

Upbeat is the word for NAB
AAA's turn the screw on TV violence

Broadcasting Mar 28

The newswweekly of broadcasting and allied arts

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**The Night
ASCAP Members
Raided the Grammys.**

Awards are nothing new to ASCAP members. Over the years they've won 108 Oscars, 71 Tonys and uncounted Emmys, Rockies, Golden Globes and Grammys. So when 36 ASCAP members won 43 Grammys on the night of February 19th, including *Song of the Year*, *Album of the Year*, *Best New Artist of the Year*, *Best R&B Song*, *Best Cast Show Album*, and two *Hall of Fame* awards, it came as a surprise to none of us.

Stevie Wonder topped the proceedings with 5 Grammys, while Chick Corea, Starland Vocal Band, and the late Duke Ellington each won two.

Besides our multiple winners, the 32 others read like a Hall of Fame in their own right. They include the Amazing Rhythm Aces, Count Basie, Eubie Blake, Chicago, Ella Fitzgerald, Benny Goodman, James William Guercio, Jimmie Haskell, Earl "Fatha" Hines, Hugo & Luigi, Bruce Johnston, Emme Kemp, Lillian Lopez, Loren Maazel, Irving Mills, Ronnie Milsap, David Paich, Mitchell Parish, Gary S. Paxton, Les Paul, Maceo Pinkard, Andre Previn, Andy Razaf, Edgar Sampson, Boz Scaggs, Artie Shaw, Noble Sissle, Billy Strayhorn, Frankie Trumbauer, Thomas "Fats" Waller, and Paul Francis Webster.

Their fellow members would like to take this opportunity to say, "Well done!"

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The Week in Brief

CONVENTION EVE □ NAB goes to Washington this week, but convention news is already being made: Van Deerlin will offer radio broadcasters a trade-off—more competition (read more stations) for less regulation; AAAA, in a convention-timed statement, urges advertisers and agencies to think twice before buying violent programming. And, here's a look at the agenda highlights. **PAGE 27.**

HEADS HIGH □ It's a confident NAB that swarms into Washington this week for its 55th annual convention and



NAB President Wasilewski

a forward-looking Vincent Wasilewski who will lead his constituency. **PAGE 28.**

AND THE SUN SHONE □ The FCC holds its first open meeting, and the roof's still standing. **PAGE 29.**

THE TV PRESIDENT □ Mr. Carter, a man of imagery more than of words, uses broadcasting, particularly television, to his greatest advantage. **PAGE 30.**

TWO-THIRDS MAJORITY □ ABC affiliates capture first place in 66 out of the first 100 TV markets in the February sweeps. **PAGE 31.**

HOLLINGS'S RECRUITS □ Here are mini-profiles of the members of the Senate Communications Subcommittee that plays an integral role in the lives of broadcasters. **PAGE 54.**

OTP ASPIRATIONS □ Acting Director William Thaler, testifying on the Hill, tells of the office's planned input for the communications rewrite and gives progress reports on other projects. **PAGE 58.**

LEGAL AID □ An FCC administrative law judge suggests that the Rochester Black Media Coalition seek

assistance on matters of law from the FCC. Present nonlawyer petitioner in current renewal case, he feels, is hopelessly cluttering proceedings. **PAGE 60.**

LOUDER VOICES OVERSEAS □ Carter asks Congress for 28 more transmitters for Voice of America and Radio Free Europe/Radio Liberty. He also says he is studying USIA-VOA reorganization. **PAGE 68.**

SECOND SPONSOR □ Procter & Gamble will take over the controversial six-hour NBC-TV miniseries, *Jesus of Nazareth*, that General Motors dropped. **PAGE 78.**

TOP OF THE LIST □ Television advertisers post substantial increases in TV investment, and Procter & Gamble again leads as the biggest spender in 1976. **PAGE 80.**

VIOLENCE TEST □ J. Walter Thompson is conducting a study to determine consumer reaction to commercials carried on violent and nonviolent programs. **PAGE 80.**

ANTICIPATION □ Operation Prime Time gets closer to its test, and its organizers have different opinions on how to measure its success. **PAGE 84.**

A NEW LOOK AT CABLE □ Effective May 16, the FCC will have a new regulatory definition for cable television systems. **PAGE 91.**

EQUAL RIGHTS □ RTNDA wants Congress to guarantee broadcast journalism the same First Amendment protection that applies to print journalism. **PAGE 95.**

COVERING THOSE TERRORISTS □ The National News Council urges broadcasters to re-examine their policies in reporting terrorist actions. **PAGE 96.**

BATTLE OF THE NOISE □ Broadcasters join the FCC in trying to decrease noise levels for UHF. Manufacturers say the task would be too expensive. **PAGE 97.**

HILL HEAVYWEIGHT □ The importance of being Ernest Frederick Hollings is apparent to broadcasters. As the new chairman of the Senate Communications Subcommittee, the South Carolinian packs credentials as a straight-shooter who favors legislating communications only where problems arise. **PAGE 121.**

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Richard E. Wiley
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1953-



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1973-



James Quello
1974-



Abbott Washburn
1974-



Margita White
1976-



Joseph R. Fogarty
1976-



Glen D. Robinson
1974-1976



Charlotte T. Reid
1971-1976



*Dean Burch
1969-1974



H. Rex Lee
1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven**
1937-1944/1956-1963



John S. Cross
1958-1962**



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Hennoch
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948**



Hay C. Wakelield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946**



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad M. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
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*Anning S. Prall
1935-1937**



Hampson Gary
1934**

*Served as Chairman

**Deceased

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Insider report: behind the scene. before the fact

Exit lines

FCC Chairman Richard E. Wiley, in what will be another of his farewell appearances, will probably serve up more regulatory philosophy than hard news in his speech to National Association of Broadcasters in Washington this week. With only few months left in his term, it's unlikely Chairman Wiley will outline major projects he would like to initiate, though he may suggest areas commission might enter. NAB convention would also provide forum for him to announce names of those who will head network inquiry, if he is able to recruit them by then.

But thrust of speech will probably deal with his theories of broadcast regulation. If previous remarks are guide, speech will stress deregulation and First Amendment values.

No show

If President Carter appears at NAB convention, he'll surprise NAB staff. At end of last week there had been no formal response to invitation sent weeks ago, and word was that President would skip NAB.

One out, one missing

Reading now on future nominations to FCC is that there will be one white nominee (Charles Ferris probably, insiders say, but not necessarily for chairman) and one black. White House search for black apparently has turned up no serious candidates yet, but if scenario holds, it means among other things that Alfred Kahn, chairman of New York State Public Service Commission, who is favored for FCC chairmanship by Representatives Lionel Van Deerlin (D-Calif.) and John Moss (D-Calif.), probably has little chance. "I'm not going to fight it further," Mr. Van Deerlin said, regarding his advocacy of Mr. Kahn, "I've gone out on a limb far enough with the new President of my own party." Mr. Ferris, now chief counsel to Speaker of House, has campaigned for FCC chairmanship since losing out on prepared appointment as deputy attorney general.

Real roots of violence

New slant on so-called violence issue will be shown at NAB convention in results of Roper Organization's latest study for Television Information Office. Along with more traditional questions in 18-year-old series, new one asked parents what they considered main causes of aggressive behavior among young people—and TV

didn't even come close to top of list. Among leaders: inadequate parental discipline, youngsters' having too much free time, parental hostility, broken homes and similar real-life situations. TIO Director Roy Danish will reveal results at end of Monday morning "In the Box" convention feature on TV violence.

Less than absolute

National Association of Broadcasters and Radio Advertising Bureau have done study of radio ratings, not yet released, that shows there is good deal of sampling error. There is not as much statistical variation as might be expected, one knowledgeable source says, but there is nevertheless "substantial" amount. It means that difference in ratings between number-two and number-three station in market, for example, may be due largely to statistical variation. For ratings to be more precise, sample sizes would have to be increased, and that would cost more money.

Change of Voice

There'll be new occupant of front office of Voice of America soon. Kenneth Giddens, owner of WKRQ-AM-FM-TV Mobile, Ala., and director of VOA for almost eight years, will soon be returning to private life. His successor is expected to be Robert Evans, one-time CBS News correspondent who was special assistant to late Edward R. Murrow when latter headed U.S. Information Agency in early 1960's and who now runs television and radio program production company in Atlanta. Mr. Evans, who is native of North Carolina, once headed CBS bureau in Atlanta, settled there in early 1970's after serving as CBS correspondent in Moscow.

Leaving Bell's corner

Office of Telecommunications Policy under President Carter is expected to reverse policy again and oppose so-called Bell Bill, legislation aimed at protecting AT&T from competition that FCC is attempting to foster. OTP had opposed bill under former acting director, John Eger, but swung to neutral position after Thomas Houser was named director by former President Ford. OTP is rethinking position under its new acting director, William Thaler, whose permanent job is chief scientist. And indications are OTP will swing back at least part way toward its original position.

Dr. Thaler, in testimony before House appropriations subcommittee last week (see page 58), made it clear he favors

competition. He also notes privately that AT&T has 97% of telephone business, wonders why everybody else should be frozen out of broadband service.

Nixon simulcast

Mutual radio network has signed with David Frost's Paradine Productions for exclusive right to distribute simultaneous radio feed of all four 90-minute telecasts of Mr. Frost's interviews with Richard Nixon. Mutual is now offering Nixon-Frost to its affiliates on first-refusal basis and to other stations where it lacks affiliates or clearances. Mutual will take 10 of 14 commercial minutes within each 90-minute segment for national advertisers. Each segment will be sent out with 30-minute tag on end featuring analysis by columnists Jack Anderson and James J. Kilpatrick and Mutual's news vice president, Bob Moore. Repeat of each two-hour package will be made available following Sunday.

State action

Voluminous New York State Assembly staff report on television foods ads aimed at children recommends that laws be passed to limit such advertising. Report, to be released at news conference March 29, concludes that TV promotes unhealthy eating habits among especially gullible consumers. Report urges that broadcasters be required to help pay for state-produced TV spots on nutrition. It also suggests state intervene in license-renewal proceedings to force stations to "serve their communities in the area of nutrition education."

Fading mike

Fifteen-year-old institution, Broadcast Pioneers' annual Mike award, may be discontinued. Some board members reportedly feel that its main corollary function—to raise money for Broadcasters Foundation, Pioneers' educational and charitable arm—might be just as effectively performed in other ways.

Mike award, which honors stations for contributions and dedication to quality, has historically gone to pioneer radio stations. WLW(AM) Cincinnati got first one, WNBC(AM) New York most recent. There's been none this year: WMAL(AM) Washington was nominated but during proceedings involving its sale to ABC neither old nor new owners felt they could accept in time for traditional February or early-March awards dinner. If there's award this year it'll probably be presented in fall.

Business Briefly

Datsun □ Nissan Motor, makers of Datsun cars, has purchased one 30-second TV spot in each of four Richard Nixon-David Frost interviews to be aired in four separate weeks in May. Spots will be placed through Parker Advertising, Palos Verdes, Calif. Program will air in over 100 markets covering 90% Nielsen Television Index homes.

GAF □ Photo products will get four-week spot-TV promotion beginning in April. Daniel & Charles, New York, will place spots in fringe, access and prime viewing hours to reach adults, 18-49.

Miller Brewing □ Miller High Life beer will get six-week spot-TV drive beginning in early April. McCann-Erickson, Troy, Mich., will buy spots in three markets in prime and late fringe periods to reach men, 18-49.

Armour □ Company is mapping six-week spot-radio campaign starting in mid-April. Foote, Cone & Belding, Chicago, will schedule spots in two test markets, to reach women, 25-49.

Chevrolet □ Trucks will get six-week spot-TV drive beginning in early May. Campbell-Ewald, Detroit, will select spots in fringe, prime and sports periods in 206 markets, aiming them to men, 18-49.

Time □ Corporation takes four spot-TV flights for *People* magazine in early April, May, June and July for four weeks each. Young & Rubicam, New York, will arrange spots in 27 markets, slanting them to

women, 18-34, during fringe and prime periods.

Trans World Airlines □ Five-week spot-TV promotion is ready for April start. Wells, Rich & Greene, New York, will place spots in 12 markets in fringe, prime and special periods to reach men, 25-54.

RCA □ Company's famous mascot, Nipper, the fox terrier, who has maintained



low profile for many years, will be back in the limelight, promoting RCA's new line of citizen band radios on TV. Nipper will be joined by another friend, Hugo, in commercial that is part of six-month, \$1-million network TV effort. Leo Burnett, Chicago, is agency of campaign.

American Motors □ Car manufacturer is arranging two-week spot-TV campaign beginning in early April. W.B. Doner, Southfield, Mich., will gear spots in 68 markets during fringe and prime viewing hours. Target audience is men, 18-49.

Speidel □ Jewelry and men's toiletries company takes two spot-TV flights for its

British Sterling cologne running three-to-four weeks each. Creamer/FSR, New York, will place spots in 35 markets in daytime and fringe periods, aiming for men, 18-49, and women, 18-34.

Campbell Soup □ Hungry Man pizza will get four-week TV drive starting in mid-April. BBDO, New York, will schedule spots in about 10 markets during daytime and prime viewing hours to reach women, 25-49.

Hormel □ Mary Kitchen hash will get four-week spot-TV drive slated for late April. BBDO, Minneapolis, will place spots during daytime programming in five markets. Target audience is women, 18-49.

Fiat □ Auto manufacturer is preparing 15-week spot-TV drive for mid-April. Carl Ally, New York, will place spots in 21 markets, during fringe, prime, special and news hours to reach men, 18-49.

Norelco □ Personal care products company is launching 10-week spot-TV campaign for various products. McCaffrey & McCall, New York, will insert spots in fringe-time periods in top-50 markets to reach adults, 15-49.

Standard Oil of Indiana □ Company is readying seven-week spot-radio buy beginning in early May. D'Arcy-MacManus & Masius, Chicago, will gear spots to men, 18-49.

