable.

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claims for intentional infliction of emotional distress based on acts that are not, as a matter of law, so outrageous as to exceed all bounds of conduct tolerated by society."

New in-house unit booking guests for WBC TV outlets

A central booking office to arrange guest appearances of "notable authors and national celebrities" and others for the five Westinghouse Broadcasting Co. TV stations has opened at WJZ-TV Baltimore.

The office will provide two guests a week for Westinghouse's East Coast stations, which, besides WJZ-TV, are WBB-TV Boston, KYW-TV Philadelphia and KDKA-TV Pittsburgh. Some guests will be obtained for the company's other station, KPIX(TV) San Francisco.

WJZ-TV Program Manager Alan Frank said the service will allow the stations to get the kinds of guests they might not be able to get on their own. Guests will appear on several of the stations' morning programs. The office will also book "experts in . . . health, fashion and home" as regulars.

Diane Heditsian, who joined WJZ-TV in 1976 as associate producer of a weekly consumer affairs program, is coordinating the office.

WIND of change

Westinghouse Broadcasting Co.'s WIND(TV) Chicago is getting up for a format change in late September, from a mixture of middle of the road/contemporary music/personality to news and talk.

Richard Harris, Westinghouse's radio group president, explained it as an effort to build on the station's strengths. It is in news and talk periods that WIND fares better, he said.

In ratings terms, Mr. Harris said that the station has been "basically treating water for four or five years" averaging about fifth place in adults 18+. For total survey area, aged 12+, the station turned up ninth in the April/May Arbitron rankings.

The format being planned calls for continuous news blocks in morning and afternoon drive, with talk programming for the rest.

It is expected that the present seven-person local news staff will at least be doubled. As for the unions, Mr. Harris said that agreements with "no drastic changes" in the present contracts had been worked out with the International Brotherhood of Electrical Workers and the American Federation of Television and Radio Artists.

Top man for Group W in Chicago is Robert Emery, former independent sales and management consultant and regional vice president for Sudbrink Broadcasting, who was brought in earlier this year as general manager. Dave Graves, executive producer with Group W's all-news KDKA(AM) Pittsburgh, has been named program manager. John Secret, station manager at the group's KPFW(AM) Los Angeles, is now WIND program director.

Mr. Harris said that he expects WIND will cost about 20% more to run under the new format. As for current profitability the station makes money—if we remember to turn the lights off," he said.

Curtain to rise on 'NBC Theater'

New series will feature original dramas; once a month is goal with no fixed time slot set

NBC-TV has announced another "quality" element to be added to its prime-time program line-up next fall—an NBC Theater series of original dramas for television.

The initial selections for the two-hour, irregularly scheduled series will be taken from the projects which will usually appear in the network's movies and events time periods and are expected to run on the average of once a month, although no definite schedule has been set, an NBC spokesman said.

The first NBC Theater set for Monday, Oct. 9 (9-11 p.m. NVT), will be the "Triangle Factory Fire," a turn-of-the-century story about a tragic fire that leads to reforms in work safety regulations and the role of unions. Other presentations of the new series will be Betty Greene's "The Summer of My German Soldier," and Maya Angelou's "The Secrets of the Sisters."

NBC President Fred Silverman, in his first press conference since assuming his new position last month, repeatedly referred to NBC Theater as representative of the mature programming he had previously helped bring to television, and of the type he hoped to bring to NBC. NBC-TV President Robert Mulholland, in announcing the NBC Theater project, said, "It is our intention that NBC Theater will become the signature for exceptional television drama for years to come."

Program Briefs

Prepared. NBC has taken out $40-million insurance policy ($2-million premium) with Lloyds of London to cover losses if U.S. team does not participate in 1980 Moscow Olympics.

Book to broadcast. Warner Bros. Television has acquired rights to Marilyn French's best-seller novel, "The Women's Room," and has announced deal to develop it as ministries for CBS-TV.

Designed for daytimers. Studio West, Newport Beach, Calif.-based program syndication company, is offering two new for-
Producers deny charge that ABC staged scenes in documentary

Testimony of freelancer who worked as aide in filming is cited by black producers in complaint to FCC; issues at question involve shooting, gang fight, whether network executives lent money to youths

ABC's highly acclaimed "Youth Terror: The View from Behind the Gun," a story of street gangs and violence in the Williamsburg section of Brooklyn, was not the completely cinema verite documentary it was said to be, according to a complaint filed with the FCC by an organization called the Black Producers Association. Some scenes, the association said, were staged.

"There is no truth whatsoever to those charges," said Pamela Hill, executive producer of ABC's Close-Up series, of which "Youth Terror" was a part. "I'm extremely upset about the allegations," said Helen Whitney, the show's producer. "They are not true."

BPA, an organization said to have been formed only four months ago and to include some 30 black film and television producers, is now occupied chiefly with seeking program funds from the Corporation for Public Broadcasting and other sources for independent black producers. It made its charges in a letter to the FCC's only black member, Tyrone Brown. The organization asked for an investigation.

One of BPA's complaints is that the program presented conditions in Williamsburg in bleaker, less hopeful terms than BPA believes the facts warrant. But its principal allegations of staging involve two scenes: one showing a young Puerto Rican male shooting a gun out of a window and another showing a gang fight. BPA also charged that ABC personnel loaned money up to $50 to youths who appeared in the program, "disregarding questions of professional ethics."

BPA said it based its charges on information supplied by a member of the documentary's production staff, Hugh A. Hill, a BPA member who worked on the show for six months. Mr. Hill pinned responsibility for the staging on Ms. Whitney.

Mr. Hill said youths who appeared in the gang fight had put on their "uniforms" at Ms. Whitney's request and that when they returned to where the crew was located, she called for some "walk throughs," then "action." Mr. Hill said, "The kids interpreted that to mean 'fighting,' and they did fight, on the street and then in an empty lot.

Mr. Hill, who was the producer for the fight scene, was not present for the shooting scene. But he said the youth was positioned in the window with the gun at Ms. Whitney's request, and that he learned later that the youth shot the gun to make the scene "more exciting."

Mr. Hill said he learned of the lending of money from Ms. Hill and Ms. Whitney, "Helen told me she lent money," he said. "Pam Hill" — who was the original producer on the program — "told me she lent money."

The producers' denials were unequivocal. They said no money was lent. And both gave essentially the same account of how the two scenes in question were recorded. They said that as the crew was filming a street scene, a still photographer, Ken Regan, who was making pictures, saw the young man with the gun in the window, and shouted to the crew, who caught the shooting in film. They said they got pictures of the fight by chance; the camera crew was following a young man down the street, and when he turned a corner, the cameras picked up a fight in progress at the end of the block.

Ms. Whitney noted that the film carried a disclaimer that the youths knew they were being filmed and that the aim was to capture them "on a typical, normal day." Their normal behavior, she said, including wearing their "colors."

The crew involved in the production of "Youth Terror" has a total of 100 years in broadcasting, Ms. Hill said. "They wouldn't do anything so foolish as to engage in staging a fight or a shooting."

The charges bring BPA to public attention at a time when it is still being organized. Its FCC complaint was not signed, according to Mr. Hall, because a president and other officers have yet to be chosen. He said the group does have administrative, program and financial "coordinators" who are serving as an organizing committee. The organization's only office space is made available by an organization called the Children's Art Carnival, at 62 Hamilton Terrace in New York.
CBS gets support in '60 Minutes' case before Supreme Court

Network, backed by 14 groups, wants high court to uphold earlier decision that would not force journalists to disclose reasons for editorial decisions

CBS is casting its defense against the complete disclosure of its editorial process that is being sought in a libel suit against it and two of its 60 Minutes newsmen in terms of the press's capacity to perform its "historically established" role as "watchdog" against government abuse of power.

CBS, with support in the form of two friend-of-the-court briefs, is seeking to persuade the Supreme Court to affirm the decision of the U.S. Court of Appeals for the Second Circuit, which held that journalists need not be forced to disclose their thought processes even when being sued for libel (BROADCASTING, Nov. 14, 1977).

The suit, which names correspondent Mike Wallace and producer Barry Lando as well as CBS, was filed by former Lieutenant Colonel Anthony E. Herbert, who says he was libeled in a 60 Minutes broadcast in 1973. He said the program cast doubt on his claim of a cover-up by Army officers of atrocities by U.S. troops in Vietnam.

Mr. Herbert had obtained a substantial amount of material and information from the defendants in prehearing proceedings. But they declined to answer questions dealing with editorial judgments. The trial court judge rejected their argument that the First Amendment was protection against forced disclosure of such materials even in a libel suit.

CBS said the "vice" of that ruling is that the Supreme Court decisions securing protection of the press against government interference have "nothing to do" with the degree of discovery permissible in libel suits.

"The mutual autonomy of press and government" prescribed by the Constitution, CBS said, is threatened by a ruling "which permits the same public officials and public figures against whom the press is to guard to compel disclosure" of the journalistic process by which the news media decides what, if anything, to publish or broadcast.

For whatever the Supreme Court's decision, CBS concluded, the ruling will be as applicable to libel actions by powerful public figures as it is to Mr. Herbert and as applicable to suits "against small and easily threatened defendants" as it is to CBS.

One of the friend-of-the-court briefs was filed in behalf of 14 news related organizations, including NBC, the Radio Television News Directors Association and the National Association of Broadcasters. The other brief was filed by the American Newspaper Publisher's Association.

The 14-party brief calls protection of the editorial process "the cornerstone of the First Amendment freedom." For the government, it adds, "may not be allowed to dictate to the people what they should or should not know, or what they can or cannot express."

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Harte-Hanks Communications, Inc.

has acquired through merger

Southern Broadcasting Company

We acted as financial advisor to Southern Broadcasting Company in this transaction.

Goldman, Sachs & Co.

New York Boston Chicago Dallas
Detroit Houston Los Angeles Memphis
Philadelphia St. Louis San Francisco

International subsidiaries:
London Tokyo Zurich

August 1, 1978
taping of technical directions and responses conducted through an intercom system used by WLS-TV in the presentation of news broadcasts.

The suit, filed by four directors at the station, all members of the Directors Guild of America in Chicago, asserts that in late February or early March, the station began a system of taping directions and responses given over the intercom systems during news broadcasts. The directors claimed they didn't know of the practice until about two weeks before the procedure was ended, on April 18.

The directors said the taping represented an invasion of their privacy and was done without their knowledge and consent. Gordon Preuss, DGA shop steward at WLS-TV and one of the four directors involved, said "we often make asides during the preparation of a program and we were particularly critical after we heard of the taping procedure; since then, we four have been penalized."

ABC insisted the procedure was instituted after numerous production errors were noted during the evening news broadcast. ABC said the practice had two purposes: to assist personnel at the station in evaluating and improving their performances and to determine who or what caused errors when they occurred. "Tapes were made only of directions and responses given over the intercom system during the news broadcasts," the company said. "At no time were tapes made of any private conversations of employees. No attempt was made to conceal the taping. The installation and daily operation of the taping system was handled by union technicians at the station." (Technicians at WLS-TV belong to the National Association of Broadcast Employees and Technicians.)

ABC said that prior to the suit, it had spoken with various directors and employees, explaining the taping system and seeking their advice on alternative methods to correct technical errors in the news broadcasts.

Mr. Preuss said the taping was discontinued on April 18 after the WLS-TV management met with officials of DGA and NABET, who reportedly raised questions about the legality of the procedure.

Richard A. O'Leary, president of the ABC Owned Television Stations, said he was confident that the allegations made by the four directors were erroneous and that when all of the facts are brought out in court the charges will not be substantiated."

Scholars find people get more information on politics from papers than from television

Despite what people tend to claim, they appear to get more political news from newspapers than television, two University of Michigan researchers say. In 67 varied news markets in 25 states, 1,883 adults were questioned following the 1974 senatorial elections about their reasons for favoring or opposing candidates, and the number of reasons they gave correlated highly with newspaper use, but correlated negatively with use of television.

The research was conducted by Peter Clarke, professor and chairman of the department of journalism, and Eric Fredin, working on his doctoral. Their survey differs from earlier studies in that it distinguishes "informed citizens" from those without any knowledge of political affairs, and compares their use of media. They define the informed citizen as one who can express reasons for making political choices, but emphasize that almost half the people interviewed could not express a single reason for preferring one candidate over another.

Mr. Clarke and Mr. Fredin calculated average levels of candidate information that people held in each market. They correlated this against indexes describing exposure to newspapers and TV and additional measures reflecting political content of these media. Among the findings was that areas in which people used newspapers heavily emerged as well informed, compared to markets with low newspaper use. Heavy television areas were less informed than markets with light TV use.

Results, the researchers said, cannot be explained by claims that people do not notice political messages on television. Data shows, they said, that people see the messages, but do not retain information contained in them.

Cablecasting®

Showtime gets set to launch its new Front Row service

Viacom unit Home invasion division of its pay fare will open new doors, help firm into the black

Showtime, Viacom International's pay-programming arm, is gearing up for a late September start of Front Row, a monthly minipack of four or five G- and PG-rated movies.

In its advertising, Showtime is claiming a first: "two pay services from one source, on satellite." Both Front Row and the full Showtime service of 14 feature films per month will employ the same RCA Satcom satellite transponder. Front Row offerings will be culled from the same month's larger package. The full Showtime service averages $9.95 to the subscriber. Front Row is to cost from $3 to $5.

To keep Showtime the more premium of the two services, blockbusters won't reach Front Row until they have their "encore" performance on Showtime—generally about six months after the initial showing.

There are various business motives for the company's "first foray into multi-layer programing." As Showtime President Jeffrey Reiss explained, there's the chance to attract those cable operators unwilling to go with a more expensive service. To the local operator, he added, Front Row could be integrated into the basic cable program mix, providing subscriber "lift" and giving more reason to hook up in the first place. A minipackage that doesn't go beyond PG ratings, he said, might also prove attractive to the single operator. Then there is the intention that Front Row would give subscribers a taste of pay programming and lead to more full-service hook-ups.

Another motive Mr. Reiss cited was "to demonstrate to the industry that Showtime is not playing catch-up ball." Mr. Reiss sees Front Row as evidence that Showtime is not merely in the shadows of Home Box Office, Time Inc.'s contender in the field. HBO, which will celebrate its sixth anniversary Nov. 8, went into the black for the first time a few weeks before its fifth (Broadcasting, Oct. 17, 1977).