Lowenbrau □ Beer company is arranging 12-week spot-radio buy beginning in April. McCann-Erickson, New York, will buy spots in 10 markets, seeking out men, 18-49.

Alberto-Culver □ Hair products company has 12-week spot-TV campaign set for various products. Lee King & Partners, Chicago, will select spots in 31 markets during fringe viewing hours, aiming to reach women.

Pizza Hut □ Family restaurant chain engages four-week spot-TV flight beginning in late April. Smith, Smith, Baldwin & Carlberg, Houston, will place spots in about 15 markets during daytime, fringe, prime and sports periods to reach adults, 18-34.

Barclay's Bank □ Company is readying two spot-TV flights for its Travelers Cheques beginning in early May and late June for four weeks each. Cunningham & Walsh, San Francisco, will place spots in 22 markets during news, sports, weekend, early and late fringe

BAR reports television-network sales as of March 6

ABC \$209,309,700 (33.8%) □ CBS \$202,931,800 (32.7%) □ NBC \$207,347,200 (33.5%)

| Day parts | Total minutes week ended March 6 | Total dollars week ended March 6 | 1977 total minutes | 1977 total dollars year to date | 1976 total dollars year to date | % change from 1976 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m. | 147 | \$ 906,100 | 1,292 | \$ 7,509,000 | \$ 6,646,400 | +13.0 |
| Monday-Friday 10 a.m.-6 p.m. | 1,009 | 15,513,000 | 8,923 | 131,826,600 | 112,819,500 | +16.8 |
| Saturday-Sunday Sign-on-6 p.m. | 368 | 9,212,800 | 3,265 | 83,455,800 | 66,742,400 | +25.0 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 101 | 3,851,800 | 933 | 35,249,000 | 28,367,900 | +24.3 |
| Sunday 6 p.m.-7:30 p.m. | 25 | 1,167,300 | 221 | 11,803,700 | 10,350,400 | +14.0 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 415 | 36,961,700 | 3,865 | 311,897,200 | 254,397,100 | +22.6 |
| Monday-Sunday 11 p.m.-Sign-off | 202 | 3,961,900 | 1,840 | 37,847,400 | 33,314,800 | +13.6 |
| Total | 2,267 | \$71,574,600 | 20,339 | \$619,588,700 | \$512,638,500 | +20.9 |

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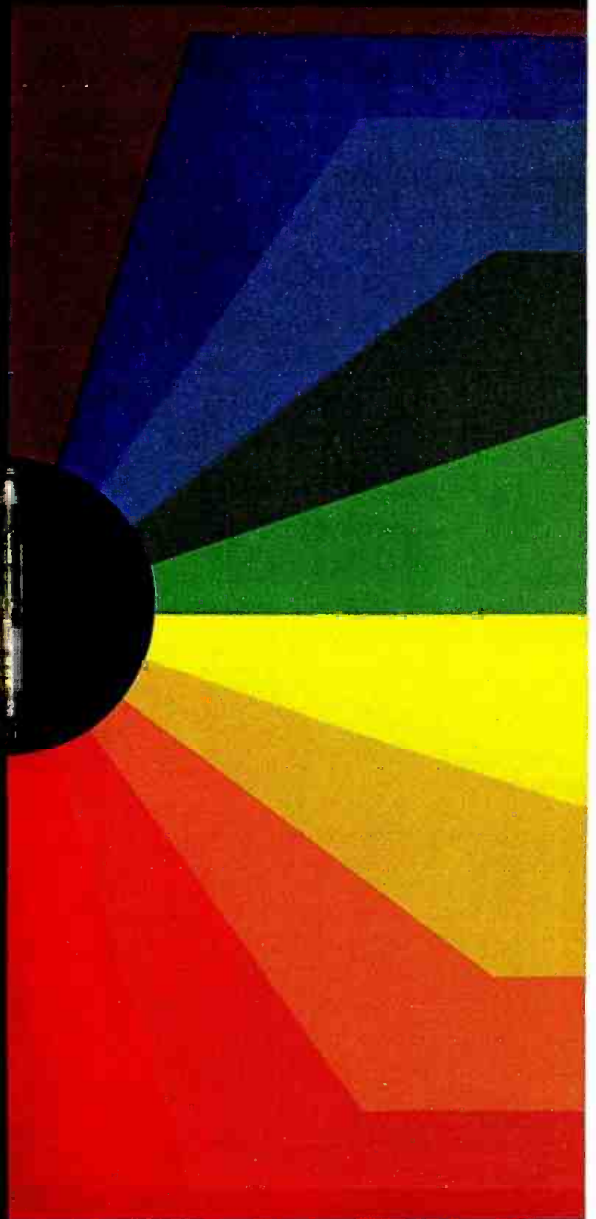
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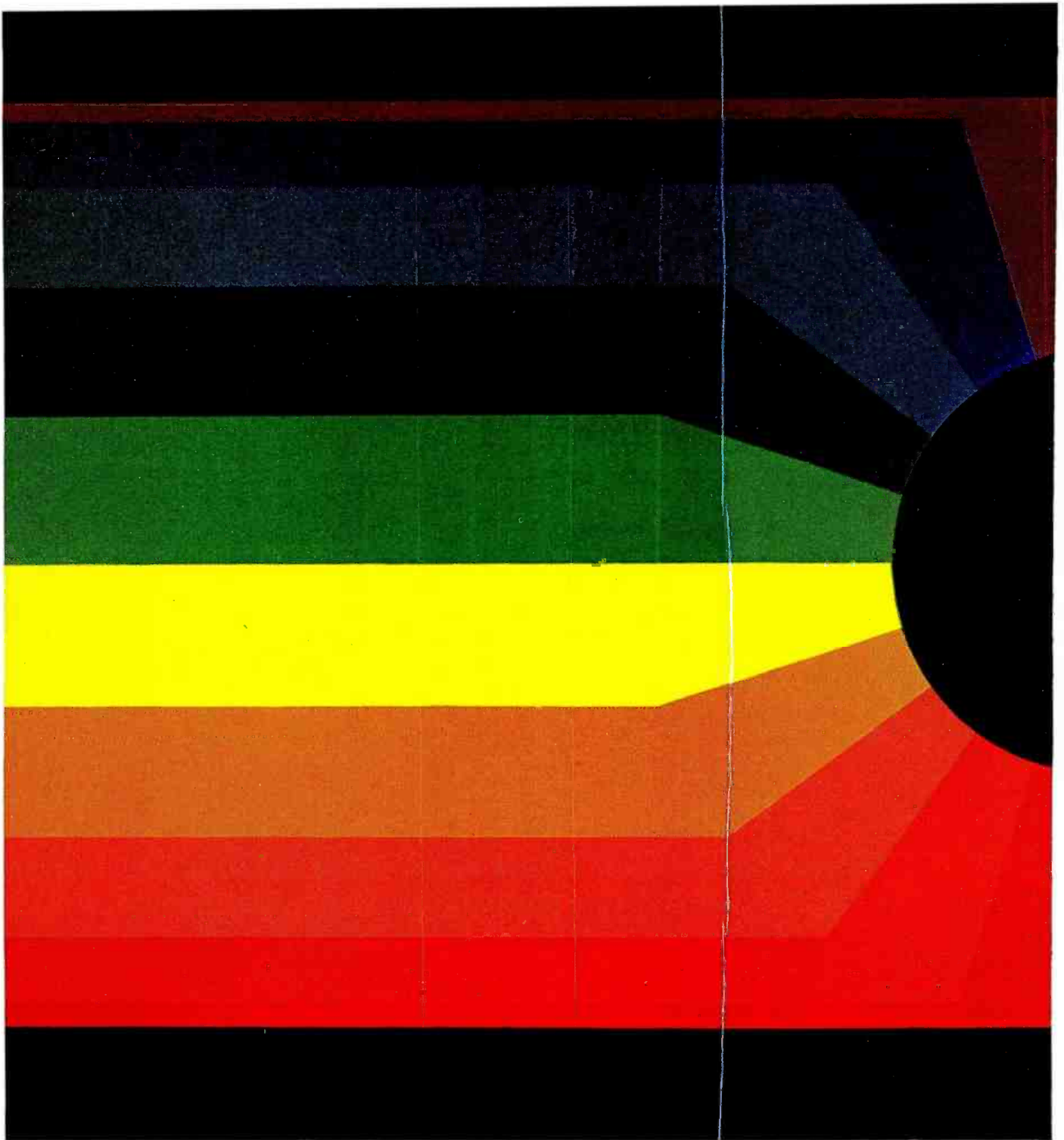
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Rep appointments

- KDNL-TV St. Louis: Neil Group, Troy, Mich.
- CKNC-TV Sudbury, CFCL-TV Timmins, CHNB-TV North Bay, all Ontario: All-Canada Radio & Television Ltd., New York.

periods to reach adults, 25-54.

J.P. Stevens □ Fruit of the Loom pantyhose will get three-week spot-TV buy beginning in April. Clyne Co., New York, will select spots in 22 markets in daytime and fringe viewing periods. Target audience is women, 18-34.

Rawlings □ Sporting goods company is mapping four-week spot-TV flight beginning early in April. D'Arcy-MacManus & Masius, St. Louis, will place spots in about 12 markets in daytime periods to reach teen-agers.

Payne Air Conditioning □ Six-week spot-TV drive through Ayer Jorgenson MacDonald, Los Angeles, is being set in daytime, fringe and prime periods in 20 markets. Adults, 25-49, are target audience.

Echo □ Company is mapping three-week spot-TV buy for its kitchen helper appliance beginning in early May. Robert Cohn, Chicago, will arrange spots during daytime, prime and late fringe viewing hours, to reach women, 18-49.

Hood □ Ice cream will get 17-week spot-TV campaign beginning in April. Humphry, Browning & MacDougall, Boston, will place spots in eight New England markets to reach women, 25-54.

Frommage □ Cheese will get three-week spot-radio promotion beginning in late April. Kelly, Scott & Madison, Chicago, will seek spots in two markets, zeroing in on women, 25-49.

Vita Mix □ Food processor is readying three-week spot-TV promotion beginning early in April. A. Eicoff & Co., Chicago, will buy spots in at least 15 markets during all day parts to reach women.

Popell □ Company has five-to-six week spot-TV push for its Bionic knife beginning in late April. CPM, Chicago, will place spots in at least 140 markets during daytime and late fringe periods, zeroing in on women.

Ole South Foods □ Food company will feature its frozen foods in two-week spot-radio flight beginning in mid-April. Holland-Wallace Co., Little Rock, Ark., will schedule spots in at least three markets, zeroing in on women, 18-49.

Bio Labs □ Stingy Stick pool chemical will be featured in five-week spot-TV

drive starting in early April. Glenn, Bozell & Jacobs, Atlanta, will place spots in 10 markets during daytime, fringe and access periods to reach adults, 25-54.

Pop Shoppes of America □ Soft drink will get seven-week spot-TV promotion beginning in early May. Tracy-Locke Advertising, Denver, will buy spots in about three markets in daytime, fringe, prime and news periods to reach women, 25-49.

Royal Doulton □ China company has two-week spot-TV campaign set beginning in late April. SFM Media Service Corp., New York, will buy spots in two markets during daytime and fringe periods to reach women.

Brown Forman Distillers □ Company is readying six-week spot-radio flight for its Cella Lambrusco wine starting in mid-April. R.K. Manoff, New York, will place spots in three markets, zeroing in on adults, 18-34.

Camcar □ Screw manufacturer is mapping 8-to-16 week spot-radio drive for its fasteners beginning in mid-April. L.W. Ramsey Advertising, Davenport, Iowa, will select spots in three markets to reach men.

Beech-Nut □ Candy and gum manufacturer has 12-week spot-radio campaign set for its candy. BBDO, New York, will place spots in 110 markets, gearing them to teen-agers.

Famous Recipe Fried Chicken □ National fastfood chain is arranging 30-week spot-TV promotion starting in early April. Garfield-Linn & Co., Chicago, will schedule spots in prime, early and late fringe periods, aiming them to adults, 18-49.

Ballantine Books □ Book company is planning four-week spot-TV promotion for its book, "Interview With the Vampire," starting in May-June. Winner Communications, New York, will seek TV spots during all time periods in 20 markets. Adults are target audience.

Winston Tire □ Tire company is arranging 13-week spot-TV buy for its Winston Delta tires beginning in early April. Needham, Harper & Steers, Los Angeles, will gear spots to men, 18-49. Spots will be bought in five markets during sports and fringe viewing periods.

California Tree Fruit □ California fruit gets 11-to-20-week spot-radio promotion starting in June. Botsford Ketchum, Los Angeles, will plant spots in 48 markets to reach all women.

Aspen Industries □ Swimming pool chemicals and supplies company is arranging five-week spot-TV drive in mid-May. Conklin, Labs & Bebee, Syracuse, N.Y., will schedule spots during news and sports periods to reach adults, 35 and over.

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YEARBOOK □ SOURCEBOOK

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

ADVERTISING

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

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Shella Chamberlain, Denise Ehdalvand, Patricia Johnson, Bruce Weller.

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Douglas Hill, *staff writer*.
Diane Burstein, *editorial assistant*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Harriette Weinberg, *advertising assistant*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Bill Merritt, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

CETEC Sparta's new SS1000A is really worth listening to.

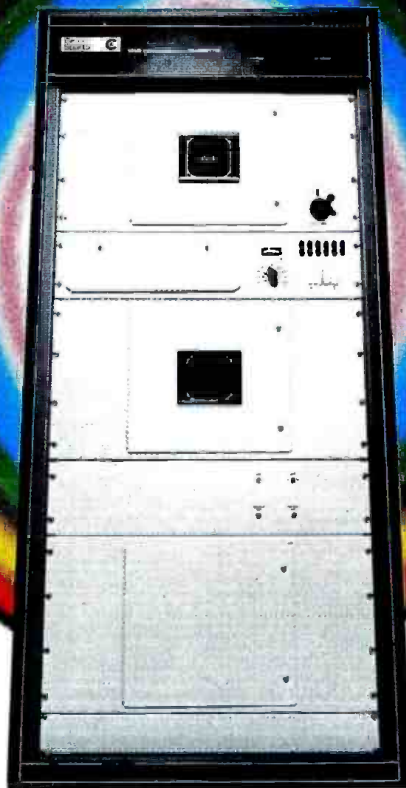
For starters, our new AM transmitter produces less than 1% harmonic distortion. Near perfect. Advanced circuitry easily provides 125% modulation. So exclusive we've applied for patents.

One factor we haven't provided is "dead air." Our SS1000A behaves much like a tube type — it simply ignores load variations.

High overall efficiency? In spades. RF systems 90% or better. Remarkably low power consumption. Another plus. We use two accurate digital meters. Each assures an automatic "spare" for the other. *Extras*: no-load, no-tuning broadband combining system. "Tally light" fault locator system and individually replaceable PA and modulation Transistors. *Interesting fact*: CETEC Sparta is the only manufacturer of both AM and FM solid state transmitters. Enough said? Not quite. Wouldn't you as a *professional broadcaster*, prefer to talk to a *broadcast professional*? . . . about the good group of products from Sparta, Schafer and Jampro.

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The Broadcast Divisions of Cetec Corporation
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Telephone: (805) 968-1561



Monday Memo[®]

A broadcast advertising commentary from Peter F. McSpadden, president, Dancer-Fitzgerald-Sample, New York

Return with General Mills to those thrilling days of radio for children

I suppose if any advertiser were to pioneer in the rediscovery of radio drama as a children's medium, it would inevitably be General Mills. *The Lone Ranger* and *Jack Armstrong* are classics, and the degree to which they were associated with their sponsors, General Mills' Cheerios and Wheaties, is an advertising man's dream.

But it was far more than sentiment or nostalgia that led to the *General Mills Radio Adventure Theater*, which premiered Feb. 5 on CBS Radio (BROADCASTING, Feb. 21).

Two forces were at work. First, Dancer-Fitzgerald-Sample, as agency for all General Mills children's cereals, has long been concerned with advertising's dependence on television as the only means of reaching the child audience. Since increased demand for television advertising time has been accompanied by a reduction in the number of commercial minutes available and an increase in costs, we had to take a serious look into finding new ways to communicate with kids.

In the final analysis, there were only two plausible options open that offered the kind of mass potential we need: print and radio. And while there are some exciting things going on now in print for children, we decided to concentrate on radio.

Happily, just as we had arrived at this conclusion, CBS approached us with the revolutionary idea of recreating radio drama for children. Based on the success of *CBS Radio Mystery Theater*, and the surprising degree to which children had become involved with that series, the network saw great promise in the notion of a new program designed specifically for the child market. The sparkplug for this new idea was Himan Brown, producer-director of *Mystery Theater*, one of the outstanding creative minds in radio drama.

Armed with the enthusiastic and well-reasoned proposal from CBS and our own independent conclusion that radio should be re-examined, we approached General Mills with the concept of "inventing a new medium" for children. The cornerstone of our thinking was to be tough with ourselves: a complete recognition of the fact that children do not know radio, that they do not recognize it as a source of entertainment and that their devotion to television is so strong that they do not feel the need for another entertainment medium. Despite our very realistic assessment of the challenge, General Mills was quick to see the upside potential for kid radio, and our project was under way.



Peter F. McSpadden is president and chief operating officer of Dancer-Fitzgerald-Sample, New York. He began his advertising career at McCann-Erickson and joined D-F-S in 1959 as an account executive. He has played an increasingly important role in account management over the years for various clients and has been most actively involved in D-F-S's international operation as well as in structuring the agency's creative group system. Mr. McSpadden serves as management director of General Mills, an account that has been with D-F-S since 1923.

With one abiding objective in mind—to attract an audience to a brand new medium, recognizing that this would entail a radical change in children's habits/living patterns—we established the following priorities:

(1) The quality of the programming must be such that children will feel rewarded for having experimented with radio to the point where they will remain as loyal listeners.

(2) Recognizing the powerful hold of television, our radio series must be scheduled at that time of day when the competition is weakest and children would be most interested in an alternative.

(3) A strong program of publicity/advertising must be generated among parents, teachers and children themselves so that awareness of *Radio Adventure Theater* is maximized.

(4) A link must be established for children from the known (television) to the unknown (radio) so that their transition to the new medium will be easy and natural. This meant not only advertising the radio series on television, but finding a well known television personality who would serve both as host of the radio programs and as the catalyst in our television

commercials.

(5) An on-going, post-introductory effort must be maintained so that interest in the radio series is sustained and the audience continues to build.

Based on these ground-rules, we have embarked on an enterprise that we believe goes well beyond our initial self-interest: the development of a new vehicle for advertising our cereals to children. We are convinced that *General Mills Radio Adventure Theater* can have an important and valuable effect on the quality of children's lives. The medium itself encourages them to use their imagination and to become actively involved. In addition, many of the programs will expose children to facets of history and to classics of literature that they might otherwise never know.

Although precise scheduling will vary from station to station, we have chosen 6 p.m. on Saturdays and Sundays as the ideal time period for the program. There is little children's television programming at that hour, and our aim is to establish an early-evening ritual for kids at a time when they are normally at home and not otherwise occupied. Our plan calls for 104 60-minute episodes during the first year: 52 original broadcasts and 52 repeats.

We have been fortunate in securing Tom Bosley as the host of the series. Well known to children as the star of television's "Happy Days," he represents an ideal bridge to the new medium. A special commercial has been prepared for children's television in which Mr. Bosley announces the new radio drama and invites kids to join him in a whole new kind of adventure.

As sole national sponsor, General Mills will use its children's cereal packages (Cheerios, Trix, Lucky Charms, Cocoa Puffs, Frankenberry and Count Chocula) not only to help introduce the *Radio Adventure Theater*, but to sustain interest in the series over time.

Thus far, *General Mills Radio Adventure Theater* has been cleared by over 200 stations. While there is no existing service that can measure a child audience for radio, we have developed an independent mechanism for gauging the target-reach performance of the series. Obviously, because we are dealing not just with a new show but with a new medium, we are aware that it will take time for the audience to build. We don't know how long that will take and we don't know what its potential is. The problem is we shall never know those answers until we've been on the air. From that standpoint, and because we've had such fun putting the project together, *General Mills Radio Adventure Theater* is high adventure indeed.

WIIC-TV is Pittsburgh

Pittsburgh is the home of 77 distinct ethnic groups and the future site of the National Center for Folk Arts. Pittsburgh is a whole world of people, and they're served by WIIC-TV. For two consecutive years, WIIC-TV has assisted the Duquesne University Tamburitizans in their fund-raising efforts for the establishment of a national folk arts center in Pittsburgh. Two four-hour fund-raising programs have been aired by the station, with donations totaling more than \$165,000. Through this year's program, aired in February, 40% more people contributed than in 1976. WIIC-TV decided to further

stimulate its viewers to take pride in their ethnic roots by launching, in December, the "Pittsburgh's A Whole World Of People" campaign. Though only in its embryonic stage, the campaign's TV and radio spots have generated numerous complimentary letters and a steadily growing list of requests for the music which is the foundation of the campaign. WIIC-TV is proud to be part of the developing city of Pittsburgh.

Cox TV stations are represented by TeleRep.

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WSB TV-AM-FM
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WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIC-TV
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San Francisco-Oakland

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Miami

KFI, KOST-FM
Los Angeles



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WITH PENNSYLVANIA DUTCH HOSPITALITY

SHERATON PARK SUITE M-590



THE AMERICAN IDEA
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OF
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By
John
H. Johnson
and
John
H. Johnson
Jr.



Datebook[®]

■ indicates new or revised listing

This week

March 27-30—National Association of Broadcasters annual convention. Shoreham Americana, Sheraton Park and Washington Hilton hotels, Washington.

March 27-30—Ninth annual international conference of *The International Industrial Television Association*. Statter-Hilton hotel, Washington.

March 28—Colorado Broadcasters Association legislator reception. Shoreham hotel, Washington.

March 28—Louisiana Association of Broadcasters legislative reception. Hotel Washington, Washington.

March 29—Ohio Association of Broadcasters' "Salute to Congress" dinner. Hyatt Regency, Washington.

March 29—Tennessee Association of Broadcasters legislative breakfast. Rayburn building, Washington.

March 29—New York State Broadcasters Association congressional reception. The Gold Room, Capitol, Washington.

March 29—Daytime Broadcasters Association meeting. Dover Room, Sheraton Park hotel, Washington.

■ **March 30**—Jody Powell, President Carter's press secretary, will address *Society of Professional Journalists, Sigma Delta Chi* Washington chapter: National Press Club, Washington.

■ **March 30**—Semiannual East Coast membership meeting of the *American Society of Composers, Authors and Publishers*. Agenda will include report on new copyright law that goes into effect Jan. 1, 1978. New York Hilton, New York.

March 31—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

March 31-April 2—Region 12 conference of *The Society of Professional Journalists, Sigma Delta Chi* for Arkansas, Louisiana, Mississippi and Western Tennessee. Admiral Bendow Inn, Memphis.

April 1-2—Region three conference of *Society of Professional Journalists, Sigma Delta Chi*, for Alabama, Georgia, South Carolina, Florida and East Tennessee. Hyatt Regency, Knoxville, Tenn.

April 1-2—Region four conference of *Society of Professional Journalists, Sigma Delta Chi*, for Michigan, Ohio, Western Pennsylvania and West Virginia. Holiday Inn, Huntington, W. Va.

April 1-2—Region five conference of *Society of Professional Journalists, Sigma Delta Chi*, for Illinois, Indiana and Kentucky. Water Tower Hyatt House, Chicago.

April 1-2—Region seven conference of *Society of Professional Journalists, Sigma Delta Chi*, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Campus Inn, Columbia, Mo.

April 1-2—Region nine conference of *Society of Professional Journalists, Sigma Delta Chi*, for Wyoming, Utah, Colorado and New Mexico. Four Seasons Motor Inn, Albuquerque, N. M.

April 1-3—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

April 1-3—*Women in Communications Inc* region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas, UPI correspondent. Ohio University, Athens.

April 3-6—*International Tape Association's* seventh annual seminar. "Audio/Video Update." Keynote

speakers will be NBC's David Brinkley and syndicated columnist Art Buchwald. Hilton Head Island, S.C.

Also in April

April 5—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Capital Hilton, Washington.

■ **April 6**—FCC's new deadline for replies to Communications Services's request for inquiry considering present and future role of translators and cable systems in an over-all national telecommunications policy (RM-2826). FCC, Washington.

■ **April 6**—Quarterly meeting of *Maryland/Delaware CATV Association*. Sheraton Inn, Dover, Del.

April 7—Washington telecommunications roundtable on "Satellite Communications: Current and Near-Future Issues," sponsored by *Public-Cable Inc*. National Education Association headquarters, 1201 16th Street, N.W., Washington.

April 11-12—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

April 12-14—Kliegl "Lighting for Television" seminar. Site to be determined, Little Rock, Ark. Contact: Wheeler Baird, *Kliegl Brothers*. New York; (212) 786-7474.

April 13—*New England Cable Television Association* spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

■ **April 13**—FCC's new deadline for replies in inquiry of cable television syndicated program exclusivity rules. (Docket 20988, RM-2721). FCC, Washington.

April 14-15—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Chicago.

April 15-16—Region six conference of *Society of Professional Journalists, Sigma Delta Chi*, for North Dakota, Minnesota and Wisconsin. Marquette University, Milwaukee.

April 15-16—*Women in Communications Inc* region seven meeting. Sheraton-Century hotel, Oklahoma City.

April 15-16—*Nebraska Associated Press Broadcasters* convention. Ramada Inn, Kearney.

April 15-17—*Women in Communications Inc* region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.

April 16-17—*Women in Communications Inc* region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.

■ **April 17**—*Society of Cable Television Engineers* annual membership meeting. Conrad Hilton hotel, Chicago.

April 17-19—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

April 18-19—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

■ **April 18-20**—Spring meeting of *National Association of Broadcasters television code review board*. NAB headquarters, Washington.

April 18-21—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

April 19-21—Electro/77 electronics convention and

The reality of 5 footcandles.



Film. The ideal low-light news medium. For fast-breaking news, dramatic documentaries, on-location commercials.

Real life isn't always bright sunlight or floodlight. Sometimes, when you're on a terrific assignment, the light situation may be not-so-terrific.

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing).

And this can make the difference between picking up a good story beautifully—or having no story at all.

EASTMAN EKTACHROME Video News Film 7240 (tungsten), 7239 (daylight).

Film is good news.



*An Industry First!
Never before has any syndicator
dared to make this offer...*

**THE
FM 100 PLAN
GUARANTEES**

*to increase your
RATINGS and BILLINGS*

*or we will refund 50% of
the price you pay —
in cash!*

Be our guest ... for demos & refreshments!

NAB—Washington, D.C.
March 27-30

Mayflower Hotel, Suite 669-68

96%*
of our
rated stations
have shown major
audience
increases
(FM and AM)

WHY
GAMBLE...
WHEN
WE GIVE YOU
ALL THE ODDS!

WHAT WE OFFER:

- 280 hours of the smoothest, most beautiful music ever available with superb technical quality.
- Custom contemporary music your audience will react to...it locks in those vital 18-49 demos.
- Up-dates every month to keep you fresh every day of the year.
- Unique 84-day rotation with non-repeat title control.
- Total consultation service with success-proven ideas in sales, promotion and engineering.

WHAT WE'VE DONE:

- 84 stations in two years.
- Beaten the biggest names in syndication.
- Scored the highest FM share ever in America's top 3 markets.

ALREADY #1*

Total radio and/or Beautiful Music positions in:

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|-----------|-------------|---------------|
| Chicago | Knoxville | Honolulu |
| Detroit | Lexington | Santa Barbara |
| Hartford | Tucson | Charleston |
| St. Louis | Chattanooga | Evansville |

AND MORE!