Showtime, which broke into the business in July 1976 serving a handful of Times-Mirror and commonly owned Viacom systems in the San Francisco Bay area and became the second supplier on the satellite late last year, claims to have reached the 200,000-subscriber mark as of July 31. That's still a far cry from HBO's more than one million.

In the next four to five years, Mr. Reiss said, his goal is to achieve parity with HBO. By year-end 1978, Showtime is projecting 300,000 subscribers. Showtime currently is in 25 states, expects the total to be 37 by year-end.

Journalism Briefs

Moonlighting. FBI official told Senate Judiciary subcommittee that four individuals currently working for news organizations are informers for FBI on criminal matters, one of them TV reporter. That person is at minor level in TV and is not well known. Edwin J. Sharp, head of FBI's organized crime section testified. He said he didn't know whether person worked for network or TV station. Another informer works in classified section of newspaper, he said. He had no identification of other two. Another FBI spokesman, Homer Boynton, said FBI policy permits accepting information from journalists. He didn't know whether any of four have been paid.

Harry's debut. Former ABC Evening News co-anchor Harry Reasoner will make his on-air return to CBS News Friday, Aug. 25, as anchor of two-hour, prime-time special. CBS had been Mr. Reasoner's home before he took co-anchor role for ABC.

Same job, new title. R. Peter Siraas has been confirmed by Senate as associate director for broadcast of International Communications Agency. He directs ICA's Voice of America, and has since July 1977, having same title under old United States Information Agency. USA was incorporated into ICA in July 1977.
New Jersey buy. Storer Broadcasting's cable division has purchased cable systems in six New Jersey communities through acquisition of stock of Futurevision Cable Enterprises and Mid Jersey Cable TV Co. Systems serve more than 4,300 subscribers in Eatontown, West Long Branch, Oceanport, Monmouth Beach, Seabright, Little Silver and Shrewsbury township and borough. Price was not announced.

**Fiber deal.** Viacom Communications, New York, has signed agreement with Valtec Corp. to obtain fiber optics system to relay programing from Viacom's Suffolk Cablevision Brightside Studios in Long Island to Central Islip control center for distribution via cable and microwave to more than 67,000 subscribers.

**Given the OK.** Cable franchises have been granted to following companies: American Television & Communications Corp. for Fond du Lac, Wis.; Citizens Cable (80% owned by Cox Cable) for Fort Wayne, Ind.; Storer Cable TV of Florida for northern Dade county.

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**Cable programer hopes to make a go of it with advertiser backing**

**Vista will send daily service of children's shows, family fare and sports over satellite**

Vista Programming Services, Princeton Junction, N.J., announced last week that it would offer 10 hours of programming a day to cable TV systems at no charge to them. Officials, in a press release, called Vista, "a system with the potential to dramatically increase the advertising carried within the programing."

Constance Schmidt, Vista president, said that beginning Oct. 1 Vista would provide, via RCA satellite on a Monday-Friday basis starting at 3 p.m. NYT, three hours of children's programing followed by four hours of sports. On weekends, she said, the satellite service would carry 10 hours of movies per day, sometimes preempted for special sports events.

As examples she listed Bozo cartoons and Laurel and Hardy comedies for children's programing, country singer Judy Lynn and films such as Life of Riley for family viewing and Canadian Football League, World Hockey Association and American Soccer League games for sports fans.

Ms. Schmidt said advertisers approached thus far have been "very receptive" but that she was not free to identify any. In addition to national advertising, she said, spots will be made available for local sale or for public-service or promotional announcements.

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**Equipment & Engineering**

**Broadcasters fear exile under proposed NYC limits on radiation**

The New York City Board of Health has proposed radiation standards that broadcasters say would limit severely the ability of television and FM stations to transmit from any site within the city.

A spokesman for the All-Industry Broadcasters Committee, consisting of officials of stations operating the joint antenna towers on the Empire State Building and eventually on the World Trade Center, said the group is for the time being "not alarmed by the rigid proposal." He said broadcasters are confident that once they explain that present standards are not at all harmful and that the proposal would have serious effects on broadcast transmission, the Board of Health will revise its suggested guidelines.

The board has extended until Sept. 5 its deadline for filing of comments on the radiation-limiting proposal. The all-industry committee is at work drafting comments for submission to the board.

The board's proposal would set up "power density standards" for RF transmissions above 10 mhz of 50 microwatts per square centimeter for fixed transmissions in areas "accessible to the public."

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**Technical Briefs**

**All in one.** Cetec Broadcast Group, which comprises Cetec Audio, Jamplo Antenna and Vega Electronics, has moved all administrative and marketing activities to consolidated location, 1110 Mark Avenue, Carpinteria, Calif. 93013.

**Sold out show.** Annual technical conference and equipment exhibit of Society of Motion Picture and Television Engineers, to be held at Americana hotel in New York Oct. 29-Nov. 3, has sold out of exhibit space, society said. More than 6,000 engineers and others are expected to attend. There'll be more than 200 booths of exhibitors.

**Looking to the sky.** KXLT(1V), channel 40 independent in Sacramento, Calif., has installed 33-foot earth station. Dish, manufactured by Scientific-Atlanta, is capable of receiving programing from Satcom 1 and 2 and Westar 1 and 2 satellites. It currently airs five-plus hours per week of news, sports and entertainment specials. Station says it is only commercial outlet in California and seventh in country to own earth station.

**Down on data.** National Association of Broadcasters comments to FCC oppose proposal by Searle Radiographics to permit increased radiation and more spectrum space for transmission of medical data from hospitals to central location on unused VHF television channels. Equipment used to increase bandwidth and maximum field intensity "already causes harmful interference to television on channels 7 through 13 in the immediate area," and carrying out Searle proposal would cause "far greater interference," NAB said. Other means of doing same thing are available, NAB said.

**Lights by computer.** Australian company, Advanced Automation Ltd., has introduced microprocessor control system for television studio lighting. System allows prerecording of entire lighting pattern, which is then held in memory. Preset fade times and levels allow automatic or semi-automatic cueing with scene changes. System is custom-built to user's needs and can include computer system, control panel, dimmer level control, channel selection, submaster and grandmaster control, time, cross and manual faders, dimmer interlocking, non-volatile memory, Fast display and writing. Advanced Automation is located at 6 Dansey Street, Greenslopes, Queensland, Australia 4120.

**UPI wants satellite try**

United Press International last week formally asked the FCC for a permit to begin testing a satellite delivery system for its audio service and broadcast news wires (Broadcasting, June 26).

This came a week after Mutual Broadcasting System, which has tested its own satellite distribution system, asked the commission to deny an Associated Press request to construct developmental receive-only satellite earth stations for its tests (Broadcasting, July 31).

James Darr, UPI vice president in charge of systems development, said UPI asked the FCC to permit development of up to 30 receive-only satellite earth stations. The program initially will involve small-dish (six to 10 feet in diameter), receive-only terminals to be installed at UPI's headquarters in New York, one state radio network and nine radio stations around the country.

**Comsat will service EBU for 1980 winter Olympics**

Communications Satellite Corp. has agreed to provide direct satellite services, pending FCC approval, to the European Broadcasting Union for coverage of the 1980 Winter Olympics at Lake Placid, N.Y., Feb. 6 through 25.

Under the agreement Comsat will install and operate an earth station near Lake Placid. EBU's television signals will be sent through the Comsat earth station to the Intelsat satellite over the Atlantic Ocean for reception at European earth stations designated by the EBU.

The FCC has been asked to approve Comsat's service to EBU and to authorize construction of the earth station at Lake Placid.
### Contemporary

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<td>Magnet and Steel □ Walter Egan</td>
<td>Columbia</td>
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<tr>
<td>29 29</td>
<td>Stuff Like That □ Quincy Jones</td>
<td>A&amp;M</td>
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<tr>
<td>30 27</td>
<td>You Belong to Me □ Carly Simon</td>
<td>Elektra</td>
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<tr>
<td>43 28</td>
<td>Hot Child in the City □ Nick Gilder</td>
<td>Chrysalis</td>
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<td>31 31</td>
<td>I'm Not Gonna Let It Bother Me □ A.R.S.</td>
<td>Polydor</td>
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<td>35 30</td>
<td>Close the Door □ Teddy Pendergrass</td>
<td>Phila. Int.</td>
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<td>38 31</td>
<td>Two Tickets to Paradise □ Eddie Money</td>
<td>Columbia</td>
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<tr>
<td>27 32</td>
<td>Hopefully-Dedicated to You □ Olivia Newton-John</td>
<td>RCA</td>
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<td>21 33</td>
<td>The Grove Line □ Heatwave</td>
<td>Epic</td>
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<td>26 34</td>
<td>Take a Chance on Me □ Abba</td>
<td>Atlantic</td>
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<td>48 35</td>
<td>Paradise by the Dashboard Light □ Meatloaf</td>
<td>Epic</td>
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<td>36 39</td>
<td>Stay □ Jackson Browne</td>
<td>Elektra</td>
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<tr>
<td>38 37</td>
<td>She's Always a Woman □ Billy Joel</td>
<td>Columbia</td>
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<td>38 38</td>
<td>Dance With Me □ Peter Cetera</td>
<td>Columbia</td>
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<tr>
<td>25 39</td>
<td>Got to Get You Into My Life □ Earth/Wind and Fire</td>
<td>Columbia</td>
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<tr>
<td>40 40</td>
<td>Reminiscing □ Little River Band</td>
<td>Harvest</td>
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<tr>
<td>42 41</td>
<td>You Needed Me □ Anne Murray</td>
<td>Capitol</td>
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<td>42 42</td>
<td>King Tut □ Steve Martin</td>
<td>Warner Bros.</td>
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<td>34 43</td>
<td>It's a Heartache □ Bonnie Tyler</td>
<td>RCA</td>
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<td>44 44</td>
<td>You and I □ Rick James</td>
<td>Gordy</td>
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<td>45 45</td>
<td>Rock 'n Roll Fantasy □ Kinks</td>
<td>A&amp;M</td>
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<td>41 46</td>
<td>Summer Night □ John Travolta/Olivia Newton-John</td>
<td>RCA</td>
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<td>47 47</td>
<td>Just What I Needed □ The Cars</td>
<td>Elektra</td>
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<td>46 46</td>
<td>Hollywood Nights □ Bob Seger</td>
<td>Capitol</td>
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<td>49 49</td>
<td>Come Together □ Aerosmith</td>
<td>RCA</td>
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<tr>
<td>50 50</td>
<td>Josie □ Steely Dan</td>
<td>ABC</td>
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### Country

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>2 1</td>
<td>You Don't Love Me Anymore □ Eddie Rabbitt</td>
<td>Elektra</td>
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<tr>
<td>5 2</td>
<td>Talking in Your Sleep □ Crystal Gayle</td>
<td>United Artists</td>
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<td>3 3</td>
<td>Only One Love in My Life □ Ronnie Milsap</td>
<td>RCA</td>
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<tr>
<td>1 4</td>
<td>Love or Something Like It □ Kenny Rogers</td>
<td>UA</td>
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<td>4 5</td>
<td>When I Stop Leaning □ Charley Pride</td>
<td>RCA</td>
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<tr>
<td>6 7</td>
<td>Bake and Ramble □ Don Williams</td>
<td>ABC</td>
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<tr>
<td>17 8</td>
<td>Talk to Me □ Freddy Fender</td>
<td>ABC</td>
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<td>13 13</td>
<td>From Seven Till Ten □ Lynn &amp; C. Twitty</td>
<td>MCA</td>
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<tr>
<td>20 9</td>
<td>I'll Find It Where I Can □ Jerry Lee Lewis</td>
<td>Mercury</td>
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<td>10 10</td>
<td>Rose Colored Glasses □ John Conlee</td>
<td>ABC</td>
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<td>11 11</td>
<td>When Can We Do This Again □ T.G. Sheppard</td>
<td>Warner Bros.</td>
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<tr>
<td>6 12</td>
<td>You Needed Me □ Anne Murray</td>
<td>Capitol</td>
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<td>9 13</td>
<td>Please Help Me □ Janie Fricke</td>
<td>Columbia</td>
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<tr>
<td>14 14</td>
<td>What Can I Say □ Jerry Reed</td>
<td>RCA</td>
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<td>15 15</td>
<td>Pittsburgh Stealers □ Kendalls</td>
<td>Columbia</td>
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<tr>
<td>12 16</td>
<td>Tonight □ Barbara Mandrell</td>
<td>ABC</td>
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<tr>
<td>17 17</td>
<td>Love Me With All of Your Heart □ J. Rodriguez</td>
<td>Warner Bros.</td>
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<tr>
<td>8 18</td>
<td>I Believe in You □ Mel Tillis</td>
<td>RCA</td>
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<tr>
<td>16 19</td>
<td>Never My Love □ Vern Gosdin</td>
<td>Elektra</td>
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<tr>
<td>15 20</td>
<td>That's What Makes the Hours Play □ Moe Bandy</td>
<td>Columbia</td>
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<tr>
<td>19 21</td>
<td>Spring Fever □ Loretta Lynn</td>
<td>RCA</td>
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<tr>
<td>22 22</td>
<td>Blue Skies □ Willie Nelson</td>
<td>Columbia</td>
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<tr>
<td>14 23</td>
<td>We Belong Together □ Susie Allison</td>
<td>Warner Bros.</td>
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<tr>
<td>23 24</td>
<td>Night Time Magic □ Larry Gatlin</td>
<td>Monument</td>
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<tr>
<td>25 25</td>
<td>Boogie Grass Band □ Conway Twitty</td>
<td>RCA</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 Arbitron audience ratings for the reporting station on which it is played. A □ indicates an upward movement of five or more chart positions between this week and last.
Media

Alfred T. Jackson, manager, organization development, NBC, New York, appointed director, organization development.

Judith Merians Thrane and William E. Josey Jr., program attorneys, ABC, West Coast, named associate directors of contracts, West Coast, ABC Television.

J. Law Epps, senior VP and member of board of directors. Cosmos Broadcasting Co., and general manager of company’s WTOL-TV Toledo, Ohio, named executive VP-operations for Cosmos, based in Columbia, S. C. Dr. James G. Saunders, senior VP-operations for Cosmos. Columbia, named senior VP-general manager, WTOL-TV.