NEW...and gaining in over 60 other markets including:

| | | |
|-------------|-------------|-----------|
| Los Angeles | Albuquerque | Milwaukee |
| Nashville | Seattle | Phoenix |
| Boston | Portland | Atlanta |
| Saginaw | New Orleans | Orlando |

AND...Available NOW!

"BEAUTIFUL COUNTRY"

A new format...unlike anything on
the market...a sure winner!

THE **FM 100** PLAN

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For demo tape and details, call: **Darrel Peters (312) 440-3123**

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THE ORIGINAL 1 1/4 INCH PLUMBICON™
THAT WAS IN THE CAMERA
THAT REVOLUTIONIZED TV BROADCASTING
TEN YEARS AGO...**



**THIS IS THE 2/3 INCH VERSION
OF THAT PLUMBICON TUBE...
IT WILL CHANGE THE ENTIRE COURSE OF
AND ADD IMPORTANT NEW DIMENSIONS
TO ELECTRONIC JOURNALISM.**



Amperex

TOMORROW'S THINKING IN TODAY'S PRODUCTS

A NORTH AMERICAN PHILIPS COMPANY

Registered in N.V. Philips of The Netherlands



If broadcast journalism is distinguished primarily by its "immediacy," why should your viewers have to wait until color film is processed before they see your news telecasts?

Until now, they've had to wait because there was no TV camera tube made that was small enough for a really portable color camera capable of producing broadcast quality pictures in broadcast quality color.

The new 2/3-inch Plumbicon camera tube is now available for a new generation of portable, hand-held color cameras which will provide the same startlingly realistic color and dynamic resolution that revolutionized color telecasting ten years ago when its big brother was originally introduced.

With the 2/3-inch Plumbicon tube you'll get quality, and you'll get it without the delay and logistical complications of film.

The Amperex 2/3-inch Plumbicon TV camera tube offers:

- Better dynamic resolution than any other TV camera tube in the 2/3-inch category.
- Obviously superior color rendition.
- Excellent highlight-handling capability.
- Essentially zero lag over a wide range of lighting conditions.
- Low (and stable) dark current, combined with high signal-to-noise ratio for sharp, clean, noise-free images.
- Stable operation over a wide temperature range.

For additional information, contact Amperex Electronic Corporation, Slatersville Division, Slatersville, Rhode Island 02876. Telephone: 401-762-3800

Amperex[®]

TOMORROW'S THINKING IN TODAY'S PRODUCTS

A NORTH AMERICAN PHILIPS COMPANY

exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

April 20-21—Spring convention of *Kentucky Broadcasters Association*. Slouffer's Inn, Louisville.

April 20-21—*Television Bureau of Advertising* retail workshop. Biltmore hotel, New York.

April 20-22—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

April 21-23—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

■ **April 22**—FCC's deadline for comments on proposed rulemaking prohibiting acquisition of more than 10% of licensee of any station or publisher of any newspaper which could not be controlled with currently owned or concurrently acquired stations. Replies are due May 3 (Docket 2054B). FCC, Washington.

April 22-23—Region one conference of *Society of Professional Journalists, Sigma Delta Chi*, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states. Sheraton Boston hotel, Boston.

April 22-23—Region eight conference of *Society of Professional Journalists, Sigma Delta Chi*, for Oklahoma and Texas. Park Cities, Inn, Dallas.

April 22-23—Region 10 conference of *Society of Professional Journalists, Sigma Delta Chi*, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

■ **April 22-23**—*Radio Television News Director Association* seminar. Texas State University, San Marcos.

April 22-24—*National Association of Farm Broadcasters* South Central regional meeting. Hilton Inn, Amarillo, Tex.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, suite 4535, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

April 24-29—*San Francisco State University's* 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.

April 25—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

■ **April 25**—*NBC Radio network regional affiliates* meeting. Sheraton O'Hare, Chicago.

■ **April 26**—*NBC Radio network regional affiliates* meeting. Omni International, Atlanta.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Speakers will include FCC Commissioner Margita White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

April 28-29—*Minnesota Broadcasters Association* spring meeting. Registry hotel, Bloomington.

April 29-30—Sigma Delta Chi Distinguished Service in Journalism Awards ceremonies. To be held in conjunction with region 11 conference of *Society of Professional Journalists, SDX*, for California, Nevada, Arizona and Hawaii. Catamaran hotel, San Diego.

April 29-30—*Women in Communications Inc.* region five meeting. Press Club, San Francisco.

April 30—*Pennsylvania Associated Press Broadcasters Association* annual meeting and awards presentation. Host Town Inn, Lancaster.

April 30—*White House Correspondents Association* 63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

May

May 1—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

■ **May 1-3**—*Chamber of Commerce of the U.S.* 65th

Major meetings

March 27-30—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively in April.

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programing. Palais des Festivals, Cannes, France.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 8-12—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 15-16—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 24-25—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

June 2-4—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

June 11-15—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

June 13-15—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

June 27-30—Meeting of the *National Association of Broadcasters* joint, radio and TV boards. Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

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

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

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

Nov. 16-20—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

March 4-6, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

national annual meeting. Washington Hilton, Capital Hilton, National Chamber building, Constitution Hall and Shoreham Americana, Washington.

May 2—*FCC's* deadline for comments on inquiry into network programing practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.

May 3-7—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

May 4-6—*Washington State Association of Broadcasters* spring meeting. Rosario Resort hotel, Orcas Island.

May 5-9—*Pennsylvania Association of Broadcasters* annual convention. Castle Harbor, Bermuda.

May 7—*Iowa Broadcast News Association* 1977 seminar. Adventureland Inn, near Des Moines.

May 7-8—*Illinois News Broadcasters Association* spring convention. Forum 30 hotel, Springfield.

May 7-8—*Kansas Associated Press Broadcasters, Association of News Broadcasters of Kansas and UPI* joint meeting, Royal Inn, Hutchinson, Kan.

May 8-12—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 12-15—Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

May 15—Emmy awards presentation of *National Academy of Television Arts and Sciences*. Santa Monica Civic Auditorium, Hollywood. On NBC-TV, 9:30 p.m. NYT to conclusion.

May 15-16—*National Retail Merchants Association* annual sales promotion conference. Hilton hotel, Atlanta.

May 15-16—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 19-21—*Kansas Association of Broadcasters* annual convention. Ramada Inn, Topeka.

May 20-22—Northeast regional meeting of *National Association of Farm Broadcasters*. Site to be announced, Cincinnati. Contact: Davonna Oskarson, WLW(AM) Cincinnati.

May 23-24—*Virginia State Cable Television Association* convention. Harrisonburg Sheraton, Harrisonburg. Contact: Staunton Video Corp. Staunton, Va.; (703) 667-2224.

May 23-25—*Central Educational Network* instructional television utilization/awareness workshop. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

May 23-25—*National Association of Broadcasters* annual meeting for state association presidents and executive directors. Hyatt Regency Washington, Washington.

May 23-26—*Canadian Cable Television Association* annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

May 24-25—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 25-27—*Ohio Association of Broadcasters* spring workshops. Kings Island Inn, Ohio.

May 30—Revised starting date for *Canadian Radio-Television and Telecommunication Commission* hearing on pay television. Ottawa.

■ **May 31**—*FCC's* new deadline for comments on inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due June 30.



MODEL X700-RP
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BOX 662 ROCKVILLE, MARYLAND 20851

June

June 2-4—*Associated Press Broadcasters* annual meeting. Edwin Newman. NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker. Chase-Park Plaza, St. Louis.

The Hanafi coverage

EDITOR: Your article on broadcast coverage of the terrorist siege in Washington, (March 14) pointed out that NBC-owned WRC(AM) "supplied stories to the remaining NBC News and Information Service members." In fact, NIS carried entire segments of WRC programming live throughout the siege situation. WRC also provided extensive coverage for the nearly 240 affiliates of NBC Radio.—*James Farley, manager, news, NBC-Owned Stations, New York.*

EDITOR: For the record, and documentable by our own reference tape recording system, WTOP(AM) Washington's Charlene Williams reported the end of the siege at 1:33 a.m. Your story noted that a WMAL-TV Washington reporter got the news at 1:30 a.m. and "immediately filed a story." He and Ms. Williams did get the news at 1:30 a.m., but WTOP listeners heard the story first, several minutes before the TV report hit the air. For the record, WMAL(AM) aired the news at 1:35 a.m., putting two local radio stations on the air with the news before the first TV report.—*Morry Alter, news director WTOP.*

EDITOR: Referring to your story on the terrorist siege of Washington, our newsreporter, Norman Silverstein, talked to a person (later identified as Hamaas Abdul Khaalis, leader of the terrorists) at 2:50 p.m., put the conversation on the air at 3 p.m. and fed it to AP Radio shortly thereafter. That makes RKO Broadcasting's Clifford Evans the second to contact him.—*David C. Fuellhart, general manager WPOC-FM Baltimore.*

Don't let them loose

EDITOR: Unrestrained, many stations would program any smut, filth, aural pornography or profanity they considered necessary to attain recognition. I trust the FCC will contest the recent overturning of its ban against indecent language on radio and television.—*William Ellis, general manager, WCVI(AM) Connellsville, Pa.*

Criterion for 315

EDITOR: Your correspondent was in error in reporting on the NBC Forum (BROADCASTING, March 14). I must have been mistaken with James Karayn. I believe the NBC transcript will show that he rather than I suggested that the presidential debates should become a mandatory requirement if candidates are to receive public funds. The main point I made in that discussion was that the broadcasting law should be reconciled with the election law

so that in the presidential campaigns, for example, the qualifying by a candidate for matching funds would be a criterion of recognized candidate for office under Section 315.

For example, of the more than 100 presidential candidates registered with the Federal Election Commission in 1976, only 15 qualified under election law for matching funds, 13 Democrats and two Republicans, in the pre-nomination period, and only two candidates, President Ford and Jimmy Carter, in the general election period. The election law does provide an option. If the candidate does not want to accept public funding, he or she may decline. On the possibility that some major candidate in the future might opt not to take public funding, the criterion of candidacy for broadcast purposes should not be exclusively the test of qualifying for public funds, but that certainly provides guidance as to who are serious candidates and who are not among the major parties.

These notions pertain only to major party candidates. Other considerations are necessary for distinguishing among minor party or independent candidates.—*Herbert E. Alexander, director, Citizens' Research Foundation, Princeton, N.J.*

Mag/netic

EDITOR: I am no longer employed in broadcasting, but have been an avid reader for well over 18 1/2 years, and still am. My compliments to you for maintaining an honest book; the finest, most-read trade mag/bible in the industry. You can well be proud of publishing the most informative, updated broadcasting and related fields information.

It's no secret that once radio or television "sho-biz" gets in your blood, you reach for the closest relative to both, BROADCASTING. In a matter of pages you're back with the family.—*Tony Picha, public relations director, Baltimore Contractors Inc., Baltimore, Md.*

(Mr. Picha was promotion-publicity manager of WMAR-FM-TV Baltimore for the 18 1/2 years mentioned in his letter.)

Pulling power

EDITOR: I am amazed not only at the broad reach of the magazine—I've heard from people who I didn't know were still alive and from places that I didn't know still existed—but at the "response factor" of people dropping me notes and calling and so forth. The only criticism is that the piece is just a lot of baloney. There's nobody who can be all the things that the "Profile" says.

(Actually, I was enormously flattered.)—*Gene Accas, vice president, Leo Burnett U.S.A., New York.*

There is Only One Name On A Television Station Better Than Ours .. YOURS!



THE FORWARD CREDO:

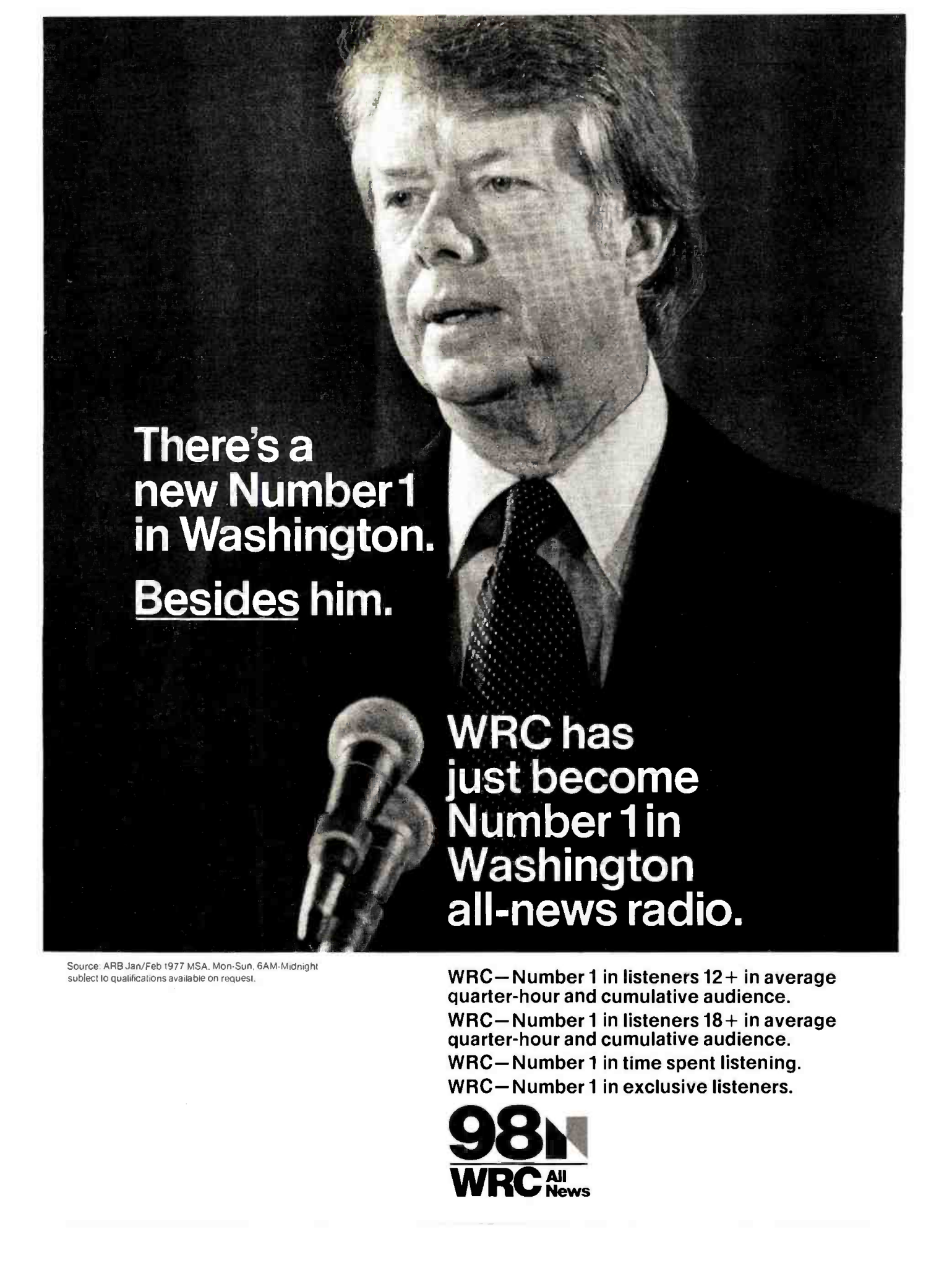
*The way to stay
the best is to
continually get
better.*

Paul W. Ramsey
PRESIDENT

FORWARD



- WSAU-TV Wausau
- WTRF-TV Wheeling
- KCAU-TV Sioux City
- WMTV Madison
- KOSA-TV Odessa, Midland
- WRUW-TV Peoria



**There's a
new Number 1
in Washington.
Besides him.**

**WRC has
just become
Number 1 in
Washington
all-news radio.**

Source: ARB Jan/Feb 1977 MSA, Mon-Sun, 6AM-Midnight
subject to qualifications available on request.

**WRC—Number 1 in listeners 12+ in average
quarter-hour and cumulative audience.**

**WRC—Number 1 in listeners 18+ in average
quarter-hour and cumulative audience.**

WRC—Number 1 in time spent listening.

WRC—Number 1 in exclusive listeners.

98N
WRC All
News

Top of the Week

NAB: off to a running start

Van Deerlin zeroes in on radio to set trend for new competition, new media freedom for broadcasting; AAAA takes an official stand on TV violence; Wasilewski strikes pre-convention note of optimism

The National Association of Broadcasters assembles for its 55th annual convention in Washington this week. Even before the opening call to order, it was taking on the looks of a newsmaker.

■ The chairman of the House Communications Subcommittee, in remarks prepared for delivery before a radio session Monday (March 28), will suggest a dramatic increase in the number of radio frequencies as a quid pro quo for complete elimination of fairness doctrine limitations upon that medium.

■ The American Association of Advertising Agencies, in a statement timed for release as the NAB was beginning its sessions, announced a resolution urging advertisers to shun TV programs with high levels of violence—and to encourage buys, even at higher cost-per-thousand levels, in programs of a more tranquil nature.

Meanwhile, the president of the NAB, in an exclusive interview with BROADCASTING, struck a taking-it-all-in-stride posture. The pressures on the industry under a Carter administration are likely to be less aggravated than in the past, he said, and the industry itself is enjoying bountiful good health.

Van Deerlin's trade-off

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will give a hint today (March 28) of where his subcommittee's rewrite of the Communications Act is headed. And what a hint.

In a speech prepared for delivery to a radio assembly at the National Association of Broadcasters convention in Washington, Mr. Van Deerlin suggests a radical trade-off for the radio industry: a permanent repeal of the fairness doctrine and possibly the granting of longer license terms and less paperwork in return for increased competition in radio.

"These thoughts do not represent a blueprint for the future," the congressman



Van Deerlin

says as a cushion against the strong reaction he apparently anticipates. "These are suggestions for you to think about as your industry looks down the road."

He notes that the supporters of the fairness doctrine (he isn't one of them) have long argued it is needed as a guarantee of diversity in a medium where entry into the market is limited. But there are ways technically to eliminate that scarcity, he says. One way might be to relax regulation of cable television.

But another would be to make changes in the broadcast service—specifically, making room for more radio stations. One option would be to transfer 18 to 20

megahertz of spectrum from the UHF band (channels 67, 68 and 69) or from the 40 megahertz land-mobile reserve pool to FM radio. If that were used to create a short-range broadcasting service with low-power, narrow bandwidth radio stations, he says, "I am told that we could have the capability for up to 450 channels, which could be reused at relatively short geographic spacing." There could be up to 450 new channels in Washington, for example, and another 450 in Baltimore, 50 miles away. The service would be roughly equivalent in quality to AM.

"Assuming we can make available the necessary spectrum, and assuming we can

Where to be if you don't have to be somewhere else. Delegates to this week's NAB convention will have a tough time choosing among its many offerings. Not only is there a choice of at least three sessions at most given moments (and of 11 when the workshops are running), but there's also a choice of three hotels. BROADCASTING presents the full agenda on pages 38 through 50. For the business convention-goers, and those with the broadest interest, the editors note these 11 events as potential standouts.

Sunday, 3 p.m., Sheraton Park. Opening session. Presentation of Distinguished Service Award to Harold Krelstein.

Monday, 9 a.m., Sheraton Park. Radio session with speeches by Vincent Wasilewski and Representative Lionel Van Deerlin, plus NAB's "Future of Radio" presentation.

Monday, 9 a.m., Washington Hilton. Speeches to TV session by Senator Ernest Hollings and Mr. Wasilewski. Panel with five former FCC chairmen.

Monday, 1 p.m., Washington Hilton. Joint luncheon speech by FCC Chairman Wiley.

Monday, 2:30 p.m., Washington Hilton. First Amendment session featuring Eric Sevareid, William Proxmire, John Pastore, Nicholas Johnson, Abbott Washburn, Lee Loevinger and Kenneth Cox.

Tuesday, 8 a.m., Shoreham-Americana. AM stereo session.

Tuesday, 9:35 a.m., Washington Hilton. Congressman Van Deerlin speaks to TV session, followed by two-part TV programming session.

Tuesday, 10:15 a.m., Sheraton Park. Senator Hollings addresses radio session.

Tuesday, 1 p.m., Washington Hilton. House Speaker Tip O'Neill addresses TV luncheon.

Wednesday, 9 a.m., Shoreham-Americana. "Beyond Electronic Newsgathering."

Wednesday, 10:30 a.m., Sheraton Park. Closing session, a panel discussion with all seven FCC commissioners.

coordinate these uses with our neighbors in Canada and Mexico," Mr. Van Deerlin says, "the number of new voices would be limited only by economic realities, as is the case with the print media. Add to this scenario the likelihood that more and more information, including newspapers themselves, will be moving over electronic communications channels, and there is no basis for a First Amendment distinction between broadcast and the print media."

Mr. Van Deerlin is already on record supporting a repeal of the fairness doctrine for both radio and TV, even without the trade-off. In his opinion, there is no scarcity in radio now: "If scarcity is to be the basis for limiting First Amendment rights, then we have, I suggest, a much more serious problem with newspapers than with radio stations."

He continues to the radio broadcasters: "As you seek deregulation, including a longer license term and relief from the burdensome FCC paperwork, you must accept competition. As pioneers in communications, competition is nothing new to you. And neither is change. The radio industry withstood the challenge of television and adapted itself to a new environment. We are on the threshold of an era of abundance in communications technology, and I expect that it will be radio that leads broadcasting into this new era."

AAAA puts its weight behind antiviolence

The American Association of Advertising Agencies put its weight behind the antiviolence movement last week with a resolution by the AAAA board declaring that "since advertising supports television, it is obligatory for agencies—as a service to their clients—to restudy advertising commitments to programs that feature violence."

"Some advertisers," the resolution added, "may feel that it is worth paying a higher price to reach an audience through different programs."

The AAAA, whose 428 agency members are said to represent three-fourths of all advertising volume placed through advertising agencies, timed the release of its resolution for today (March 28)—the first full business day of the National Association of Broadcasters' annual convention.

The resolution and an accompanying statement of "rationale" underscored television's impact and called for self-regulation as preferable to governmental regulation. They were offered as "a word of caution," the resolution said, in the belief that "broadcasters have the sensitivity, the experience and the initiative to deal with the problem."

In recommending that each AAAA member agency "examine the wisdom of placement of commercials in television programs which emphasize violence," the resolution said "the large amounts of violence shown on television have the potential of desensitizing the public to violence or encouraging violent behavior because it is often portrayed as acceptable."

A confident Wasilewski convenes NAB

Association president sees no major threats to the industry at the moment (though there are several potential ones) and forecasts bright year for radio, TV and his organization

The National Association of Broadcasters and the industry it represents open their 55th annual convention in Washington this week "in a very, very solid position," NAB President Vincent T. Wasilewski said in an interview last week.

The association president's convention-eve pronouncements were on the whole upbeat—business has never been better, NAB's dues-paying 5,100 radio, TV and associate members are an all-time high—and despite some problems that beset the industry on Capitol Hill and from some TV viewers, Mr. Wasilewski's tone lacked any sense of urgency.

A reasonable observer might venture that with the Democrats in charge of both the Congress and the White House, a regulated business could expect a few problems in Washington. But Mr. Wasilewski accentuated the positive.

Of President Jimmy Carter, he said, "I think the new administration regards itself as having much greater priorities than dealing with communications. And that would be a good sign, I think, as far as we're concerned." He added, "I think they're honest in their dedication to the Constitution being applied to the media."

Of the new Congress, which like the last one is antibusiness in NAB's opinion, Mr. Wasilewski said, "We are a business, true, but we are one of those unique businesses where we are involved with other concerns at the congressional level over and above taxes and trade regulation. I've always said you can't tell a Republican from a Democrat without a scorecard as far as our business is concerned."

There's no immediate threat there, not even from the House Communications Subcommittee's planned rewrite of the Communications Act, he said. "We are not asking for a rewrite of the Communications Act," he said, "but we'll cooperate fully in the discussions. You can't prove your point that a rewrite is not necessary until you go the route."

Regarding the rewrite project, Mr. Wasilewski said he feels a major interest that the industry must protect in the rewrite is the principle of localism, on which the FCC relied in designing its TV allocations. Individual stations serving individual market needs are a principle that should be preserved, Mr. Wasilewski said, and he will emphasize that in his speech to the TV assembly today (March 28).

Even the blasts at television violence by Congress and groups such as the National Parent Teachers Association and the American Medical Association do not present NAB with a do-or-die situation, Mr. Wasilewski indicated. NAB's TV code review board is currently working on a new set of program guidelines that would at-

tempt to define areas where violence could be avoided. "If it comes to the point where we see it's impossible, we will have given the good shot at least," he said.

Mr. Wasilewski had admiring words for the chairmen of the Communications Subcommittees of the House and Senate, both of whom are new since the last NAB convention. Of the House's Lionel Van Deerlin (D-Calif.), he said, "He's a man who is objective, intelligent and knowledgeable about our industry [Mr. Van Deerlin is a former TV news anchorman and news director]."

He called Senator Ernest Hollings (D-S.C.), chairman of the Senate subcommittee, "effective" and "a man of great principle."

There is still a major piece missing in the government leadership equation, Jimmy Carter's choice for the next FCC chairman, but Mr. Wasilewski feels that as things stand the association is no worse off in Washington this year. "I would say we're in the posture of dealing with fair, objective people. I don't think we're in any worse position. I wouldn't compare it by saying we're in a better position. But I would say we're in a good condition."

Mr. Wasilewski sees NAB's greatest challenges as being about the same as last year's: the fight for license-renewal reform for radio and TV and the defense of the industry against encroachment by primarily



Wasilewski

two other industries—cable television and satellites. He said he cannot predict how far either will progress and how much harm either will do to over-the-air broadcasting. In fact, it is likely broadcasting will feel few adverse effects for at least 10 years, he said. But nevertheless there is a real threat, especially with pay cable, about which he said, "I'm not saying that battle's over at all, because I don't think it is. I think there's still going to be a lot of pressure to get more programming for pay. I think we're seeing a lull situation right now."

Inside the association, the last year "was a year of great change," Mr.

Wasilewski said. Of turmoil, perhaps? "Initially I had that tendency [to think so]," he said, "but now I don't . . . I think we needed change." He was referring to the shuffling of staff that gave Mr. Wasilewski a new executive vice president and general manager (John Summers, former executive vice president and general counsel), a new senior vice president for public affairs (Tom Swafford, formerly vice president for program practices, CBS), a new senior vice president for station services (James Hulbert, former executive vice president for public relations), a new general counsel (Erwin Krasnow, formerly of the Washington law firm, Kirkland, Ellis & Rowe) and a new membership director (Wayne Cornils, formerly of KFXD-AM-FM Nampa, Idaho).

One piece still to be found for the puzzle is a vice president for television, a job laid out in the reorganization plan as counterpart to Charles Jones, NAB vice president for radio affairs. After months of searching, NAB is no closer than at the start to finding the right person. It is difficult to locate good people for that salary (\$30,000-\$40,000), Mr. Wasilewski said, and the few times NAB came close, it only succeeded in getting a raise for the candi-

date from his own firm.

The executive staff shuffle, stemming from the sentiment on the NAB board that lines of responsibility and authority were too fuzzy within the administration of the association, accomplished its end, Mr. Wasilewski feels.

One result of the reorganization, with particular relevance this week, was the putting together of one of the most organized conventions in recent memory, Mr. Wasilewski said of this week's gathering. The logistics, with the convention center spread over three hotels, were against a smooth operation from the start, but it made the staff work that much harder, Mr. Wasilewski said, and under the direction of one clearly defined convention supervisor, Harold Niven, NAB vice president for planning and development.

The major result of the staff shifts, in Mr. Wasilewski's opinion, is to increase NAB's services to its members. "We had gotten more and more involved in government relations and public relations" in the last few years before the shake-up, he said, "I guess it had not been pointedly brought to our attention the need for greater membership services."