Derk Zimmerman, general manager, WFLD-TV Chicago, elected VP.

James Haviland, station manager, WLAK(FM) Chicago, elected VP-general manager.

John Marver, general manager and national sales director, WYLD-AM/FM New Orleans, appointed general manager, WGGI(AM) Atlanta.

Paul A. Butler, station manager, WBEN-AM/FM Buffalo, N.Y., joins WWOL-AM/FM there as general manager.

Robert A. Clark, VP of KWNJTV/Davenport, Iowa, owned by Hallstrom Communications, named to additional duties as president and general manager of Bee Cee Broadcasting and its WABF(AM) Fairhope, Ala. John R. Hallstrom, president and general manager of Hallstrom Communications and KWNJ, named to additional duties as VP and secretary of Bee Cee and WABF.

Tommy Walker, operations manager, WGLD-TV High Point, N.C., appointed general manager.

Robert L. McClellan, national and local sales manager, KXYT-AM/FM San Angelo, Tex., appointed general manager.

Robert L. Gibberton, VP-development, Guy Gannett Broadcasting Services, Portland, Me., named executive VP.

William P. Hinds, director of sales, WDRR-AM/FM Hartford, Conn., appointed VP of Buckley Broadcasting Corp. of Connecticut, licensee of stations.

Broadcast Advertising

J. Walter Reed, VP and director of media, Foote, Cone & Belding, New York, appointed senior VP. Named VP’s, FCB, Chicago: Dan Fox, account supervisor; David Manhoff, creative director; Lynne O’Shea, account supervisor, and David Plits, executive art director.

David L. Kerr, VP-management supervisor, Kenyon & Eckhardt, New York, elected senior VP.

Kelly O’Neill, senior VP, Gardner Advertising, St. Louis, appointed president.

Larry Levenson, VP and associate creative director, Marschalk Co., New York, and John Oliver, VP and management service director, named senior VP’s.

Carol Lane, president of Carol Lane/New Product Development, New York, joins Dance-Fitzgerald-Sample there as VP-creative group head.

Benjamin R. Bishop, VP-account supervisor, J. Walter Thompson, Chicago, joins D’Arcy-MacManus & Masius there as account group supervisor.


Walter L. Hagstrom Jr. and Jane Austin, account executives, Cunningham & Walsh, New York, named account supervisors. Mark Mersky, from Marschalk Co., New York, joins Cunningham & Walsh as media planner.

Richard Maddock, account supervisor, Ogilvy & Mather, New York, joins McDonald & Little there in same capacity.


Gordon McLaugh, VP-senior account supervisor, Carr Leggett Advertising, Cleveland, joins Meldrum & Fewswhim there as account supervisor. Terry A. Scott, account executive, Carr Leggett, joins M&F in same capacity.

Libbie Pristisker, account executive, Maxwell Sroge, Chicago, joins Stone & Adler Advertising there in same capacity. Kevin McCann, from Schneiderman Advertising there, joins S&A as writer.

Joseph A. Reilly, from advertising agency in Mountainside, N.J., joins Bolger & Galenas Advertising.

Peter Schmid, national salesman manager, WCBS-TV New York, appointed to Blair Television’s Station Division ABC/Blue sales team.

Michael C. Howe, general sales manager, WFAB-TV Dallas, named to Blair Television’s Dallas office as account executive.

Elected VP’s, H-R/Stone: Marty Steadman, Midwest sales manager, Chicago; Mike Sobol, sales manager in San Francisco, and Inge Jacobson, research director.

Michael G. Disney, regional account executive, D’Arcy-MacManus & Masius, Atlanta, named manager of Atlanta office of KKO Radio Sales.


Richard Farley, sales executive, Motorola Communications & Electronics, New York, appointed account executive for Marv Roslin Inc., station representative there.

Dick Lewis, regional manager for Bridal Fair Inc., Omaha-based broadcast sales syndication firm, named sales manager.

Louis Dorfman, senior VP advertising and design, CBS/Broadcast Group, New York, named to Hali of Fame of Art Directors Club there.

Allen Hirschman, director, special projects, ABC-TV, New York, named director, sales development.

John Damiano, manager, clearance systems, NBC. New York, named manager, station clearance, NBC-TV Sales Services there.
Andy Rogen, director of Midwest sales, CBS Television Stations Division National Sales, Chicago, named director of sales, CBS-owned wbbm-TV there, Inger Jensen, national sales manager, WBBM-TV succeeds Mr. Rogen.

Paul Arznen, national sales manager, WCCO-TV Minneapolis, named director of marketing.

Jerry Wolff, account executive, wortam New York, joins WMCXAM there as New York sales manager.

Mike Eckert, sales executive, John Blair Co., Chicago, appointed general sales manager, WLAK-FM there.


Bill Bradley, national sales manager, KXTV-TV Sacramento, Calif., appointed general sales manager, John Vera, regional sales manager, KCRATV there; succeeds Mr. Bradley.

Llewellyn R. Krause, account executive, WWSX-TV Hartford, Conn., appointed local sales manager.


James R. Butler, sales manager, WLYF-FM appointed sales manager, WGBS. Linda Scott, account executive, WLYF-AM; named sales manager there.

Daniel D. Best, account executive, WZAM-AM/FM Miami, joins WLYF in same capacity.

Carl R. Rubin, account executive, WMMRFM Philadelphia, named sales manager, WDKQ-FM Cleveland.

Darris Forgy, VP-assistant sales manager, WING-AM/WJAR-FM Dayton, Ohio, appointed general sales manager.

William W. Campbell, local sales manager, WPRO-AM/FM Providence, R.I., appointed general sales manager.

Dennis Murphy, account executive, WPRO-FM appointed local sales manager.

Joseph M. Kelly, general manager, WTXXAM New Orleans, named director of national sales development for Broad Street Communications Corp., New Haven, Conn., group owner.

Barry Carbaugh, local sales manager, WKBQAM Harrisburg, Pa., named general sales manager, Beverly Blackmore, assistant to general manager, given additional duties as national sales coordinator.

Georgia Harwick, account executive and sales consultant, WCKAR-AM-FM Detroit, and Ralph C. Crossley Jr., from Campbell-Ewald Co., Detroit, named account executives, WXYZAM there.

William J. Tomko, account executive, KAUFAM Houston, appointed local sales manager for KAUM and co-owned KXYZAM there.

Ruth Whitmore, promotion manager, WKBD-TV Detroit, appointed director of advertising and sales promotion, WRFIMF there.

Marianne Kerry, VP of Vinokur Advertising, Los Angeles, and Bob Twibell, account executive from advertising agency in Kansas City, Mo., join KCBQAM San Diego as account executives.

Edward Lubin, Western manager of ABC-FM Spot Sales, Los Angeles, joins KMBTAM Avalon, Calif., as local sales manager.

Steve Everett, operations manager, KCWBFM Ballinger, Tex., appointed national and local sales manager, KXYY-AM-FM San Angelo, Tex.

Dean Johnson, salesman, WKMAM-KXKX-AM WATERTOWN, S.D., named sales manager.

Roger Ingram, account executive, WGLD-FM High Point, S.C., named sales manager.

Gene Hodges, news director, WTVN-TV Columbus, Ohio, appointed account executive, WNTV-TV Greenville, N.C.

Patricia Ewell, from Metro Magazine, Portsmith, Va., named account executive, WYAH-TV there.

Karen Saffield, from WORAM Ashland, Ky., named account executive, WOHAM Dayton, Ohio.

Ken Kubik, from Mustang Advertising, Iowa City, Iowa, joins KRNAFM there as account executive.

Programming

Frederick L. Gilson, VP of sales operations for Columbia Pictures Television International, Burbank, Calif., named VP and general manager, international, of Columbia Pictures Television Distribution.

Ronald Lightstone, general counsel and secretary, Viacom International, New York, named VP, George Miner, Midwest division manager for Columbia Pictures Television based in Chicago, joins Viacom as Southeast division manager.

Angela P. Schapiro, VP-general manager of Columbia Pictures Pay Television, New York, appointed executive VP of Telemation Program Services there, subsidiary of Home Box Office.

Hank Feinblatt, primary contact between TPS and cable operators, appointed senior VP.

Philip Mayer, from Columbia Pictures Television, Los Angeles, joins Golden West Television Productions there as VP-station programming.

Jonathan Axelrod, motion picture screenwriter and head of literary and directors department, Ufland Agency, Beverly Hills, Calif., and Stu Samuels, program executive, motion picture pictures for television, ABC Entertainment, named executive producers, motion pictures for television, ABC Entertainment.

Michael Alexander, western European manager, Worldvision Enterprises, Munich, relocated to London, assuming responsibility for sales territories of Renee Wilson, United Kingdom representative, who was named consultant.

Max Hartmann, sales executive, Worldvision GmbH, Munich, named manager there.

Don Segall, producer-writer, named creative consultant’s for Group W Productions new series, EveryDay, produced in Los Angeles.

Dana Damian, associate graphics director, NBC News, New York, joins CBS Entertainment, New York, as associate art director, on-air graphics, advertising and promotion.

Jerry C. Blount, from Community Tele-Communications Inc., Detroit, named general manager of Metro Home Theatre Inc. there.

Jim West, from Jim West Co., media marketing and consulting firm, Dallas, and Chris Kershaw, independent producer of commercial music and radio ID's, form Kershaw-West Productions, Dallas. Company will serve music and production needs of advertising agencies and radio and television stations.


James M. McKenna, controller for staff organization, CBS Inc., New York, named VP-finance, CBS Sports there.

John W. Coleman, director of production and executive producer, Warner Qube, Columbus, Ohio, named executive director in charge of creative output for WLS-TV Chicago.

David Graves, program manager, KDRA-AM-FM Philadelphia, joins co-owned WINDAM Chicago in same capacity.

Jane Wallace, production manager, WDTL-TV Toledo, Ohio, named program-promotion manager. Robert J. Miller, production manager, WSAF-TV Montgomery, Ala., succeeds her.

Gail Heitz, writer-reporter, KPEX-TV San Francisco, joins KXTV-TV Sacramento, Calif., as co-host for P.M. Magazine.

Larry Viviano, art director, WWJ-TV Detroit, joins KCRATV-Sacramento, Calif., in same capacity.

Dan Haliburton, from WDOGAM Minneapolis, appointed program director, WGBSAM Miami.

Michael D. Neff, executive producer and program director, WINDAM Chicago, appointed manager of programming, WGYI-FM Schenectady, N.Y.

Joe Martelle, program director, WMAT-AM Cedar Rapids, Iowa, joins WTXAM Norfolk, Va., in same capacity.

Scott H. Salde, program director, WAYSAM Charlotte, N.C., named AM group program director for Six Radio Inc., responsible for WAYS and WAPEAM Jacksonville, Fla.

K.C. Jones, from WOTBAM Winston-Salem, N.C., appointed program director, WBGAM Greensboro, N.C.

George Stanley (Kelly) Jones, air personality, WABOAM Cleveland, named music director.

Dan Musil from KTVH-TV Hutchinson, Kan., named sports director, WTMVTI Columbus, Ga.

Stan Major, talk host, WNWSAM Miami, joins WNZIAM there in same capacity.

Mickey Grossin, lobbyist, Avondale Shipyards, Avondale, La., named sports coordinator, WGSOAM New Orleans.

Larry Deutsch, sports director, KBBOAM-KBAYAM Ventura, Calif., joins KSOAM Des Moines, Iowa, as sports director.

Mary Jane Comstock, athletic department, University of Arkansas, Fayetteville, named continuity director, KARNAM Little Rock, Ark.
News and Public Affairs

Hal Bruno, chief political correspondent, Newsweek, named director of political coverage, ABC News.


Chris Antonacci, executive news producer, WTVI-TV Detroit, joins KXTV-TV Sacramento, Calif., as news director. Jan Minagawa, night assignment editor, writer-producer and ENG coordinator, KXTV-TV San Francisco, joins KXTV as reporter.

Bob Richardson, assistant news director and executive producer, KVOA-TV Tucson, Ariz., named news director. He succeeds Lou Waters, who joins KOLD-TV there in same capacity.

Art Keeney, director of public affairs, WALA-TV Mobile, Ala., named news director. Cheryl Myers, reporter, named station's bureau chief in Pensacola, Fla.

Tom Merluzzi, assistant assignment editor, WZTV-Boston, named assignment editor, WNAC-TV there.

Tom Ellis, from WABC-TV New York, joins WCVB-TV Boston as anchor-reporter. Dick Albert, weather reporter, KOA-TV Denver, joins WCVB in same capacity. He succeeds Bob Ryan, who is weather reporter on NBC's Today Show, New York.

Kathy Lawinder, reporter and weekend anchor, WDBJ-TV Roanoke, Va., named news editor. WREJ AM-FM Boston.

Rod Fritz, news director, WDHAM Baltimore, named news director. KIMN AM-FM Denver.


Tom Eaton, consultant, WPSB-TV Hartford, Conn., appointed regional VP for Post-Newsweek, Conn. Inc., responsible for organizing news departments of company's WPSB-TV and assumes additional duties as assistant news director.


Bill Aylward, freelance reporter for WRC-TV, joins station as full-time reporter.

Michael Brown, weekend anchor, WFAA-TV Dallas, named co-anchor of weekday news. He succeeds John Criswell who becomes anchor of Weekend Update. Candy Hasey, associate program producer, WZTV Baltimore, joins WFAA-TV as co-anchor of PM Magazine.

Charles Fishburne, anchor, WWITV-Richmond, Va., joins WERT-TV Charlotte, N.C., as co-anchor.

Terry Anzur, reporter, WPLR Connecticut, New York, and Funky, dies. He was 32.

Fran Fanshel, reporter, WTAJ-TV Altoona, Pa., joins WMAR-TV Baltimore as general assignment reporter.

Judith Lynn Peterson, weekend anchor and assignment editor, KTVI-TV Little Rock, Ark., named general assignment and weekend weather reporter. WCMH-TV Columbus, Ohio.

Mike Pulsipher, stringer for KNXIAM Los Angeles, joins station full time as anchor-reporter.

Eleanor Green, newscaster, KNXAM Los Angeles, joins reporting staff of KFWBAM there.

Lisa Breeden, air personality, KKKR-FM Albuquerque, N.M., named news director. She succeeds Peter Wellish, who resigns to join political campaign.

Doug Felows, newscaster, KGAPAM Marysville, Tenn., joins WFLBAM Fayetteville, N.C., in same capacity.


Marcia Antipa, writer-researcher, WMALAM Washington, joins WJLAAM there as newswriter.

Michela Le Feer, from noncommercial WQUM-AM Selingrove, Pa., joins WDOAM Harrisburg, Pa., as reporter Joe Wambach, from WILAM Philadelphia, joins WBBA as sports director and reporter.


Marion Hattenbach, assistant to managing director of Radio Television News Directors Association, Washington, joins noncommercial WJAM-AM Murray, Ky., as news and public affairs director.

Eleanor Curry, senior field representative for San Mateo, Calif., county human relations divisions, joins KMRFAM there as assistant to director of news and public affairs.

Steve Petz, KNXAM Heitinger, N.D., elected president-elect of North Dakota AP Sportscasters and Sportswriters Association.

Promotion and PR

Sharon Sabin, director, press and public affairs, CBS/Records Group, New York, appointed director of communications. CBS/Broadcast Group there.

Eleanor Grey, talent coordinator of creative services, NBC, New York, named press representative, press department of NBC.

Joan Voukides, administrative assistant, advertising and promotion for NBC Radio Network, appointed manager of advertising and promotion, based in New York.

John Lisanti, WCVB-TV Boston, elected chairman of ABC-TV promotion advisory board. Ron Tillery, KREG-TV Westlake, Tex., elected vice chairman, and Shari Shaw, KSAT-TV San Antonio, Tex., elected secretary. Other board members include Marina Britsky, KGUN-TV Tucson, Ariz.; John Beacher, WXIA-TV Atlanta; Jim Ellis, WRC-TV Cincinnati; Jim Henry, KCAU-TV Sioux City, Iowa; Rosie Sayyah, KOMO-TV Seattle, and Clark Grant, KTVH-TV St. Louis.

Celeste Reid, writer-editor for public information, noncommercial WETA-TV Washington, joins WDMI TV there as public relations and publicity coordinator.

Gary Clauussen, director of public relations and promotion, noncommercial KETTV Los Angeles, named executive associate, Stone Public Relations Associates, there.


Linda Waldman, director of sales promotion and information services, WFLA Tampa, named director of promotional development.

Linda McKenzie, from Tri-Advertising, Columbus, Ohio, joins WTVN there as promotion and public service director.

Cable

Elected VP's. Storer Cable TV: Jim Fisclooth, director of operations, based in Sarasota, Fla.; Ross Wileman, director of operations, Thousand Oaks, Calif., and Harold Hall, director of engineering, Sarasota.

Robert Maheu, former Howard Hughes executive in charge of Nevada operations who was fired from company in 1970, joins Network One, cable television program supplier, Las Vegas, as executive VP and member of board of directors. He will be responsible for company's hotel-casino division and communications division. Robert D. Hanna, former VP of KRAMAM Las Vegas, joins Network One as VP of parent company and member of board, and president of World Broadcasting Corp., subsidiary which operates XEROKAM Ciudad Juarez, Chihuahua, Mexico.


Sam Evans, financial officer for Hughes Aircraft Co. and president of its cable system in Los Angeles, joins Daniels & Associates, cable brokerage and management firm in Denver, as VP in investment services division.

John C. Heck, field engineer, Continental Cablevision, Springfield, Ohio, transferred to Continental Cablevision of Miami Valley, Dayton, responsible for all of Ohio. Raymond P. Clark, system technician at company's Dayton facility, appointed installation supervisor.

John S. Cardenas, manager of Lake Tahoe (Nev.) Cable TV, named general manager of Cable TV of Puerto Rico.

Mike Silacci, chief engineer, Falcon Cable TV's system in Gilroy, Calif., appointed system manager of company's systems in Gilroy, Morgan Hill and Hollister, Calif.

Victoria A. Gregory, writer-researcher for State of New Jersey government, appointed public relations manager for UA-Columbia Cablevision, Oakland, N.J.
Equipment and Engineering

J. Kenneth Moore, director of advanced television technology at CBS Technology Center, Stamford, Conn., named VP and general manager of center, succeeding Benjamin J. Bauer, who has retired after 21 years with CBS. Mr. Bauer will continue to serve CBS as consultant in audio and scientific fields.

Named VP’s, Sony Video Products Co., New York: J. Philip Stack, assistant VP-national sales manager for Sony America; W. Arnold Taylor, assistant VP-general manager of Sony Broadcast; Grant M. Smith, assistant VP-general manager at Sony Technology Center, Palo Alto, Calif., and Fumio Ishida, general manager in video.

Dr. William P. Osborne, senior manager, VP-engineering, Harris Corp., Melbourne, Fla., named VP-technology. John G. Johnson, from government communications division of Harris, succeeds Dr. Osborne.


Robert Killian, account representative for RCA Americom, Chicago, appointed sales manager of Houston area and southcentral U.S. Joseph P. Clayton, manager of merchandising for black and white television, RCA Sales Corp., Indianapolis, named manager of merchandising for video cassette products.

David S. Newborg, manager of radio station equipment products, RCA Broadcast Systems, Camden, N.J., named manager, antenna products.

John C. (Jake) Rohrer, marketing manager, Memorex Consumer Products Division, Santa Clara, Calif., named program manager for company’s upcoming entry into home video market.

Gerry Brill, product manager for all broadcast products, Philips Broadcast Equipment, Mahwah, N.J., joins Ampex Corp. Redwood City, Calif., as senior product manager of professional cameras.

Billy B. Oxley, VP and station manager, non-commercial KCETV Los Angeles, appointed director of satellite distribution, National Public Radio, Washington.


Larry W. Ehnstrom, Minneapolis distributor, joins Grass Valley Group’s new office in Arden Hills, Minn., as Midwest regional manager.

Jay Adrick, director of television, Xavier University, Cincinnati, named sales engineer, Midwest Telecommunications there.

James K. Calvin, manager, personnel services, Wabash Inc., Wabash, Ind., named employee relations director for components group, Wabash.

Lou Wolf, engineering manager, KTLA-TV Los Angeles, named director of engineering.

Crawford McGill, manager, studio operations, WRC-TV Washington, named director of technical operations.

Jim Jackson, engineer, WKXIA-WYYD(FM) Raleigh, N.C., named chief engineer.

Mike McCulloch, chief engineer, WGILAM-WAG(FM) Galesburg, Ill., joins WABFAM Fairhope, Ala., in same capacity.

Meyer Gottesman, from Harris Corp., Quincy, Ill., joins WURLAM-WBOS(FM) Brookline, Mass., as chief engineer.

Allied Fields

Bruce G. Sundin, chief executive officer and president, Outlet Co., Providence, R.I., appointed by President Carter to U.S. Air Force Academy’s Board of Visitors.

Michael S. Rice, VP-general manager of non-commercial WGBH-TV Boston, joins Washington office of Aspen Institute Program on Communications and Society.


George J. Dorrington, director of marketing, Frank Magid Associates, Cedar Rapids, Iowa, named to State Educational Radio and Television Facility Board by Iowa Governor Robert Ray. Mr. Dorrington is former regional sales manager for WMT-AM-FM-TV there and national code subscription manager for National Association of Broadcasters.

Arthur H. Harding, assistant general counsel, National Cable Television Association, Washington, D.C., with law firm of Fleischman & Walsh there.


Vernon A. Stone, chairman of Radio Television News Directors Association Research Committee, moves from research professor, University of Georgia, Athens, to Southern Illinois University, Carbondale, as director of school of journalism.

Deaths

Carl J. Meyers, 76, retired VP and manager of engineering for WGN Continental Broadcasting, Chicago, died July 29 at St. Joseph’s hospital in Elgin, Ill., of long illness. Mr. Meyers received National Association of Broadcasters’ Engineering Achievement Award in 1966 for his work in color television technology. Other achievements to his credit include: remote circuit design responsible for initiating sports and special events pickups by WGNAM Chicago, such as Indianapolis 500, Kentucky Derby and political conventions. He also developed two-way radio for police cars in 1929 which proved to auto manufacturers that radios in private cars could be practical. He is survived by one son, Carl Jack Meyers, director of central scheduling for WGN-AM-TV, brother and sister.

Robert Menaugh, 73, first superintendent of House radio and TV gallery from its inception in 1938, died Aug. 2 in Alexandria, Va., after long illness. He suffered stroke several years ago. Mr. Menaugh served on Hill beginning in 1931 with time out during World War II when he attained rank of colonel in Army War Intelligence. He retired from House duties in 1974. Survivors include his wife and daughter.

Maurie Gresham, 69, salesman for Regency Enterprises, Los Angeles TV program sales firm, died July 26 at Tarzana Medical Center there. Mr. Gresham worked for Regency 35 years. Survivors include his wife, two sons and one daughter.

Lewis S. Frost, 78, former assistant to VP in charge of NBC’s Western division, Los Angeles, died July 22 at Santa Monica, Calif., hospital after long illness. Mr. Frost worked for NBC from 1928 to 1951 as business manager of program department in San Francisco, producer, manager and assistant to several staff members. He was archivist until his retirement. His wife survives.

Wilton E. Cobb, 75, former owner of WMAZ-AM-FM-TV Macon, Ga., died July 22 at his home in Bradenton, Fla. Winner of duPont Award in 1943 and Peabody citation for news in 1948, he also served two terms on National Association of Broadcasters news committee. He retired in 1963.

Sobey Martin, 69, director of one of television’s first sponsored films in 1946, Your Showtime, died July 24 in hospital at Cedars-Sinai Medical Center in Los Angeles. Mr. Martin, Emmy award winner for directing, began his Hollywood career in 1936 as MGM film editor. His brother survives.

Paul Henderson, 27, weekend anchor and political reporter, WLA-TV Washington, died Aug. 3 in car crash there. Mr. Henderson began career as reporter at WKBW-AM Buffalo, Ohio, in 1969, and later worked for WJRT-DTV Dayton, Ohio, WRAI-AM Peoria, III., and WFAA-TV Dallas. He joined WLA-TV in 1977.

Ethel DuMont, 75, widow of pioneer TV broadcaster and receiver manufacturer, Allen B. DuMont, died Aug. 2 in Montclair, N.J., decorator, she designed early DuMont console TV receivers.
306. BROADCAST MANAGEMENT by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. $16.50.

308. AUDIO CONTROL HANDBOOK—For radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringer. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated. Index. $10.00.

313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. Major reference work on 10,000 entries—will eventually comprise three or four volumes. 1,124 pages. 6 1/4" x 9 1/2". 1,000 diagrams. index. $37.50.

316. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition by Robert L. Hilliard. Revised and expanded throughout, this new edition includes radio news, First Amendment problems and current techniques of electronic journalism. 476 pages. 100 illustrations, notes, bibliography, appendices, glossary. $10.95.

323. TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance by A. William Bluemitt, John F. Cox and Gene McPherson. Practical information and advice on a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages. 5 3/8" x 9 1/4", 68 illustrations, glossary, index. $9.95.


328. WRITING FOR TELEVISION AND RADIO. Revised and Enlarged 3rd Edition by Robert L. Hilliard. Shows how today's successful writers prepare and produce top TV and radio programs of every type. Includes new chapters and fresh script samples and excerpts. 461 pages, index. $16.50.

332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition by Alec Baldwin. This widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages. 5 1/2" x 8 1/2", 234 diagrams, glossary. $14.50.

335. REBEL IN RADIO: The Story of WQXR by Elliott M. Sangster. This is not a technical book about radio, but the story of the many memorable events and personalities that shaped the station's history and how despite great odds, WQXR made a notable place for itself in the history of broadcasting, filled with interesting and instructive details of day-to-day station operations. Gives a vivid picture of the development of broadcast techniques over more than three decades. 192 pages, illustrated. $7.50.

336. THE BROADCAST COMMUNICATIONS DICTIONARY edited by Lincoln Diamant. Second edition—revised and enlarged. Puts—at your fingertips—some 2,000 technical common and slang words in daily use on both sides of the Atlantic, many coined during the last decade. Includes familiar words that mean the same thing, the same words that mean different things, in English-speaking countries everywhere. An extremely useful tool. 201 pages. $9.95.


333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION by Bernie Weike. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne corks to burst and bomb effects. 400 pages. 5 1/2" x 8 1/4", 200 halftones, 40 diagrams, appendix, index. $18.50.

358. VIDEOTAPE RECORDING: Theory and Practice by J.F. Robison. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, manual on cassettes and cartridges, and a chapter on editing. (Library of radio and Sound Technology). 320 pages, 6 1/8" x 9", graphs, diagrams, bibliography, glossary. $19.50.

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

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Name ____________________________
Address ____________________________

H City ____________________________ State __________ Zip __________

Book No. Price ____________

Total $ ____________
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period July 24 through July 28.

Abbreviations: AL-J-Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, D—directorial antenna, Doc.—Document, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, kw—kilowatts, MEGV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presumption service authority, SL—studio location, SH—specified hours, TL—transmitter location, Trans.—transmitter, TPO—transmitter power input, U—unlimited, w.—watts, —non-commercial.

**New Stations**

TV applications

- Richmond, Ind.—Cincinnati Christian Communications Inc. seeks ch. 43; ERP 1,349 kw vis., 270 kw aur., HAAT 993 ft.; ant. height above ground 1,002 ft. Address: PO Box 729, West Chester, Ohio 45069. Estimated construction cost $1,608,490; first-year operating cost $6,597,500; revenue $7 million. Legal counsel Pierson. Ball & Dowd, Wau

- Tulsa, Okla.—WilSon Communications Inc. seeks ch. 22; ERP 2,190 kw vis., 219 aur. HAAT 700 ft.; Address: 400 Renaissance Center, Suite 2250, Detroit, Mich. 48243. Estimated construction cost $2,900,000; first-year operating cost $1,395,400; revenue $2,110,000. Legal counsel McKenna et al, Washington consulting engineers. Applicant is owned (100%) by Ralph C. Wilson Jr. through subsidiaries of Ralph C. Wilson Industries Inc. He owns KSTBTC(TV) Tepoka, Kan. and has extensive business interests in connection with automotive industry, insurance and manufacturing. Mr. Wilson owns Buffalo Bills football team. Ann. July 7.