If for a while it seemed to NAB staff that

all was in flux, Vincent Wasilewski's own position remained stable; he was in fact rewarded with some additional reinforcement from the NAB board in the form of a \$5,000 raise (on top of a \$95,000 salary, plus \$15,000 deferred income, \$5,000 in insurance premiums annually and expenses). About his plans for the future he said he received some "inquiries" about returning to law practice last year, but does not consider that an option for him now. "I think that I like it here and I will stay as long as I can be effective here with this new team."

That team, as far as he is concerned, will continue to work alone. Talk of forming a federation of broadcast associations, with NAB as one member and the National Radio Broadcasters Association, Radio Advertising Bureau and Television Bureau of Advertising, for examples, as others, has not died, Mr. Wasilewski said. But it has always been more serious in quarters outside NAB than inside. He pointed out that NAB itself has a subdivision for radio, the Radio Information Office, and committees for small market stations. Further, it cooperates in meetings with RAB and TVB. "In many respects we are a federation," he said.

Like a day with the sunshine at the FCC

Open-government law goes into practice at the commission

The FCC held its first meeting in the sunshine last week, and the roof didn't fall in. Not much news was made, either, as the commission breezed through 16 items dealing with broadcast, cable television, safety and special services radio and common-carrier matters in a little under 90 minutes. The commissioners, who had received copies of the agenda a week earlier, had been able to make up their minds on most items beforehand.

The scene was played out in a meetingroom whose 98-seat capacity was filled when the meeting began at 10:30 a.m. but which was largely empty by the time the meeting had ended.

The audience appeared to have been made up largely of members of the public, including some members of Alpha Epsilon Rho, the national honorary broadcasting society, in Washington for the organization's convention (story page 30), some representatives of the industries the commission regulates and a few lawyers with direct interests in some of the matters to be decided.

The first item, a proposed notice of inquiry to determine ways to improve the legibility of on-the-knob UHF channel display, sparked one of the lengthiest discussions of the morning—about 20 minutes. It was finally adopted unanimously, with Chairman Richard Wiley and Commissioner Margita White concurring.

Then the commission moved easily through four safety and special services

items before hitting a snag on a common-carrier matter that was rescheduled for further discussion at the next meeting, on April 7.

The commission next disposed of a number of cable items before running into the first one on which a staff recommendation was not accepted. The Cable Television Bureau had proposed granting a request of the National Hockey League and the Pittsburgh Penguins for an order directing Centre Video Corp., which operates systems in the Pittsburgh area, to stop violating the sports blackout rule in connection with Penguin games. The commissioners thought that rather strong medicine, and eventually settled on a suggestion by Commissioner Joseph Fogarty to send a letter of censure.



In the beginning. Looking over the shoulders of Commissioners Margita White, Abbott Washburn and Benjamin Hooks at the first FCC meeting in the sunshine.

Carter: the television President

A man of imagery more than of words, he's using broadcast, particularly TV, to get his message across, and he's doing it more effectively than any previous Chief Executive

In media-conscious Washington, President Jimmy Carter—after only two months in office—is acquiring the status of a star. Like Julius Erving on a basketball court or O.J. Simpson on a football field, Jimmy Carter, before a camera or microphone, seems to move with the grace and style of a natural.

Friends and foes alike appear to be in agreement on that estimate. White House aides say they are thrilled and happy with the three Carter “specials”—the so-called fireside chat, the radio call-in show on CBS and the town hall meeting in Clinton, Mass. (They say the President is pleased with them, also.) Aides to former President Ford watch President Carter during the televised news conferences he is holding at the rate of one every two weeks and say, wistfully, if only Mr. Ford could have performed that way.

And the professionals add similar judgments. Ed Fouhy, NBC's director of news in Washington, last week described President Carter as a “master of television,” adding: “He's done very well. He's used television intelligently, making use of different formats and forums to get his views across.” David Broder of the *Washington Post* said in a column on Wednesday that the President “has transformed himself from the very shaky winner of a bungled campaign into a very popular President, whose mastery of the mass media has given him real leverage with which to govern.”

How is the Carter phenomenon to be explained? A couple of efforts were made in Washington last week at a *National Town Meeting* broadcast by National Public Radio that featured former White House news secretaries, Pierre Salinger, George Reedy and Ronald Nessen, in a discussion of the Carter administration, the press and the public.

Mr. Reedy, who served Lyndon Johnson from 1964 to 1966 and is now dean of Marquette's college of journalism, took a McLuhanesque approach. Jimmy Carter, he said, is “the first real television President.”

President Kennedy, who dazzled the White House news corps with his charm and wit at televised news conferences, wasn't really a television President, according to Mr. Reedy, because JFK was a man of words who used television to give his words a wider audience.

“Carter is not a man of words,” Mr. Reedy said. “He gest in trouble when he uses them. But he is sending complicated messages by purely symbolic means. When he wore a sweater [during the fireside chat], it was more than a stunt. He told people there was no magic solution to

the energy problem, that they should dress warmly. And when he walked down Pennsylvania Avenue with his wife, he announced the end of the imperial Presidency.”

Mr. Salinger, who served as news secretary during the three years President Kennedy was in the White House and during the first few months of the Johnson administration, said that “no recent President has so dominated public opinion as Jimmy Carter.” The reason, he said, in effect, is that the alleged outsider understands Washington better than the insiders. He knows it is not representative of the country at large, Mr. Salinger said. Indeed, he added, “This city was created to isolate government from the rest of the country. So [President Carter] goes over the heads of the journalists directly to the public.”

But there is probably more than McLuhanism and political prescience involved. Mr. Fouhy talks of the President's “direct, open manner”—a quality, he said, some of Mr. Carter's predecessors lacked. “He is very low key,” Mr. Fouhy added. “He keeps in mind he is talking to one person at a time, and establishes contact with the camera—which only professionals and a few politicians can accomplish.”

There is no question that President Carter is determined to maintain contact

with the public. That was a promise he made during the campaign, and after the election, Barry Jagoda, his special assistant for media and public affairs, said plans were being laid for using the media to permit the President to communicate with the public.

Some of the ideas President Carter has used for communicating—the town hall meeting in Clinton, for instance—were generated by his staff. But the radio call-in show was CBS's idea. And on April 15, NBC, in Mr. Jagoda's words, “will bring 20 to 30 million people into the White House,” when it carries out its suggestion of presenting a prime-time special on a day in the life of President Carter (BROADCASTING, March 14).

But along with talk of President Carter's success in using the media—success measured at least in part by polls showing him with favorable ratings in the 70's—there is, inevitably, talk of “over-exposure.” Mr. Salinger said that “television can use people up very fast.”

And Kevin Dalaney, ABC's director of television news in Washington, wondered how long the networks can maintain the pace President Carter has set in holding news conferences every other week. He also talked of “overexposure.” But, with the wisdom of a man who knows Washington may not be the best place to pursue that question, he said, “Try that one in Peoria.” And Peoria seems to be the place where President Carter is playing well these days.

There's a new, more mature look to AER

Honorary society for aspiring broadcasters reports its new goals to delegates at convention; FCC's Wiley applauds its growth

Alpha Epsilon Rho, the National Honorary Broadcasting Society held its 35th annual convention in Washington last week, but to hear its outgoing President Andrew Orgel and even FCC Chairman Richard E. Wiley, the organization is indeed in its infancy.

“We've taken some time to completely change over” our organization, Mr. Orgel, of CBS Radio, told nearly 200 aspiring broadcasters attending the four-day gathering. In his three years of tenure after assuming office while still a student, Mr. Orgel said, “the new AER . . . has cleaned up its house.” Among the accomplishments he cited: discarding inactive chapters and members; contacting and reassigning old members, 11,344 since day one; expanding regional growth, and undertaking a public-relations effort to improve the stature of the organization within the broadcast industry. (It has finally been accepted as an industry voice by the National Association of Broadcasters and the Broadcast Education Association, he said.)

The organization also is being packaged differently, having changed its name from the National Honorary Radio-Television

Fraternity, and having taken a new logo.

But “the future of this organization,” Mr. Orgel said, rests with an 11-member advisory board he has proposed that is made up of industry leaders, faculty members and students. That group, as envisioned, will continue to guide AER from a loosely knit federation of chapters to an organization that would bring broadcast students and professionals together and act as a voice for the future broadcaster.

Among the convention speakers was FCC Chairman Wiley, who said, “You've come a long way baby since 1973,” recalling his earlier address to AER as a commissioner when only about 40 students attended that convention.

Today, the organization has about 1,400-1,500 active members, according to Executive Director Richard M. Uray, chairman of the broadcast sequence at the University of South Carolina, and 55 active chapters. And for the first time this year, professionals joined students at the convention. Although only 30 nonstudents may have attended, Dr. Uray sees that as a major step in the right direction.

Other speakers who participated in panels involving cable, sales, ratings, regulation and public television included Senator Edward Zorinsky (D-Neb.), who appealed for more license security: “They should be able to keep a license unless they've committed a crime.”

ABC-TV's wealth in the evening spreads to stations

ABC-TV's prime-time momentum carried its affiliates to first place in two-thirds of the top-100 markets during the February local sweeps. ABC outlets captured 66 of the top-100 ADI's, more than twice CBS's (18) and NBC's (12) first places combined, according to research tabulated by ABC from Arbitron results.

In the 96 markets out of the top-100 where all three networks have a primary affiliate, ABC rated an average 40 share, CBS a 32 and NBC a 28. ABC said that its affiliates delivered 7% more total homes than during the year-ago sweep period, while CBS and NBC delivered, respec-

tively, 9% and 6% fewer.

During the 1976 February sweeps, which covered 12 nights of the Winter Olympics broadcasts by ABC, its affiliates ranked first in 51 markets, CBS's in 35 and NBC's in 12. In the November 1976 sweeps (BROADCASTING, Jan. 10), ABC affiliates took first place in 53 markets while CBS's took 23 and NBC's 17.

ABC's momentum also put it over the top in New York, the only market in the top 10 it failed to win in the November 1976 sweeps. In the newest sweeps, ABC took the first 13 markets and 22 out of the top 25.

ABC took second place in 14 markets and third place in 16 markets in the February sweeps; CBS took second in 58, third in 20, and NBC took second in 26 and third in 58.

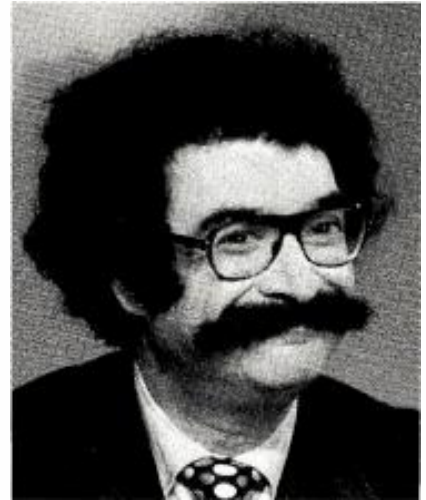
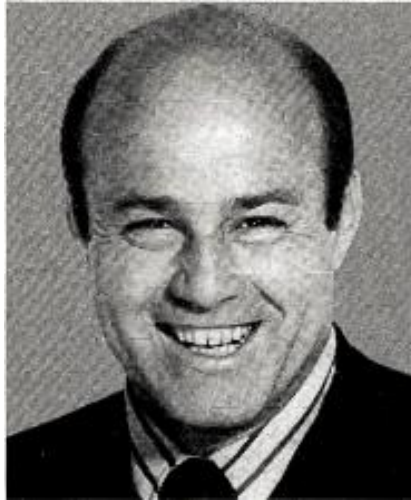
Below are the TV network-affiliate rankings for the top-100 markets. The numbers represent prime-time averages in thousands of households (add 000). Plus or minus percentages indicate change since the February 1976 sweep. Prime-time hours were 8-11 p.m. NYT Monday through Saturday, 7-11 p.m. Sunday. Bold-face numbers indicate the top-rated affiliate in each market.