- "Greenwood, S.C.—S.C. Educational TV Commis


- San Antonio, Tex.—Lee Enterprises Inc. seeks ch. 29, ERP 3,500 kw vis., 50 aur., HAAT 1,500 ft.; ant. height above ground 1,459 ft. Address: 103 E. South St., Davenport, Iowa. Estimated construction cost $4,590,000; first-year operating cost $1,438,000; revenue $1,017,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer David L. Steel Sr. Applicant is publicly traded company. It owns WTDAM(WQCY) FM Quincy, Ill.; KOIN-TV Portland, Ore.; KITV(TV) Mission City, Iowa; KHOWA TV-Hannibal, Mo.; WSAZ-TV Huntington, W.Va. and KQMB-TV Honolulu. It has part interest in KFAB-AM-KGOR-FM Omaha, Neb. Ann. July 17.

FM applications

- Harrison, Ark.—Bowman and Loveland Broadcasting Co. seeks ch. 96.7 mhz, 3 kw, HAAT 300 ft. Address: PO Box 1153, Harrison 72601. Estimated construction cost $375,742; first-year operating cost $60,000; revenue $197,100. Format: easy listening. Principals: Charles E. Bowman and his wife, Mary Ann and Donald E. Loveland and his wife, Judith Ann, who have application for new AM at Harrison. Ann. July 26.

- Denair, Calif.—Denair Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 127 ft. Address: PO Box 81, Denair 95316. Estimated construction cost $24,490; first-year operating cost $48,000; revenue $60,000. Principals: Jack W. Heald and Cedrick L. Benjamin (40% each), Robert E. Heans and Charlet R. Palmquist (10% each), Messrs. Heald and Benjamin are high school teachers. Mr. Heans owns and operates hardware store. Mr. Palmquist owns Turlock, Calif., advertising firm. None has other broadcast interests. Ann. July 16.


**Ownership Changes**

**Application**

- WLRE(TV) Green Bay, Wis. (ch. 26)—Seeks transfer of control of TV 26 Inc. from William Wolanske and Adrian O'Konski (100% before; 49.5% after) to Mr. O'Konski and others (50% before: 100% after). Consideration: $2,617,500. Principals: Mr. O'Konski selling 0.5% of his interest. He was equal partner with Mr. Wolanske.

**Grants**

- KPCA(AM)-KROI(FM) Sacramento, Calif. (AM: 1240 kHz, 1 kw-D, 250 w-FM; FM: 96.9 mhz, 64 kw)—Broadcast Bureau granted assignment of license from J.E. Singleton and Archie H. Bray to Stanley B. Porter and Forrest E. Wilkerson III for $70,000. Selers; have no other broadcast interests and Mr. Singleton is retiring. Buyers: Mr. Porter is director of commercial production at Scripps-Howard's WMCV-AM Memphis. Mr. Wilkerson is president and 51% owner of Memphis sound studio. Action July 24.

- KROY(AM)-KROI(FM) Sacramento, Calif. (AM: 1240 kHz, 1 kw-D, 250 w-FM; FM: 96.9 mhz, 64 kw)—Broadcast Bureau granted assignment of license from ASI Communications to Jonsson Broadcasting Corp. for $650,000 for AM and $1.1 million for FM. Seller: principally owned by Ralph C. Guild, George R. Frizzo and Daren McGahey. ASI owns KFAC-AM-FM Los Angeles. Buyer is principally owned by Kenneth A. Jonsson and family, of Pacific Palisades, Calif. Mr. Jonsson was, until early this year, minority owner of KRLD(AM)-KAFM(DM) Dallas. Action July 17.
George Keiffer (30%). Neither has other broadcast interests. Action July 17.


WRBC (AM) Jackson, Miss. (AM: 1300 khz, 5 kw-D, 1 kw-w)—Seeks transfer of control of Rebel Broadcast Co. from W. B. McCarty Sr. and Marjorie Ann Garrison et al (97% before; none after) to Tab Broadcasting Co. (3% before; 100% after). Consideration: $518,000 (new $146,375 as reported "For the Record" July 17). Seller: owned by above mentioned and 19 others. Buyer: J. Alex Boway, Cliffton A. Thomas, Edward S. Thomas and their wives, who have applied for transfer of contract of Tab to WLOX Broadcasting Co. (none before; 57% after). Consideration: $334,702. WLOX Broadcasting is owned by James S. Love III, his sisters, Mary Eliza Love McMillan and Jo Love Little, and 12 others. Corporation owns WLOX-AM Biloxi, Miss. Ann. July 11.

WWDI (AM) Hackensack, N.J. (AM: 970 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Pacific and Southern Co. to Communication Corp. of America for $4 million. Seller: owned by Combined Communications Corp., group owner of six other AM's, six FM's and seven TV's. Combined also publishes Cincinnati Enquirer and OakLand (Calif.) Tribune and has agreed to merge into Gannett Co. Buyer: Kenneth E. Palmer, of Denver, Colo., who is involved with several investment firms and has served as manager for numerous broadcast stations. Action July 17.

WBUT-AM-AM Butler, Pa. (AM: 1050 khz, 250w-D; FM: 97.7 mhz 720w)—Broadcast Bureau granted transfer of control of WBUT Inc. from Larry M. Berg and Guy A. Travaglio Jr. (100% before; none after) to Brandon Communications Systems (none before; 100% after). Consideration: $453,000. Sellers: have no other broadcast interests. Buyer: is owned by W Frank and Elva Jean Brandon, their two sons and two daughters-in-law, and parents of one daughter-in-law. One son, Robert C. Brandon, is president and general manager: WPWQ-AM-AM Portland, Inc. He and his wife own largest (18.76%) each shares of buyer. Action July 17.


WWLG West Los Angeles, Calif.—Seeks mod. of CP to change TPO and ERP: 100kw (H&V) and HAAT: 408 ft. (H&V). Ann. July 28.


WXDD Pittsburgh, Pa.—Seeks CP to install new ant.; make changes in ant.; system decrease height; change TPO: ERP: 100 kw (H&V) and HAAT: 200 ft. (H&V); make changes in modulation monitor. Ann. July 28.

KLXK Atlanta, Tex.—Seeks mod. of CP to change TL and SL; change trans. and ant.; make changes in ant. system (decrease height); change TPO and HAAT: 200 ft. (H&V); make changes in modulation monitor. Ann. July 28.


KXNO Milwaukee, Wis.—Granted mod. of permit to extend completion date to January 12, 1979.
Summary of Broadcasting

FCC tabulations as of June 30, 1978

<table>
<thead>
<tr>
<th></th>
<th>Licensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>Total not on air</th>
<th>Total authorized*</th>
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<td>Commercial AM</td>
<td>4,495</td>
<td>4</td>
<td>26</td>
<td>4,526</td>
<td>43</td>
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<td>959</td>
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<td>131</td>
<td>8,532</td>
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<td>726</td>
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<tr>
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<td>2</td>
<td>516</td>
<td>7</td>
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<tr>
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<td>210</td>
<td>79</td>
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<td>13</td>
<td>257</td>
<td>7</td>
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<td>8</td>
<td>102</td>
<td>4</td>
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<tr>
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<td>156</td>
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<td>Total TV</td>
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<td>15</td>
<td>986</td>
<td>63</td>
<td>1,049</td>
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<td>FM Transistors</td>
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<td>216</td>
<td>79</td>
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<td>2,408</td>
<td>186</td>
<td>2,594</td>
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</tbody>
</table>

*Special temporary authorization **Includes off-air licenses

**FM actions**
- KDCE(AM)-KB50(FM), Espanola, N.M.—Sangre de Cristo Broadcasting, Inc. granted mod. of license covering change of name to Chamsia Broadcasting Co., Inc. Action July 10.
- WIOQ Philadelphia—Granted license covering changes; ERP: 30 kw (H&V), ant. height 650 ft. (H&V). Action July 12.
- WRTI Philadelphia—Granted license covering changes; ERP: 90 kw (H&V); ant. height 400 ft. (H&V). Action July 12.
- WRHY Surf, Pa.—Granted license covering changes; ERP: 420 watts (H&V), main & aux. Action July 12.

In Contest

**Designated for hearing**
- Oakdale, Calif. (Goldrush Broadcasting Inc. and Oakdale Broadcasting Corp.) FM proceeding: (BC Doc. 78-189-90)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge; scheduled prehearing conference for Aug. 23 and hearing for Oct. 10. Action July 12.
- Palm Springs, Calif. (Gray-Schwartz Broadcasting) FM proceeding: (BC Doc. 78-104-6)—ALJ James K. Cullen Jr. scheduled admissions hearing from Nov. 6 to Nov. 27; hearing from Nov. 13 to Dec. 4. Action July 14.
- Natick, Mass. (Home Service Broadcasting Corp. et al.) AM proceeding: (BC Doc. 78-212)—FCC has designated for hearing application for CP to change antenna site, add nighttime service and raise daytime power from 1kw to 50 kw. Petitions to deny application were filed by Westminster Broadcasting Co. and WEZE Inc.; objection filed by Knowles Broadcasting Co. Action July 12.

**FCC actions**
- KBAY(FM) San Jose, Calif.—FCC has renewed license of United Broadcasting Co. for its station denying competing application by Public Communicators Inc. for new station on 100.3 mhz. Action July 26.

**Allocations Proposed**

**Rulemaking**
- FCC has proposed amending telephone-cable TV cross-ownership rules for rural areas to establish population density levels below which telephone companies could be relieved of proving infeasibility of independent cable operations. (Doc. 78-219) Ann. July 24.

**Cable**

**Applications**
- The following operators of CATV systems have requested certificates of compliance:
  - Delta Video Cable, for Tiptonville, Ridgley and Lake, Tenn. (CAC-13221-3); commence operation.
  - Montgomery County CATV, for Shenandoah, Tim- ber Ridge, Montgomery, Oak Ridge, Spring Forest, Fox Run, Glenmages, Spring Hills, Vicksburg, Spring Oaks and Bayford Forest, All Tex. (CAC-13237-47); commence operation.
  - Ellenville CATV, for Woodridge, Fallsburg, Wawar- ing, Rochester and Mamakating, all N.Y. (CAC-13252-7); existing operation.
  - Broward County Cable, for Fort Lauderdale, Fla. (CAC-13258); commence operation.
  - Lowell Cable Televison, for Lowell, Mass. (CAC-13259); commence operation.
  - Howard Cable Televison, for Howard, Md. (CAC-13260); commence operation.
  - American Cablevision, for Rochester, Minn. (CAC-13261); existing operation.
  - Teleprompter Southeast, for New Smyrna Beach, Edgewater and Volusia, Fla. (CAC-13262-14); changes.
  - Meadowlands Communications, for Rutherford, East Rutherford, Carlisle, Lynhurst and North Arlington, All N.J. (CAC-13265-9); commence operation.
  - Teleprompter Southeast, for Holly Hill, Volusia, St. Cloud, Ocoee, Winter Garden, Oakland, Ocoee, De- land, Debary, Deltona, Orange City, Clermont, Grovel- land, Lake, Mascotne and Minneola, all Fla. (CAC-13271-8); changes.
  - Sammamish Communications, for Elizabethtown, Carter, Tenn. (CAC-13289-1); commence operation.
  - Warner Cable of Fox River Valley, for Oskosh, Wis. (CAC-13290); changes.
  - Teleprompter of Graham; for Graham and Young, Tex. (CAC-13291-2); changes.
  - Rockport Cable TV, Rockport and Aransas, Tex. (CAC-13294-5); commence operation.
  - Bestreviews Cablevision, for Riddle, Oke- seed, Ohio (CAC-13296); commence operation.
  - Armstrong Utilities, for McDonald, Ohio (CAC-13300); commence operation.
  - Polk Cablevision, for Lakeland, Fla. (CAC-13302); commence operation.

**Services**

Simple text with a table showing frequency measurements, monitoring and measuring equipment, and various technical specifications.

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Sales Manager—East Coast AM/FM Medium Market

New opportunities in a dynamic market. Resume and contact information to Box J-35.

Florida Number One Rated Automated Beautiful Music Stereo FM on the Treasure Coast needs an experienced salesperson. Must also be able to write and produce copy. Excellent pay and outstanding benefits. Recent college graduates welcome. Send resume and contact information to Box J-35.

Georgia Soul station has openings for self-starter experienced salesperson. Send track record to Box J-68.

Sales Manager—Northern Michigan Ski. Excellent opportunity for the right person with experience and effective sales skills. Send resume and contact information to Box J-35.

KCPB, Inc., is looking for a new and experienced salesperson to work in the fast-paced, exciting upper medium market. Must have great communication skills and be able to build a sales force. Send resume and contact information to Box J-35.

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Chief Engineer—for university-licensed FM in Detroit. 79KW NPR affiliation now adding SCA. Will move into operation and begin operation of satellite downlink 1979-80. Require experienced transmitters/audio person with responsibility for station and coordination of audio/scheduling and FCC First. Send complete resume and salary requirements to General Manager, WDET-FM, 5035 Woodward Avenue, Detroit, MI 48202. An equal opportunity employer.

Chief Engineer—Required for 50,000 watt AM in a total service area of 650,000 people in a market with four AM, one FM, and a group of three television stations. Excellent salary and benefits with state-of-the-art facilities. Position available immediately. Please send resume to: KZLA, General Manager, 914-238-5085.

Hunted by Announcer—at low cost. Wife of Announcer—to be on air in the near future. Must be available to work in Dallas, TX 75221. EOE.

Fulltime needed: Radio Announcer. 10+ years experience, including some TV. Send resume to: WJCL, Box 103, Sumter, SC 29152.

Fulltime needed: DJ/Announcer. Ex. salary and benefits. Must be available to work Monday through Friday. Send resume to: WJTL, Box 200, Louisville, KY 40201. EOE.

Fulltime needed: Executive Announcer, to move to Steel City in 6 months. Must have experienece in handling clients. Send resume to: WJTI, Box 123, Pittsburgh, PA 15234. EOE.

Fulltime needed: Announcer at night. Send resume to: WJDL, Box 144, Detroit, MI 48201. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJUC, 102 E. 4th St., Jacksonville, FL 32202.

Fulltime needed: Radio Announcer. 5+ years experience. Send resume to: WJTX, Box 123, Tallahassee, FL 32301.

Fulltime needed: Radio Announcer. Send resume to: WJOU, Box 12, Orlando, FL 32801. EOE.

Fulltime needed: Radio Announcer. Must have at least 1 year experience. Send resume to: WJUN, Box 132, Jacksonville, FL 32230.

Fulltime needed: Radio Announcer. Send resume to: WJVL, Box 16, Orlando, FL 32801. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJQM, Box 142, Philadelphia, PA 19125. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJQH, Box 144, Atlanta, GA 30302. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJOL, Box 154, Chicago, IL 60601. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJOT, Box 16, Nashville, TN 37202. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJUS, Box 123, Jacksonville, FL 32230.

Fulltime needed: Radio Announcer. Send resume to: WJUY, Box 142, Philadelphia, PA 19125.

Fulltime needed: Radio Announcer. Send resume to: WJYU, Box 16, Orlando, FL 32801. EOE.

Fulltime needed: Radio Announcer. Send resume to: WJYX, Box 144, Atlanta, GA 30302.

Fulltime needed: Radio Announcer. Send resume to: WJYF, Box 154, Chicago, IL 60601.

Fulltime needed: Radio Announcer. Send resume to: WJYD, Box 123, Jacksonville, FL 32230.

Fulltime needed: Radio Announcer. Send resume to: WJYB, Box 142, Philadelphia, PA 19125.

Fulltime needed: Radio Announcer. Send resume to: WJYJ, Box 16, Orlando, FL 32801.

Fulltime needed: Radio Announcer. Send resume to: WJXG, Box 123, Minneapolis, MN 55401.
HELP WANTED TECHNICAL

 Videotape Maintenance Engineer for quad VTR's and other related equipment for post production and television station. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

Television Maintenance Specialists. Are you a specialist in the maintenance of quad video tape recorders? or studio and portable camera systems? or computerized editing systems? A large South- east television production house has positions available for highly qualified and experienced technicians specializing in any of these areas. Paid insurance, 3 weeks paid vacation, 12 holidays per year. An Equal Opportunity Employer. Send complete resume to Box H-157.

TV Chief Engineer. Major market network VHF station looking for experienced chief engineer—good starting salary. If you're looking to move up to a larger market, here's your chance. Applications will be held in strictest confidence. Send resume to Box J-33.


Director of Engineering—Idaho. Two Station Group ABC affiliates in Boise and Pocatello, Idaho. Strong technical background necessary primarily in ENG and studio equipment including Quad tape. Salary DOE. Write Box H-275, ID, 83601.

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CTV facility. Minimum qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-51.

Licensed Engineer (Jackson, Michigan). Must be 18 years of age or older and hold a First Class Radiotelephone FCC. License. Technical schooling or experience desired. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO. 30380, Lansing, MI 48909.

Master Control Operator/Operating Technician. First Class FCC license required; prefer experience in video or audio operation. Experience in video and audio tape machines and editing techniques. Good Salary Package. Box 30380, Lansing, MI 48909.

Air Control Operator: Immediate opening for switch/video control engineer. Minimum 1-year rele- vant experience. 1st Class required. High School or GED equivalent. Good Salary Package 904 - 354-2806 or write Director of Engineering, WJCT, 2037 Main Street, Jacksonville, FL 32206, An Equal Opportunity Employer. M/F.

Master Control and Video Tape Technicians needed immediately. First Phone and minimum one year experience required. Call or write Engineering Manager, WPWI- TV, 25 Catamez Blvd. East, Prov- idence, RI 02914. Phone 401-435-7200. An Equal Opportunity Employer.


Maintenance Engineer—Minimum 3 years mainte- nance experience, strong background in studio main- tenance, FCC 1st Class license. Prefer technical school or equivalent technical education including digital technology. Send resume to Personnel Director, KNTV, 645 Park Avenue, San Jose, CA 95110 AEOE (M/F).
HELP WANTED TECHNICAL CONTINUED

San Francisco Opportunities. KGED (5:00 P.M.) needs two experienced engineers for nation-wide distributed “Over Easy” talk show. Technical Director: Must have extensive experience in all phases of studio and remote television production; a thorough knowledge of television systems and engineering parameters; considerable experience supervising large engineering crews on major network productions; good rapport with production personnel and talent; able to work under pressure; first phone desirable. Salary range: $239 to $433 per week. Computer

Videotape Editor: Must have thorough working knowledge of CMX-50 and CMX-340X editing systems, as well as extensive experience in major network crews. Must have a thorough working knowledge of television systems and engineering parameters as well as extensive work on Ampex VTRs. A first phone is desirable. Must be creative and able to work fast wisely on production person-

nel. Salary range: $239 to $433 per week. For immediate consideration, mail resume with salary history to Personnel, KGED, 500 Eighth St., S.E. CA 94103.

Maintenance Engineer with first class FCC License sought by WPTV. Requires skill in the operation, maintenance and repair of television and radio station equipment with emphasis on technical, mechanical, electrical or hydraulic system affecting broadcast. Prefer minimum 2 years experience in TV maintenance. Degree in electronics or coursework in electronics engineering. Salary range: Apply Personnel Manager, WPTV, P.O. Box 610001, Miami, FL 33161. Equal Opportunity Employer.

Assistant Director, Engineering—Responsible for coordinating and administering all the technical operations and engineering functions, including all engineering personnel, plan new services and electronic equipment systems. Maintain complete files of FCC major /S.E. Regulations and supervise license renewals and all other FCC filings. Requirements: Extensive background in electronic engineer-
ing plus knowledge of business administration. Superior experience in radio and television broadcasting is necessary. Must possess a valid first class FCC license with extensive knowledge of FCC regulations. Experience in public broadcasting is preferred. Salary: $17,160 minimum plus benefits. Send resume to: Elizabeth L. Young, Director, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. An Equal Opportunity Employer.

HELP WANTED NEWS

Immediate Opening for experienced News Person with local TV news market. Applicant must be able to gather, write, edit and air Radio and Television news programs. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3"x4" video tape to General Manager, WSYR-AM/FMTV, 1033 S. Salina St., Syracuse, N.Y. 13204. Reply by phone, please. An Equal Opportunity Employer.


Weathercaster. Unique personable delivery & weather knowledge both needed for TV-Radio job. Medium market's important. Well equipped weather department. EOE. Box J-21.

Wanted—News Director who will also anchor early news. Need experienced ramrod for sun belt medium market station with young staff but strong news dedication. Send full resume in confidence and salary require-

ments. An Equal Opportunity Employer; Box J-26.

Midwest, mid-sized market co-anchor who is ex-

perienced, lively, personable, knowledgeable and able to assist in reporting and newscast production. Send salary needs, resume and references on initial inquiry only. Detailed resume will be requested. Must apply Equal op-

portunity employer; Box J-28.

Co-Anchor for early and late newsweekdays. Field experience, knowledge of newscast production and willingness to work hard a must. Send resume, tape and salary requirements. Must apply Equal op-

portunity employer: Box J-28.

Midwest, Reporter/Photographer: Perfect opportu-

nity for person just out of school; or with limited first job experience. Send resume with audition tape to: News Director, WTVO-TV, P. O. Box 470, Rockford, IL 61051.

Sports Reporter/Anchor: Central California NBC affiliate is looking for a bright, aggressive television sports reporter. Broadcast journalism degree preferred. Must handle sports in TV work; on-air and field reporting; of sports. 40-hour week; salary negotia-

tive, depending on experience. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, 4626 E. Sixth Street, San Bernardino, CA 92376. An Affirmative Action/Equal Opportunity Employer.

News Editor. One year broadcast news experience. Responsibilities: gather, write and deliver evening newscasts. Must have own car, some anchoring. Able to work under pressure; first phone desirable. Salary: $15,500. An Equal Opportunity Employer M/F.

CoAnchor. Need an experienced TV anchor/reporter. Medium market with strong news commitment, some street reporting and producing. EOE. Box J-76.

TV - Reporter—2 years minimum experience re-

quired. Top 50 market. Midwest location preferred. An Equal Opportunity Employer M/F. Send resume to: Box J-78.

News Photographer—Number one medium market network affiliate seeks experienced news photo-

grapher with ENG and portable microwave experience. Excellent Benefits. An Equal Opportunity Employer. Send resume to Box J-82.

Weather talent. Need someone with TV experience and.pensibility to travel to cover a fully equipped weather office, Upper Midwest medium market with strong news commitment, EOE. Box J-93.


Photographer—KIRO TV News (Seattle) Mini-Cam familiar. 16 mm film production. LATSE scale. Call Personnel for station application, 206-624-7077. EOE.


We’re looking for strong weather personality for our 6 and 11 p.m. Newscasts. Applicant must have extensive weather background and on-air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVD, P.O. Box 2009, Durham NC 27702. EOE.

We produce a monthly News Magazine of statewide affairs and are currently reviewing resumes and tapes of host-producers of this format. Send original Information to Box J-100.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

TV Production Manager: Imm-date opening for TV Production Manager in small-market group-owned ABC affiliate in Northeast. Responsible for all local program and commercial production. Supervise a staff of five. Excellent opportunity for director to step into management. Must have organizational and manage-

ment ability. send resume to Box J-6. EOE. M/F.

Producer/Director—Top Ten Market. To produce and direct prime-time public affairs show. Must have at least four years experience, proven track record and have lots of ideas. Equal Opportunity Employer. Box J-9.


Promotion Manager of Kansas City NBC affiliate. Call or write Bud Turner, WDAF, 3030 Summit, Kansas City, MO 64108, 815-753-4567.

Immediate opening—Producer/Director: Minimum two years experience in directing news, commercials, and local programming. Creativity a must. Send resume, minimum salary requirements and tape to: Roger Thomas, Manager, Personnel, WTV, P.O. Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Manager, Graphic Design Department. WTI-TV, Mil-

waukee, seeks an experienced individual with strong graphic background in designing and executing print, on-air, news and sales related graphics. Degree preferred. Art direction and managerial skills a must. Contact Doug Wengert, Director of Advertising and Promotion, WTI-


Line Producer. Creativity, experience a must, for a video pilot of new magazine-format women's show. Must be available NYC immediately through 9/78. Series in involvement possible. Send resume to Box J-77.

Director of Outreach And Community Resources. Develops and executes publicity, promotion and ad-

vertising plans for upcoming ERTV Midwest broadcast operation. Initiates and coordinates community con-
tacts, and assists in development of demographic statistical data. Responsible for all non-academic print materials, and helps prepare legislative presen-
tations and grant proposals. Requires bachelor's degree in communications or equivalent combination of education and experience including basic knowledge of TV production and programming pro-

Assistant Promotion Director—Position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production necessary. Group owns medium market network affiliate offers excellent benefits and opportunities for advancement. An Equal Opportunity Employer. Send resume and sal-

ary requirements to Box J-94.

Producer/Videographer—Experience in remote television program production and equipment opera-

tion required. Knowledge of 16mm film production and M.A. in television or related field desirable. Nine month appointment, salary $8,700-$10,200. Closing August 15, 1978. Contact: Paul Stankovich, Acting Director, Teleproduction Center, University of Wiscon-

sin-Stout, Menomonie, WI 54751. UW-Stout is an Equal Opportunity, Affirmative Action Employer.

SITUATION WANTED MANAGEMENT

General Manager/General Sales Manager, Radio or TV, available. Currently employed, Major Market. Solid Track record, Heavy references, Reply Box H-117.

Manager looking for station that wants to be number one in all areas. Background includes experience in all areas except engineering maintenance. Budget con-

trol a specialty. Would like to make move prior to school starting. Resume on request by writing Box J-74.

SITUATIONS WANTED SALES

Attention Sales Managers: Remember when you were looking for that break into TV sales. I am looking for that break now. Box J-53.

SITUATIONS WANTED ANNOUNCERS

Medium market radio announcer after TV position. Will move. Box J-89.

SITUATIONS WANTED TECHNICAL

20 yrs. exp., management, construction, design, consulting, seeking Group Director of Eng. of large fac. C. E. Reply Box H-139.

Engineer, 28 yrs. Experience, AM-FM-TV construc-

tion, installation, operation, maintenance, desires overseas position. Box H-4.

SITUATIONS WANTED NEWS

Major Market anchor/reporter seeks nightly anchor slot. 11 years news experience, Box J-38.

Broadcasting Aug 7 1978 73
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Sales Person: Philadelphia area television production facility planning expansion, individual with video tape, film and slide production experience is needed to develop and sell new markets for expanded services and facilities. Resume to Box J-82.

Production Coordinator, Responsibility for development and operation of television production section of Biomedical Communications Division in a Health Sciences Center which includes a University Hospital and a College of Medicine. Position requires a Bachelor's degree in Educational Communications with TV as emphasis or equivalent and at least three years of supervision and related work experience. Demonstrated competence as a designer, director, and producer of educational visual media will be expected. Please forward resume to Staff Employment Center, University of Arizona, 1101 Babcock Building, Tucson, Arizona 85721. An Equal Opportunity, Affirmative Action, Title IX, Section 504 employer.

HELP WANTED INSTRUCTION

Radio-Television Technology Instructor/Assistant Professor term appointment (6 months); associate degree program; minimum, teaching experience preferred. First Class FCC required, professional broadcast experience; $6,900 to $8,000 depending upon qualifications and experience; will advise students and participate in faculty governance and community service; begins January 2, 1979. Send vita, transcripts, recommendations and names, addresses and phone numbers of recommenders, and letter of application to the Dean, Zanesville Campus, Ohio University, 1425 Newark Road, Zanesville, OH 43701. Materials must be received by September 5, 1979. O.U. is an Equal Opportunity, Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250,000,000,000,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512-722-3333.

Wanted: Good condition 1KW and 5KW AM transmitters for missionary radio station in Western Caroline Island of Palaau. Reasonable price or tax deductible receipt for donation. Contact Butch McBride, Pacific Missionary Aviation, Box 224, Agana, Guam 96910.


Wanted: good used four or five pot stereo console. Call Rob Boyle 314-231-7913.

FOR SALE EQUIPMENT


Audio pak Cartridges, manufacturers overrun, 24 for $38.95. Signetics Corporation Box 1329, San Jose 95130. 408-737-5937.

FM Transmitter reconditioned single and multi-deck Cart Machines and Consoles. All models available. Many bargains such as: 85100 Console—List $2295, Used $1000. 3200RPS Cart Machine—List $1560, Used $900. Call Elaine Hayes at Broadcast Electronics: 217-224-9600.