| | ABC | | CBS | | NBC | | | ABC | | CBS | | NBC | |
|--|-------------|----------|------------|----------|------------|----------|---|------------|----------|-----------|----------|-----------|----------|
| | Rating | % Change | Rating | % Change | Rating | % Change | | Rating | % Change | Rating | % Change | Rating | % Change |
| 1. New York | 1548 | + 19 | 1026 | -23 | 966 | - 7 | 53. Salt Lake City | 116 | - 3 | 69 | -14 | 68 | -12 |
| 2. Los Angeles | 918 | + 11 | 512 | -11 | 612 | + 9 | 54. Greensboro-Winston Salem-High Point N.C. | 120 | + 35 | 91 | - 7 | 67 | - 9 |
| 3. Chicago | 713 | + 4 | 449 | -21 | 408 | -12 | 55. Wichita-Hutchinson, Kan. | 82 | + 1 | 78 | + 4 | 64 | -12 |
| 4. Philadelphia | 658 | + 2 | 406 | -12 | 325 | - 8 | 56. Tulsa, Okla. | 110 | + 12 | 67 | + 3 | 52 | - 2 |
| 5. San Francisco | 351 | - 3 | 254 | - 9 | 246 | + 1 | 57. Toledo, Ohio | 88 | + 10 | 92 | - | 73 | -23 |
| 6. Boston | 420 | - 5 | 302 | - 7 | 261 | - 4 | 58. Shreveport, La.-Texarkana, Tex. | 93 | + 16 | 85 | - 1 | 58 | - 9 |
| 7. Detroit | 437 | + 11 | 305 | -12 | 283 | - 5 | 59. Little Rock, Ark. | 105 | + 27 | 67 | + 2 | 75 | -17 |
| 8. Washington | 285 | - 7 | 230 | - 9 | 197 | + 1 | 60. Richmond, Va. | 74 | - | 80 | - 9 | 51 | -14 |
| 9. Cleveland | 343 | - 6 | 247 | + 1 | 225 | - 4 | 61. Knoxville, Tenn. | 32 | - 6 | 69 | -16 | 77 | -16 |
| 10. Dallas-Fort Worth | 280 | + 8 | 194 | - 6 | 177 | - 6 | 62. Des Moines, Iowa | 75 | - 1 | 69 | - 8 | 50 | -30 |
| 11. Pittsburgh | 341 | + 5 | 259 | -11 | 162 | + 7 | 63. Mobile, Ala.-Pensacola, Fla. | 83 | + 17 | 73 | + 1 | 57 | - 8 |
| 12. Houston | 239 | + 17 | 169 | - | 177 | + 7 | 64. Omaha | 98 | - 8 | 71 | - 5 | 63 | -16 |
| 13. Minneapolis-St. Paul | 198 | - 1 | 168 | - 3 | 152 | - 3 | 65. Jacksonville, Fla. | 51 | + 9 | 82 | + 8 | 59 | - 5 |
| 14. Miami | 186 | + 4 | 208 | - 7 | 148 | + 3 | 66. Rochester, N.Y. | 85 | - 7 | 66 | - 6 | 46 | -10 |
| 15. St. Louis | 219 | + 16 | 205 | - 7 | 157 | -10 | 67. Green Bay, Wis. | 86 | + 6 | 63 | -15 | 58 | -13 |
| 16. Atlanta | 192 | + 15 | 174 | - 2 | 167 | - 4 | 68. Roanoke-Lynchburg, Va. | 51 | + 9 | 76 | - 6 | 54 | -13 |
| 17. Tampa-St. Petersburg, Fla. | 112 | + 1 | 197 | - 1 | 153 | + 1 | 69. Fresno, Calif. | 56 | + 3 | 46 | - 7 | 49 | - 2 |
| 18. Seattle-Tacoma | 211 | - 6 | 105 | - | 145 | + 2 | 70. Springfield-Decatur, Ill. | 66 | + 3 | 57 | -15 | 50 | -19 |
| 19. Indianapolis | 175 | + 14 | 165 | - 6 | 129 | -13 | 71. Davenport, Iowa-Rock Island-Moline, Ill. | 74 | - | 56 | -10 | 50 | -17 |
| 20. Baltimore | 212 | + 1 | 169 | -10 | 149 | + 7 | 72. Cedar Rapids, Iowa | 69 | - 4 | 48 | -16 | 44 | -21 |
| 21. Milwaukee | 158 | - 5 | 119 | - 6 | 118 | -12 | 73. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. | 47 | + 31 | 70 | - 8 | 58 | -19 |
| 22. Hartford-New Haven, Conn. | 177 | - 8 | 183 | -13 | 62 | - 2 | 74. South Bend-Elkhart, Ind. | 65 | - | 50 | - 6 | 46 | - 6 |
| 23. Denver | 162 | - 3 | 103 | - 3 | 106 | - 5 | 75. Chattanooga | 66 | + 18 | 48 | -14 | 46 | -12 |
| 24. Sacramento-Stockton, Calif. | 153 | + 1 | 105 | + 1 | 116 | - 1 | 76. Johnstown-Altoona, Pa. | 18 | +200 | 63 | -19 | 80 | - 9 |
| 25. Portland, Ore. | 128 | - 4 | 121 | + 2 | 92 | -12 | 77. Albuquerque, N.M. | 80 | + 10 | 41 | - 5 | 44 | - 8 |
| 26. Kansas City, Mo. | 168 | + 10 | 125 | -15 | 109 | -13 | 78. Spokane, Wash. | 66 | - 3 | 46 | - 6 | 49 | - |
| 27. Cincinnati | 154 | - 5 | 149 | + 9 | 111 | - 4 | 79. West Palm Beach, Fla. | 48 | + 12 | - | - | 41 | - 9 |
| 28. Buffalo, N.Y. | 143 | - 8 | 125 | - 1 | 102 | -15 | 80. Portland-Poland Spring, Me. | 69 | - 12 | 42 | - | 51 | - 4 |
| 29. San Diego | 97 | - 3 | 108 | +16 | 91 | + 4 | 81. Springfield, Mo. | 31 | + 35 | 48 | - 2 | 61 | - |
| 30. Providence, R.I. | 112 | - 9 | 117 | -10 | 118 | + 5 | 82. Lincoln-Kearney-Hastings, Neb. | 42 | + 11 | 58 | -11 | 14 | -12 |
| 31. Nashville | 110 | + 18 | 128 | - 3 | 109 | -12 | 83. Jackson, Miss. | 38 | + 36 | 50 | + 6 | 55 | - 5 |
| 32. Phoenix | 122 | + 8 | 93 | + 1 | 82 | + 9 | 84. Youngstown, Ohio | 73 | + 14 | 53 | - 2 | 45 | - 5 |
| 33. Charlotte, N.C. | 71 | + 20 | 123 | - 8 | 82 | -13 | 85. Bristol-Kingsport-Johnson City, Tenn.-Va. | 32 | + 39 | 47 | + 2 | 55 | - 7 |
| 34. Columbus, Ohio | 141 | + 11 | 132 | -10 | 99 | - 3 | 86. Salinas-Monterey, Calif. | 70 | - 7 | 25 | +25 | 39 | -12 |
| 35. Memphis | 114 | + 10 | 113 | -16 | 84 | -18 | 87. Springfield, Mass. | 73 | - 8 | - | - | 49 | - |
| 36. Greenville-Spartanburg, S.C.-Asheville, N.C. | 118 | + 16 | 90 | - 5 | 95 | -13 | 88. Fort Wayne, Ind. | 62 | + 2 | 44 | - | 38 | + 6 |
| 37. Oklahoma City | 113 | + 19 | 88 | + 5 | 95 | -11 | 89. Evansville, Ind. | 72 | + 22 | 35 | -12 | 26 | -13 |
| 38. New Orleans | 127 | + 28 | 112 | -20 | 87 | -13 | 90. Lexington, Ky. | 47 | + 38 | 42 | -18 | 39 | -11 |
| 39. Louisville | 92 | - 2 | 100 | - 6 | 83 | -14 | 91. Peoria, Ill. | 60 | - | 35 | - 8 | 35 | -12 |
| 40. Orlando-Daytona Beach, Fla. | 120 | + 17 | 98 | +10 | 88 | - 4 | 92. Tucson, Ariz. | 48 | + 12 | 34 | - | 41 | +24 |
| 41. Grand Rapids-Kalamazoo, Mich. | 81 | - 8 | 85 | - 5 | 84 | + 2 | 93. Fargo, N.D. | 33 | - | 37 | -18 | 39 | - 7 |
| 42. Albany-Schenectady-Troy, N.Y. | 104 | - 2 | 102 | - 5 | 86 | -10 | 94. Sioux Falls-Mitchell, S.D. | 20 | +122 | 63 | -16 | 36 | -10 |
| 43. San Antonio, Tex. | 121 | + 23 | 81 | - 6 | 73 | - | 95. Waco-Temple, Tex. | - | - | 54 | +10 | 33 | -13 |
| 44. Charleston-Huntington, W. Va. | 103 | + 39 | 86 | - 1 | 109 | -16 | 96. Lansing, Mich. | - | - | 57 | - 2 | 34 | -13 |
| 45. Harrisburg-York-Lancaster-Lebanon, Pa. | 81 | + 6 | 74 | - 3 | 87 | -12 | 97. Greenville-New Bern-Washington, N.C. | 28 | + 4 | 46 | -10 | 48 | - 2 |
| 46. Dayton, Ohio | 89 | + 12 | 111 | - 6 | 80 | -10 | 98. Columbia, S.C. | 34 | + 26 | 21 | -12 | 57 | - 3 |
| 47. Raleigh-Durham, N.C. | 100 | + 9 | 95 | - 2 | 13 | + 8 | 99. Burlington, Vt.-Plattsburg, N.Y. | 19 | + 11 | 46 | -18 | 24 | -15 |
| 48. Norfolk-Newport News-Portsmouth-Hampton Roads, Va. | 113 | + 22 | 92 | -14 | 69 | +13 | 100. Austin, Tex. | 42 | - | 48 | +14 | 20 | - 5 |
| 49. Wilkes Barre-Scranton, Pa. | 120 | + 5 | 72 | -13 | 81 | -15 | | | | | | | |
| 50. Birmingham, Ala. | 171 | + 37 | 37 | -20 | 78 | -18 | | | | | | | |
| 51. Syracuse, N.Y. | 83 | + 21 | 83 | - 1 | 88 | +20 | | | | | | | |
| 52. Flint-Saginaw-Bay City, Mich. | 122 | + 2 | 37 | -12 | 81 | -22 | | | | | | | |

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largest broadcast news organization, 24 hours a day, 7 days a week.

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In Brief

U.S. Court of Appeals in Washington has overturned FCC's pay cable rules. Court, in 105-page decision issued Friday, held that commission exceeded its authority over cable television in promulgating rules, and failed to present evidence to support need for regulation. Court also said rules, as written, violate First Amendment. In response to argument by former FCC General Counsel Henry Geller, court criticized commission for engaging in "ex parte" contacts while rulemaking was pending, and **directed commission to hold hearing "to determine the nature and source" of all ex parte contacts made during rulemaking.** It also said that commission officials in future rulemakings "**should shun ex parte contacts**" on issue involved, or reduce contacts to writing and submit them for record if they occur. Although it overturned pay cable rules, **court affirmed similar rules governing over-air pay television.** Court noted it had upheld commission's authority to adopt subscription television rules six years ago, and said little had occurred in pay television since then. Accordingly, it said six-year-old decision requires affirmance.

Former Senate Communications Subcommittee Chairman **John O. Pastore** (D-R.I. retired) is recipient of second **Grover C. Cobb memorial award** for broadcasting and government relations, sponsored by National Association of Broadcasters-affiliated Television and Radio Political Education Committee. Runner-up in voting by seven-man committee appointed by TARPEC Chairman Richard Dudley (Forward Communications, Wausau, Wis.) was said to be **FCC Chairman Richard Wiley.** Award, to be presented at Monday luncheon at NAB convention in Washington this week, will be accompanied by \$1,000 cash award for Mr. Pastore to give to college student of broadcast journalism or political science.

Annual National Association of Broadcasters convention is always time for **jockeying by NAB board members for leadership positions.** On radio board, where competition is expected to be fiercest, here is way races are reportedly running: Len Hensel of WSM(AM) Nashville and William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., are squared off for radio chairmanship. Jerry Lee of WDVR(FM) Philadelphia is surprise candidate (because he is newly elected to board, although he was on board several years ago) for radio vice chairman, along with David Scribner of Doubleday Broadcasting, Dallas; Bill Sims of WYCOM Corp., Laramie, Wyo., and Paul Reid of WBHB(AM) Fitzgerald, Ga. It's reported Herbert Hobler of Nassau Broadcasting, Princeton, N.J.; Robert McKune of KTTR(AM)-KZNN(FM) Rolla, Mo., and Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md., have dropped out of vice chairman race. Voting will take place at June 27-30 NAB board meeting in Williamsburg, Va.

Head of Hearst Broadcasting, Franklin Snyder, said **Hearst-owned WBAL-TV Baltimore** has decided not to make formal presentation for ABC affiliation (BROADCASTING, March 21). Instead, it **will continue its relationship with NBC.** Mr. Snyder said prime consideration was strength of WBAL-TV's local early-evening newscast, which is 10 share points ahead of its competitors in latest Arbitron sweeps. Dominance would be jeopardized by weak Barbara Walters-Harry Reasoner ABC network newscast if WBAL-TV were to switch, Mr. Snyder said. Hearst's decision keeps Westinghouse-owned WJZ-TV Baltimore in ABC's fold.

Committee of National Association of Broadcasters TV code review board had meeting with top managers of nearly all major brewers Tuesday in New York. Largely because of complaint from National Institute of Alcohol Abuse and Alcoholism that TV advertising of beer and wine contributes to teenage drinking and alcoholism, **committee is studying need for tighter alcohol advertising restrictions in code.** So far it doesn't see any need, also sees no evidence of causal link between beer ads and alcoholism. **Brewers took hard line** against code restrictions on First Amendment grounds.

Chronicle Publishing Co. has won tax court decision in case involving Chronicle's cable television systems that, lawyers involved say, **could result in substantial tax savings for cable operators generally**—particularly those who pay large amounts for operating enterprises. Judge C. Moxley Featherston, sitting in San Francisco, ruled that **Chronicle's 17 franchises** (in and around San Francisco Bay area) **can be depreciated** over their term for tax purposes. Internal Revenue Service had argued that, like broadcast licenses and network affiliations, cable television franchises will almost automatically be renewed on same terms and conditions and, therefore, cannot be depreciated. But Judge Featherston accepted Chronicle's argument that cable industry is in such rapid state of evolutionary change, in terms of technology and regulation, that not only can renewal not be certain but that, if granted, it would probably be on new terms and conditions. As result, franchise would be new asset.

President Carter last week nominated **Michael Pertschuk as chairman of Federal Trade Commission** ("Closed Circuit", Feb. 14). Name was sent to Senate Commerce Committee, which Mr. Pertschuk serves as chief counsel and staff director. Hearing on his nomination is scheduled Wednesday (March 30).

House Commerce Committee budget request of \$4.1 million **was cut back** to last year's level of \$3.2 million last week by Accounts Subcommittee of House Administration Committee. On face, move means Communications Subcommittee can't have half million dollars it asked (BROADCASTING, Feb. 14), but would have to go back to \$226,000 budget of last year, all but \$10,000 of which is already committed to staff salaries. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is undismayed, however, and says Communications Act rewrite project won't be affected.

House Communications Subcommittee will decide in mid-April whether to approve draft report saying although there has been progress, **public broadcasting "has not done all it can" to insure fair employment treatment of minorities.** Until public broadcasting creates mechanism for hearing complaints and enforcing EEO program, subcommittee won't consider increased funding, draft says.