Get Quick Delivery on your new IBM Instacast from Dwight Herbert at IBM Midwest: 312—822-0919.

CCA 10 KW FM, 4 years old, new tubes, better than new condition, $13,250, extras: 618—997-8123.

15 kw FM transmitter, heavy duty 6 bay c.p antenna, extras, all good condition, 801—753-5523.


Two Translators, Adler Model, UST-20 20 Watts recently taken out of use. Make me an offer... Bud Penz, KWBE, Beavercreek, OH 88310—402—228-5922.

COMEDY

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

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


FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. RO Box, 9877, Fresno, Calif 93794.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5004-B Twininning, Dallas, TX 75227.

MISCELLANEOUS


PRIZES! PRIZES! PRIZES! National brands for promotions, contests, programming. No barter or trade. Pleez! For fantastic deal, write WJRT 

Radio & Television Features, Inc., 166 E Superior St., Chicago, IL 60611, call collect 312—844-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.


WCVF, the Campus Voice of SUNY Fredonia College, invites old staffers to attend a reunion and dedication of our new FM station on October 6 during Homecoming Weekend. Contact: Alumni Office, 2121 Fenton Hall, SUNY at Fredonia, NY 14063.

INSTRUCTION

1st class FCC, 6 wks, $450 or money back guarantee. VA approved. Communications. 11148 Oxnard St., N. Hollywood CA 91606.

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

Free booklets on job assistance, 1st Class FCC license and D. J. Newscaster training. A.S. 152 W. 2nd St., N.Y.C., Phone New York, 212-3700, Vets benefits.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid prescribed license and examination changes. Elkins Radio License School, 332 Brantiff Tow P.O. Box 45755, Dallas, TX 75245, 214—352-3242.

ALLIED FIELDS

HELP WANTED SALES

We Need 5 Super, Aggressive, Radio Salespeople who are fed up with "peanut" money, to train as regional managers for the U.S. and Canada. Extensive travel. Big Earnings OK to 60K, annually on commission basis. Only "street fighters" need reply: Box H-114.

Business oriented, successful salesperson with good credit and character who really wants to improve their income level. This is a straight commission opportunity involving substantial dollar gains. We'll train in brokerage work, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.
Help Wanted Technical

CHIEF ENGINEER

Group Broadcaster has need for a Broadcast Engineer to be Chief Engineer at WBYP-AM & WWKS-FM in Beaver Falls, Pennsylvania. Should have First Phone and be knowledgeable in AM, FM, Stereo, S.T.L. and Audio. Experience with these responsibilities for five years is required. EOE/AM-F Reply with resume to:

Jerry L. Bowers
Technical Director
Hall Communications Corp.
WNBH/WWYS Radio
PO. Box H-3201
New Bedford, Mass. 02741

Help Wanted News

KRLD/Metromedia

Dallas 50,000 watter needs anchor person for news block. Must have working news experience as well as strong on air qualities. Send tape and resume to:

Ken Fairchild, News Director
7901 Carpenter Freeway
Dallas, Texas 75247
Equal Opportunity Employer M/F

Washington’s Leading News & Sports Station

Has Openings for Sports Director/Play By Play Announcer Also News Reporter/Anchor
Send resume, tape and salary requirement to: Armand Asselin, News Director WTOP - 4001 Brandywine Street, N.W. Washington, D.C. 20016
EOE M/F

Help Wanted News

IMMEDIATE OPENING!

Major Dallas radio station seeks experienced deejays. Requires tight production, mature voice and smooth MOR commercial delivery. Equal opportunity employer M/F.

Box J-36

Help Wanted News

VITAL HAS A FUTURE FOR YOU


Help Wanted News

IMMEDIATE OPENING

For experienced News Person with leading NBC Network affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3" x 4" video tape to: General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, New York 13203. No phone calls, please, an Equal Opportunity Employer.

Help Wanted News

WHERE ARE YOU?

Is there anybody out there who understands how to turn on the personality in a news show? I'm not interested in the traditional news announcer. Solid, exciting position for right person. Tapes and resumes to: Ray Hasha, KLOK Radio, Box 21248, San Jose, CA 95151. No phone calls. Tapes cannot be returned. Equal Opportunity Employer.

Situations Wanted Management

GENERAL MANAGER

Established top ten market radio General Sales Manager seeking greater opportunity and broader challenges. Successively employed with nearly nine years experience in all phases of station operations. Desire top twenty-five markets. Box J-30.

Situations Wanted News

Ambitious Sportscaster


NETWORKS & NYC STATIONS


TELEVISION

Help Wanted Technical

BROADCAST ENGINEER

To go TW/AMFM maintenance—qualified to hold position as assistant chief engineer. Only persons seeking long term permanent position need apply. Contact C.A. Perkins, P.O. Box 8887, Jackson, Miss. 39204 or call 601 -372-6311, collect. Equal Opportunity Employer

Help Wanted News

Sales Manager WPRO-AM

Providence, Rhode Island

Minimum 5 years broadcast selling experience: knowledge of marketing, market research, co-op advertising desirable; prior formal sales training experience helpful; middle size market and contemporary radio experience helpful.

Send resumes to Dick Rakovan, 1502 Wampanoag Trail, East Providence, R.I. 02915.

A Capital Cities Station

An Equal Opportunity Employer.

Help Wanted Technical

Outrageous Comic

Air personality to attract young adult audience. Must have proven track record in contemporary radio. Off-the-wall humor that breaks traditional formats. Unusual Opportunity in Top 5 market.

Send resume, ratings and cover letter to Box J-84, E.O.E.

WHYN-AM

No. 1 in Western Mass. needs a disciplined pro with an easy relaxed delivery for AFTERNOON DRIVE. Must be one to one communicator with good production skills. Send tape and resume to Doug Hawley, Program Director, WHYN AM & FM, 1300 Liberty St., SPRINGFIELD, MA 01101 EEO.

Help Wanted Technical

Do You Know Regional Selling?
The country's largest regional rep is looking for "that right person". Tell me about yourself (What you've done and where; salary and bonus arrangements; goals).

At Regional Reps you'll have excellent company benefits and lots of room to grow.

Len Auerbach, President
Regional Reps Corp.
5340 Centr al Avenue
St. Petersburg, Florida 33707

Help Wanted News

KRLD/Metromedia

Dallas 50,000 watter needs anchor person for news block. Must have working news experience as well as strong on air qualities. Send tape and resume to:

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EOE M/F

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IMMEDIATE OPENING

For experienced News Person with leading NBC Network affiliate. Applicant must be able to gather, write, edit and air Radio and Television news programs. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3 1/2" video tape to: General Manager, WSYR-AM/FM/TV, 1030 James Street, Syracuse, New York 13203. No phone calls, please, an Equal Opportunity Employer.

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Established top ten market radio General Sales Manager seeking greater opportunity and broader challenges. Successively employed with nearly nine years experience in all phases of station operations. Desire top twenty-five markets. Box J-30.

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Providence, Rhode Island

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Send resumes to Dick Rakovan, 1502 Wampanoag Trail, East Providence, R.I. 02915.

A Capital Cities Station

An Equal Opportunity Employer.
**SPORTS**
Major VHF CBS affiliate in top 50 market. Weekend sports anchor and staff announcer. Great opportunity! Resume to Box J-85. An Equal Opportunity Employer.

**INVESTIGATIVE REPORTER**
If you think you’ve got enough to slip into a vacancy left by one of the best investigative reporters in the nation we’d like to hear from you. This is not for a beginner. We will consider print experience in investigative reporting along with a willingness to learn television. We are committed to investigative reporting and want to continue the tradition we have established. The salary will be in keeping with your experience. Send a resume and videocassette. No reprints. We are an equal opportunity employer.

Send resume to: DOW SMITH
News Director
WPLUTY 10
3900 Biscayne Blvd.
Miami, Florida 33137

**TOP TEN MARKET**
We’re looking for two fresh, bright co-hosts for a new morning show. Must have enthusiasm, energy and innovative ideas. Looking for creative knowhow and solid interviewing background. Send resume. Equal Opportunity Employer. Box J-10.

**TV HOST/HOSTESS**
Daily Public Affairs/Talk-Variety program in nation’s capital. Interviewing and/or reporting experience necessary. Must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. Equal opportunity employer. Send resume to Box J-47.

**HELP WANTED NEWS CONTINUED**

**TAKE CHARGE OPS MANAGER**
Responsible for overall on-the-air image, strong commercial experience a necessity. Station has full tax. You pull it all together to produce high quality commercials and news strips. Salary open, many fringe. Send resume to Joe Norris, Station Manager, WCTI-TV 250 Country Fair Dr., Champaign, IL 61820. E.O.E.

**MALRITE IS LOOKING**
**TV PROGRAM DIRECTOR/OPERATIONS MANAGER**
WCTI-TV, ABC for the Greenville-New Bern-Washington, NC area has opening for Program Director/Operations Manager. The person we seek should be knowledgeable on FCC matters and combine strong management skills with creativity and programming knowledge to accelerate station growth. Future station management responsibilities available with growing chain. Send full resume including salary requirements to:
Bill Jenkins, General Manager WCTI-TV
P.O. Box 2325
New Bern, North Carolina 28560
MALRITE BROADCASTING is an equal opportunity employer.

**DISTRICT SALES MANAGERS**
Panasonic Video Products
Exceptional career opportunity for experienced video and CCTV products sales managers or sales representatives in Chicago and other Midwest regions.

For consideration, forward resume outlining accomplishments and salary history to:
EDWARD HOFFMAN
PERSONNEL MANAGER
363 N. 3rd Ave.
Des Plaines, IL 60016
Equal Opportunity Employer M/F

**HELP WANTED PROGRAMING, PRODUCTION, OTHERS**

**Cuyahoga Community College**
INTERN for intensive training in Telecommunications/Media Instruction area of CCC Lifelong Learning Institute. Prefer Ph.D. for ABD in Speech Communication, Telecommunications, Journalism, Continuing Education, Curriculum and Instruction, Educational Administration, or Educational Media. Extensive experience in specific area above or professional broadcast (production) may be substituted for degree.

Applicant must be interested in total effort internship equivalent in intensity and focus to MD residency and will be expected to pursue additional MA in one of the above areas. Stipend of $7,000 per 48-week year. Internship renewable for second year.

Intern will be involved in all aspects of researching, developing, producing, implementing, and marketing credit and non-credit courses for multiple media instructional delivery systems including radio, television, and newspapers. Will work closely with the Director of Telecommunications/Media Instruction, Dr. William M. Randin, Jr., as well as area media executives. Duties to begin as soon as possible. Applications accepted until August 14, 1978.

Send resume to:
Employment Manager
Human Resources/Personnel Relations
700 Carnegie Avenue
Cleveland, Ohio 44115

Affirmative Action, Equal Opportunity Employer, M/F/H

**HELP WANTED WORK**
**GENERAL MANAGER**
11,000 SUBSCRIBER MID-ATLANTIC CABLE SYSTEM
We’re looking for a lasting relationship with an experienced professional. Send Resume to Box H-66. an equal opportunity employer M/F

**HELP WANTED ANNOUNCERS**

**COUNTRY MANAGER**
MAILRITE BROADCASTING
New Bern, North Carolina 28560

This is a full-time position. This manager will be responsible for overseeing and managing a group of stations located in the Greenville-New Bern-Washington, NC area. The position includes the management of all on-air operations and the supervision of all daily programming, scheduling and talent. A strong background in radio and television is required. The ideal candidate should have at least five years of experience in radio and television management. Salary and benefits will be competitive. Send resume in confidence to:
 установленные параметры для валидации таблицы.
Help Wanted Management Continued

TV MANAGEMENT OPPORTUNITY

A growth-oriented successful group operator is seeking a General Sales Manager/Assistant General Manager for a VHF Affiliate in a substantial market. Candidates should have a proven track record in television sales management along with a clear ability and desire to move into top management.

We seek someone with whom we can develop a long-term relationship. We believe that the company and its individuals must grow together and we are committed to the training and development of our management team in order to achieve these goals.

We offer a competitive salary, including incentive income, along with a significant benefits package.

Our current employees know of this opening. We seek male and female candidates from all racial and ethnic backgrounds.

Box J-59 Broadcasting

Situations Wanted News

Put some CLASS on your team!

For the first time in five years, my major league baseball commitments will not conflict with football and basketball seasons. For quality in-viado play by play of NFL, NCAA of NBA games contact a major league sportscaster: Box 295, 2018 N. Pine Grove, Chicago 60637. 312-546-2097.

MAJOR MARKET SPORTSCASTER

Sports Director for regional TV network seeks similar position or sports anchor so. I've done NHL, NFL, NBA and baseball play by play plus evening sports news. Now available. Box J-87.

NEWS WOMAN

28 year old news woman with two years production experience in top ten market wants chance to write, report or produce. Will relocate. Write for resume and audition tape. Box J-55.

Business Opportunity

WILL BUY AND LEASE BACK

Town Site
Studio + Transmitter Building Equipment
$100,000 to $1,000,000
Hudson Investment Corporation
1150 - 17th St. N.W.
Washington, D.C. 20036

Radio Programing

THE BIG BANDS ARE BACK

One 55-minute weekly program of Big Band sounds with host Jim Boten.

LUM and ABNER

S - 15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5882

Radio Surveys

From The Warner Brothers:
100 calls $25.00 per mo
500 calls $50.00 per mo

S-A-M-S

3407 Stoneybrae Dr., Falls Church, Va. 22044
and Box 2565, Augusta, Georgia 30903
(404) 733-0642

Consultants

LEE HAGUE'S EXPERIENCE IN:

- acquisition financing
- structuring refinancings
- financial planning
- merger negotiations

Can be a major advantage to you.

Call (312) 296-2375 for a confidential discussion of your financing requirements.

RON CURTIS & COMPANY

1460 Renaissance Drive
Park Ridge, Illinois 60068

THE COUPON QUEEN

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AM
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$189K

S40K
Terms

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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, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Stock Index

#### Broadcasting

<table>
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<tr>
<th>Station</th>
<th>Call Letter</th>
<th>City</th>
<th>Net</th>
<th>Price</th>
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<td>ABC</td>
<td>WABC</td>
<td>NY</td>
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<td>NY</td>
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<td>FOX</td>
<td>WNYW</td>
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#### Broadcasting with Major Interests

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<th>Company</th>
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#### Cablecasting

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<td>AMERICAN TV COMM.</td>
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<td>ATHENA COMM.</td>
<td>41.05</td>
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<td>BURKLEY COMM.</td>
<td>177.34</td>
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<td>CABLE INFO.</td>
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<td>COMCAST</td>
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<td>COMM. PROPERTIES</td>
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<td>ENTERTAINMENT</td>
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<td>GENERAL INSTRUMENT</td>
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<td>GENEVE CORP.</td>
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<td>TELE-COMMUNICATIONS</td>
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<td>TELE-PROMPTER</td>
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<td>TEXAS COMM.</td>
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<td>TIMEX CORP.</td>
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<td>TOCOM</td>
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<td>U.S. CABLE TV</td>
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<td>VIACOM</td>
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#### TOTAL Stock Market Capitalization

| Total Stock Market Capitalization | 68,036 |

---

**Notes:**
- Broadcasting data includes major interests.
- Cablecasting data shows the stock prices of various companies.
- Stock market capitalization is calculated and displayed.

---

**Broadcasting Aug 17 1978**

- **ABC Broadcasting:** Includes major interests.
- **Cablecasting:** Shows stock prices for various companies.
- **Stock Market Capitalization:** Total stock market capitalization.
**Programming**

- COLUMBIA PICTURES
- DISNEY
- FILMWAYS
- FOUR STAR
- GULF & WESTERN
- MCA
- MCA
- TRANSCONTINENTAL
- VIDEOTRONICS
- WARNER
- WRIGHT

**Service**

- BBD Inc.
- COX
- DOYLE, DANE & BERNBACH
- FOOTE CONE & Belding
- GREY
- INTERPUBLIC GROUP
- MC COMMUNICATIONS
- MOVIE LABS
- NOV
- ORVI
- WALTER THOMPSON
- WESTERN UNION

**Electronics/Manufacturing**

- AEL Industries
- ANPEX
- ARVIN INDUSTRIES
- CCA ELECTRONICS
- CEC
- EASTMAN CODAK
- FARINON
- GENERAL ELECTRIC
- HARRIS CORP.
- HARVEL INDUSTRIES
- INTEL CORPORATION
- MAI
- MMH
- MONTOLUSA
- AMERICAN PHILIPS
- OAK INDUSTRIES
- RCA
- ROCKWELL INTERNATIONAL
- RSC INDUSTRIES
- SCIENTIFIC-ATLANTA
- SONY CORP.
- TEKTRONIX
- TELEMAN
- VARIAN ASSOCIATES
- WESTINGHOUSE
- ZENITH

**Standard & Poor's 400 Industrials Average**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Value Aug 2</th>
<th>Closing Value July 26</th>
<th>Net Change in Week</th>
<th>% Change in Week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>PIE Ratio</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
<td>AELB</td>
<td>2 1/2</td>
<td>2 1/8</td>
<td>-</td>
<td>3/8</td>
<td>-</td>
<td>1.69</td>
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<td>DIS</td>
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<td>3 1/2</td>
<td>+</td>
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<td>47 5/8</td>
<td>32 1/2</td>
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<tr>
<td>FWY</td>
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<td>1 1/8</td>
<td>-</td>
<td>1/2</td>
<td>-</td>
<td>4.13</td>
<td>15 1/2</td>
<td>6 7/8</td>
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<tr>
<td>GWA</td>
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<td>1 1/8</td>
<td>+</td>
<td>1/4</td>
<td>+</td>
<td>1.80</td>
<td>18 3/8</td>
<td>10 1/4</td>
<td>6</td>
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<td>GTA</td>
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<td>51 1/2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>3.88</td>
<td>54</td>
<td>32</td>
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<tr>
<td>HGM</td>
<td>38 38 1/2</td>
<td>1/2</td>
<td>-</td>
<td>1 2/3</td>
<td>-</td>
<td>1.29</td>
<td>40</td>
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<td>-</td>
<td>1 2/3</td>
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<td>5.38</td>
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<td>13 1/8</td>
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**Stock symbol**

<table>
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<tbody>
<tr>
<td>CPS</td>
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</table>

**Average trade on Wednesday, closing price shown is last traded price.**

**Over-the-counter bids supplied by**

- Loeb, Rhoades, Hotblower, Washington.

**Yearly high-low are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.**

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

**Broadcasting Aug 7 1978**
AMST's Tom Paro: soft sell for the status quo

There was a changing of the guard in Washington last week, not the kind likely to be reported on the network nightly news, but still one of significance to the broadcasting business: Tom Paro replaced Lester Lindow as president of the Association of Maximum Service Telecasters, an organization that over the years has marshalled impressive resources in a generally successful effort to preserve the nation's table of television allocations as adopted by the FCC in 1952.

Mr. Paro, who has been easing himself into the presidency for almost a year—he signed on as AMST executive vice president last September—arrived at a first glance to be the type to give AMST something of a new image. Tall and spare in build where Mr. Lindow is of medium height and chunky, Mr. Paro is also restrained, almost self-effacing in manner (not at all the "shoeshine and a smile" style his background might suggest), where Mr. Lindow, according to those who have dealt with him, occasionally came on strong, even abrasively.

But there is no reason to anticipate a change in direction of policy of the association's 200-odd stations that operate at full power and that regard as their primary raison d'etre the "maintenance and development of an effective nationwide system of VHF and UHF side by side—with sufficient spectrum to meet both present and future needs."

Over the years, that view has led AMST to oppose, with considerable vigor and skill, proposals to pare away parts of the UHF television spectrum for land-mobile radio. And AMST was an early, opponent of the unrestrained development of cable television. Now it is opposing the Communications Act rewrite, seeing in it the possible destruction of the present system of television allocations (BROADCASTING, July 31).

Mr. Paro makes the AMST arguments with as much conviction as any AMST board member could wish. "We want to continue to provide the local areas of the country with over-the-air broadcast stations of good technical quality," he says. But the rewrite—which AMST feels opens the door to wholesale VHF drop-ins—would produce "islands of reception in a sea of interference." And that is the kind of fate from which AMST has been trying to save the country for the 22 years it has been in business, Mr. Paro says. "We have not been against good, legitimate progress, but we have been against what we call 'irresponsible approaches' that do not take into account the vast service television provides to the American public. It's that simple."

Mr. Paro takes over AMST's top executive job with two important strengths—15 years of television station management (AMST is an association of stations, after all) and a knowledge of the national government and regulatory scheme that comes with spending 13 of the last 25 years in Washington. (He knows many of the players on the Washington scene, and is getting to know those he does not.)

Until joining AMST last year, Mr. Paro earned his living on the selling and management side of broadcasting, in jobs that bred the business into him.

His first job after graduating from the University of Missouri School of Journalism in 1948, with majors in advertising and broadcasting, was with the Mutual Broadcasting System, in Chicago. In time, he became a network account executive, and worked with agencies and sponsors. Companies were still heavily involved in program-sponsorship in those days, and Mr. Paro can recall the live radio programs with which he had been associated—Tom Mix and Captain Midnight, which originated in the Chicago Tribune building, and Chuck Acree's Man on the Farm, which was broadcast live from "a converted chicken coop" on Quaker Oats' experimental farm in Libertyville, Ill.

By 1955, Mr. Paro had found his way into television, and the start of what proved to be a 22-year relationship with NBC. With NBC, he learned television station management, beginning with his first five years as an account executive with NBC Spot Sales. In those days, before the FCC got fussy about such things, networks could represent stations other than their O&O's, and Mr. Paro found himself dealing with as many as 15 stations, only seven of them (including two UHF's) NBC's. In the process, he became acquainted with the range of problems—programming, personnel, scheduling and the rest—that confront stations across the country.

By 1960, Mr. Paro had landed in Washington as director of sales for WRC-TV. From then on, movement was rapid. In two years, he was station manager of WRC-TV. Three or so years later, he was back in New York as station manager of WNBC-TV. And less than three years after taking that post, he was again in Washington, this time as vice president and general manager of WRC-TV. He held that post until December 1976, when he was named vice president, special projects, NBC station relations (BROADCASTING, Dec. 6, 1976).

How, then, did AMST recruit him after what had been a long, successful career with NBC?

Over the years, he'd become interested in the national broadcasting issues on which attention is focused in Washington. When AMST approached him, the job seemed to offer an opportunity to apply the station and Washington experience he had gained.

What's more, there are the increasing demands of various services for spectrum space, the kind of demands he feels underscores the need for the kind of job AMST does. Indeed, he says, "There's going to be a greater need for what we do in the future than there was in the past."

He feels that, in terms of television trade news, the sexy subjects are children's programming, program content generally, fairness doctrine issues, and the like—matters in which AMST, "a narrow-focused organization" does not concern itself.

"But," he adds, "when you get right down to it, a broadcaster is out of business without two things—a license and a frequency. And if you have a frequency but can't get to an audience with an interference-free signal, the broadcaster will still ultimately be out of business."
Help!

The State Department has been given the disquieting news that the man who is to head the U.S. delegation to the World Administrative Radio Conference of 1979 cannot go to work full time until next April ("Closed Circuit," July 31). If the delegation and its advisory committee are to be given only part-time leadership while Glen O. Robinson continues his teaching at the University of Virginia through the spring of next year, there is a very real possibility that the U.S. will be poorly prepared to compete in the international contest for spectrum space.

WARC '79 is certain to present this country with unprecedented difficulties in negotiations. The whole Third World will be on hand with demands heretofore unheard of. The more advanced nations will stake proportionately larger claims. Only by masterful maneuvering can the U.S. hold on to the space it needs for its sophisticated communications systems.

At this point there is at least some doubt that the U.S. delegation, as now composed, will have the will to defend present interests. Broadcasters are especially concerned by what they regard as underrepresentation. Now the doubt is compounded by the knowledge that full-time leadership will be lacking for another eight or nine months and indeed will not be present for the preparation of the national position papers—complete with voluminous engineering exhibits—that are due for exchange among WARC participants next January.

In the circumstances, the State Department has still another reason to appoint a co-chairman of the WARC delegation, as has been proposed, one who not only would complement Professor Robinson in experience and negotiating skill but also be free to go to work now. To lose WARC by default would be a national calamity.

Try, try again

In recent speeches, FCC Chairman Charles D. Ferris and Commissioner Tyrone Brown have been assuring broadcasters that they have nothing to fear from the Supreme Court's affirmation of the FCC's finding that a George Carlin record broadcast by the Pacifica Foundation's WBAI(FM) New York was indecent. The Messrs. Ferris and Brown promise that the FCC has no intention of using the decision as an excuse to suppress the use of vivid language, in responsible context, on the air.

We believe both men implicitly. We also believe that the point they have been making is largely irrelevant. The WBAI case would never have attracted the universal support of the broadcasting establishment if the issue at bar had been merely the right to broadcast four-letter words for their shock value. The real issue was nothing less than the application of the First Amendment to all forms of broadcast programming. And broadcasting lost.

The Messrs. Ferris and Brown may say, with conviction, that the court's ruling was narrowly confined to the kind of material that the Carlin record represents. They cannot guarantee, however, that the general observations made by the five-member majority of the court will not be used to justify all kinds of government intrusion into broadcast practices.

At one point the court majority concluded that "of all forms of communication, it is broadcasting that has received the most limited First Amendment protection." At another it decided that Section 326 of the Communications Act, the no-censorship provision, merely proscribes prior restraint and leaves the FCC free to punish infractions of government program standards.

To justify its finding that the government had power to prosecute broadcast indecency in ways it cannot touch indecency conveyed by other means, the court conferred sweeping power for other ventures into program regulation. Can anyone doubt, for example, that if the FCC wishes to conclude its new inquiry into children's television with a set of rules describing what is to be put on the air, it will refrain from citing the Supreme Court's assertion in the Pacifica case that broadcasting is "uniquely accessible to children" and therefore susceptible to special regulation?

To their credit, ABC, CBS, the National Association of Broadcasters, NBC, the National Radio Broadcasters Association, the Public Broadcasting Service, the Radio Television News Directors Association and the Reporters Committee for Freedom of the Press have jointly gone to the support of the Pacifica Foundation in a petition for a Supreme Court rehearing of the case. It is not often that the Supreme Court agrees to a rehearing. In this case, however, can it ignore a petition with such impressive support and so sound a premise?

Look who's talking

Not one to stand on formality, Johnny Carson is "going to go to the FCC myself personally" to get the licenses taken away from stations that clip his show. Or so he said. In an outburst without recent equal, he indicted two stations on the basis of letters he had solicited from viewers, giving the impression that his show had been clipped to make room for extra local commercials (Broadcasting, July 31).

The stations are understandably indignant. One said it had had one accidental 30-second runner of local news. The other said that in three months there had been four runovers of its coverage of local baseball games and one instance in which late-breaking news delayed its pickup of the Carson show by about one minute. Both stations denied commercial gain.

We suggest that Mr. Carson stick to entertainment and stay out of the enforcement racket, and besides this is a matter for NBC, which employs him, not vice versa, to monitor. There are adequate remedies for cases of genuine clipping—and they provide, incidentally, for fairer hearings and stronger proof than an angry comedian is apt to supply. Anyway, from a performer who doesn't appear on his own program any oftener than Mr. Carson does, it is ridiculous to hear tirades about an occasional absence of an affiliate for a minute or so.

And his only reference is an uncle who works in license renewal at the FCC.
The music that accompanies the lifestyle of South Florida is the music of WAIA—Stereo 97. On the beaches, in the car, at home and at work, AIA is tuned in by thousands from Palm Beach to Key West. With our 100,000 watts, AIA covers the Gold Coast with music for all, but we also keep South Floridians informed with timely newsbreaks, weather reports, sea conditions, tides and even surf temperatures. WAIA—Stereo 97... your "Music Way."

Cox radio stations are represented by The Christal Company.
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You can now see our actual total TV automation system in use in one of several TV stations in the first US TV markets.

We have over 30 technical automation systems in use since 1972. This total experience makes it also possible for us to offer a building block approach of a 32 event preset system to stations as a first step towards total automation.

We have installed a complete automation system, connected it to a business service, and trained station personnel to operate in less than three weeks. We've got total TV automation under control. Call us toll free 1-800-874-4608.