United Church of Christ's Office of Communication announced that, with its help, local citizen coalitions have reached "**major agreements**" with **WJBK-TV Detroit and WSMW-TV Worcester, Mass.,** looking to more local programs and greater job opportunities for minorities and women. WJBK-TV was said to have settled local license challenge by accepting 14-point agreement including commitment to annual public affairs specials devoted to concerns of minorities and women, 60 locally oriented public service announcements per week, production of more programs for consumers and children, hiring of more minorities and women in higher job categories. In Worcester, agreement with WSMW-TV's current licensee, State Mutual Life Assurance Co., and its prospective buyer, SIBOS Corp., reportedly calls for creation of minority advisory board, production of prime-time weekly public affairs program and doubling of news broadcast weekly in Spanish.

KWKH(AM) and KROK(FM) Shreveport, La., have been sold by subsidiary of Shreveport Times Publishing Co. to Wichita Great Empire Broadcasting for \$2.3 million. Transfer is spin-off resulting from intended acquisition of Shreveport *Times* and *Monroe* (La.) *World and News-Star* by Gannett newspapers (BROADCASTING, Oct. 11, 1976). Times Publishing also owns 42% of KTHV(TV) Little Rock, Ark. Wichita is owned by F.F. Lynch and Michael Oatman, who recently bought KLNQ(AM) Omaha (BROADCASTING, Jan.31). Broker: Richard A. Shaheen.

Reavis G. Winckler, 59, VP-director of promotion, publicity and advertising for Metromedia Television and Metromedia Producers Corp., Burbank, Calif., died of cancer March 24 at St. Joseph hospital there.



Will California die of thirst?

California lies in the grip of its worst drought in 40 years.

The water shortage has reached crisis proportions in some areas. Voluntary conservation has given way to mandatory rationing. Over a billion dollars has been lost by the drought's two-year grip on the state's rich croplands. And the growing scarcity of water has made it a precious commodity to be jealously guarded.

In "Forecast: Dustbowl," a seven-part report broadcast on our evening news, we sought to inform our viewers of the facts

involved. How nature's shifting weather patterns caused the drought. And how, in some cases, man's inadequate planning aggravated it.

We then showed our audience ways in which to cope with the water shortage. Tips on cutting wasteful uses in showers, toilets, shaving and washing dishes. And methods of reusing waste water efficiently.

"Forecast: Dustbowl" was one of several reports we created to aid our viewers in understanding important issues. Others include "Fire!" concerning the cause and prevention of these home disasters. "Smoking: What A Drag," on the continuing

controversy of whether to smoke or not to smoke. And "Property Taxes," about the burgeoning cost to owners that is driving them from their homes.

More reports like these will follow in the future. Because they fulfill the responsibility we have as broadcasters. To present our viewers with information that faces the issues they face in their daily lives.

Not just news. But facts they can use.

KRON-TV

NBC for the San Francisco Bay Area.



If you think you had problems getting into our booth last year, wait until this year.

You remember.

The Sony Broadcast booth, at last year's NAB Show. Where we proved our commitment to the broadcast industry. And the broadcast industry proved how many people could be crushed into sixteen hundred feet of exhibit space.

This year, things are going to be different.

They're going to be worse.

We're showing even more. Which will attract even bigger crowds. Because of space limitations at the show, we couldn't build a bigger booth. But if you're tough enough to push through the mob, what you see will make you forget those elbows in your ribs.

We can't give all our secrets away. We can, however, let you in on a few of the reasons why Sony Broadcast is going to make such an impact.

1. We'll have the production version of our new 1" high band video recorder, the BVH-1000. Last year, we introduced this model in prototype; this year we've added a lot more features to the production version. And our BVH-1000 is still the most outstanding development on the broadcast scene.

2. You might also be interested in

seeing the BVH-1000's little sister. A fully compatible, battery operated, portable 1" high band video recorder for professional production in the field.

3. Camera buffs will see some eye-openers, too. We plan to exhibit two new color cameras in addition to our current field production BVP-100. What makes the Sony Broadcast approach unique is that all three of our cameras utilize different technologies. So broadcasters can work within different budgets.

4. If the use of SMPTE code hasn't been flexible enough to suit you, check out the Sony Broadcast breakthrough in this area. It's something really new.

5. And, of course, we plan to hang onto our preeminent position in the world of electronic news gathering. If you're into EJ, ENG, or EFP, you're into Sony Broadcast. And we've got some very, very exciting things to show you.

That's all we can reveal for now. At the Sony Broadcast booth in the Shoreham Hotel on March 27-30, we'll give you the whole story.

If you have to fight your way in, we apologize.

But that's the price we pay for being where the action is.

Sony Broadcast

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What's up this week in Washington

Registration. The registration desk is located in the Continental room of the Sheraton Park hotel. The desk is open from 9 a.m. to 5 p.m. on Saturday, March 26, from 8 a.m. to 5 p.m. on Sunday and Monday and from 9 a.m. to 5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours. Displays of broadcast equipment and services are open at 9 a.m. Sunday, March 27, in the exhibit halls of the Sheraton Park hotel, the Washington Hilton hotel and in the exhibit hall, Ambassador room and Bird Cage Walk of the Shoreham Americana hotel. Show hours are from 9 a.m. to 6 p.m. on Sunday and from 9 a.m. to 5 p.m. Monday through Wednesday.

Workshops, assemblies and luncheons. Radio meetings are held in the Sheraton Park hotel, television meetings will be in the Washington Hilton hotel and the Engineering Conference meetings will be held in the Shoreham Americana.

Sunday, March 27

Opening general assembly (joint meeting of radio and television management and engineers). Sheraton Park, Sheraton hall. 3:30-5 p.m. Music: the Navy Band. Presiding: Kathryn Broman, president, Springfield TV Broadcasting and convention co-chairman. Welcome: Walter E. Washington, mayor of Washington. **Presentation of NAB Distinguished Service Award** to Harold R. Krelstein, chairman, Plough Broadcasting. Remarks: Mr. Krelstein. **I Hear America Singing**, a special musical presentation in honor of broadcasting from Opryland, U.S.A.

Monday, March 28

RADIO SESSIONS Sheraton Park

Opening session. Park room. 9 a.m. Presiding: Don Thurston, president, WMNB-AM-FM North Adams, Mass., and NAB radio board chairman. Keynote address: Vincent T. Wasilewski, president, NAB. **Preview of National Radio Month:** Charles T. Jones, NAB. **What's new at the exhibits:** George W. Bartlett, NAB. **What's up on the Hill:** Roy Elson, NAB. Remarks: Representative Lionel Van Deerlin (D-Calif.), House Communications Subcommittee chairman. **The NAB future of radio study:** John Dimling, NAB. **Specialists discuss the future of radio.** Interviewer: Ted Landphair, WMAL(AM) Washington. Specialists: Miles David, president, Radio Advertising Bureau; Al Chismark, Meredith Corp.; Joseph Fogarty, FCC commissioner; Harry M. Shooshan, counsel, House Communications Subcommittee.

Six concurrent radio workshops. 10:45 a.m.

EEO reporting. Richmond-Arlington room. Moderator: Richard Wyckoff, NAB. Panelists: Frank Mullin, Mullin, Connor & Rhyne; Glenn Wolfe, FCC.

What good are radio ratings? Dover room. Moderator: John Dimling, NAB. Panelists: Bill Engel, Arbitron; Doug Clemensen, Orion Broadcasting; Sam Paley, Custom Audience Consultants; Robert Williams, WURL(AM) Winston-Salem, N.C.

A look at radiocommunity group negotiations. Alexandria room.

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Some views from the Life Insurance Business.

Millions of Americans have entrusted their funds to the nation's Life Insurance Companies. For this reason, we feel we have an obligation to speak out on the serious economic issues that confront the nation and affect the well-being of our policyholders.

We're particularly concerned about the current levels of unemployment and inflation. High unemployment involves an unacceptable wastage of human resources. Our policyholders and pension beneficiaries suffer from erosion of the purchasing power of the dollar, due to inflation. And the penalties of inflation fall most heavily on those least able to bear them. High inflation rates are disruptive of our economic system and adversely affect every segment of society.

On March 4, 1977, we expressed our opinions to the Joint Economic Committee of Congress. For the most part, we agreed with the fiscal stimulus package proposed by the Administration. But we made a few more points in eight specific areas.

1. Inflation

Inflation may be even more troublesome this year than last. We think it would be advantageous to announce a specific inflation target, which, if pursued, would improve public confidence in the prospects for price stability.

2. Structural Unemployment

Government programs for jobs should concentrate on where the problem is greatest — among the unskilled, younger workers, minorities, and people in central cities. We believe that a massive, across-the-board effort would be more costly and less effective.

3. Tax Rebate

We endorse the \$50 tax rebate as an immediate stimulus to the economy at a time when faster economic growth is needed.

4. Business Tax Reduction

In our view, tax reduction for businesses is required to increase investment and create more permanent jobs. A good approach would be to give tax relief through an additional 2% on the investment tax credit. An even better idea would be to reduce the corporate income tax.

5. Deficits and Interest Rates

While we endorse the proposal for a \$15 billion stimulus, we urge that it not be made bigger. Larger government deficits can step up inflation and bring on higher interest rates.

6. Monetary Policy

The Federal Reserve System's monetary policies have been helpful, thus far, in restoring economic growth. However, a resurgence of inflation would force the Federal Reserve to restrict credit and slow down our economic expansion.

7. Wage and Price Controls

We are opposed to wage and price controls as a way to resist inflation. In our opinion, they do more harm than good. They deal with the symptoms of inflation — not the causes — and damage the economy by distorting business decisions and long-range plans.

8. Energy Policy

We would welcome a comprehensive energy policy that would include gradual deregulation of energy prices. This would encourage conservation of energy, and give incentives to search for new energy sources.

We have room, here, for a brief summary only. If you feel you'd like to know more about our views on the economic issues facing this nation, send us the coupon. We'll send you a complete copy of our statement.

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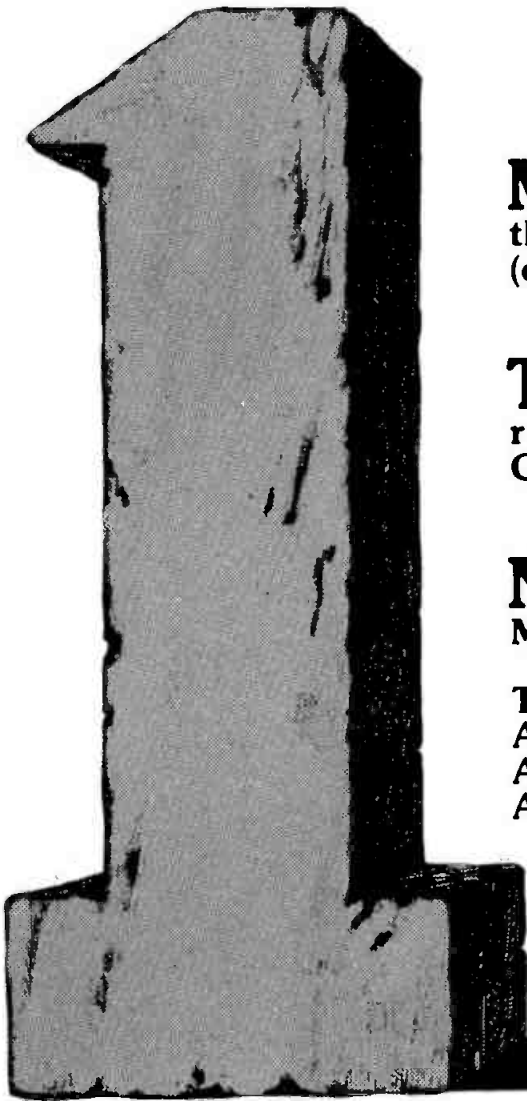
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Reference: * All markets surveyed; Jan/Feb '77, TSA, Adults 18+ Cumulative Audience, Mon-Sun, 6AM-Mid. ARBITRON

*** All markets surveyed; Jan/Feb '77, TSA, Total Persons 12+ Average quarter hour listening estimates, Mon-Sun, 6AM-Mid.

** Los Angeles; Jan/Feb '77, Total Persons 12+ Cumulative Audience, Mon-Sun, 6AM-Mid. **** Los Angeles; Jan/Feb '77, TSA, Average quarter hour estimates

Data subject to qualifications of reports quoted.

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New low rates. Specially designed for the T.V. film and production industry.

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The Cox System. It's a better way.

See us at the NAB, Booth 407, The Washington Hilton

Tuesday, March 29

Moderator: Patricia Russell, FCC. Broadcasters: Ernest Fears, Washington Star Stations; Arthur Gilliam, WLOK(AM) Memphis. Community group representatives: Garnell Stamps, National Association for the Advancement of Colored People; Alvin Chambliss, North Mississippi Rural Legal Project; Nolan Bowie, Citizens Communications Center.

Pricing and presenting your time-rate cards. Moderator: James Arcara, WPAT-AM-FM Paterson, N.J. Panelists: Peter R. Dreyer, WNOX(AM) Knoxville, Tenn.; Robert H. Biernacki, WABC(AM) New York; Kurt Drowall, KSOO(AM) Sioux Falls, S.D.; Ronald L. Sack, KOB-AM-FM Albuquerque, N.M.

Computers come in all sizes. Wilmington room. Moderator: Jonathan Hall, NAB. Panelists: Sandy Alexander, WFLA-AM-FM Tampa, Fla.; Ted Boyd, WHBC-AM-FM Canton, Ohio; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Mike Crouch, WIBW-AM-FM Topeka, Kan.

How to promote your station for practically nothing. Cotillion South. Moderator: Lynn Grasz, Broadcast Promotion Association. Panelists: Carolyn Metheny, KAAY(AM) Little Rock, Ark.; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Pat Powers, KTRK-FM Topeka, Kan.; Jon Beacher, Combined Communications.

TELEVISION SESSIONS

Washington Hilton

Opening session. East ballroom 9 a.m. Call to order: Kathryn Broman, president, Springfield TV Broadcasting, and convention co-chairman. *What's new at the exhibits:* Chris Payne, NAB. Introduction of speaker: Wilson Wearn, president, Multimedia Broadcasting, and chairman, NAB. Keynote address: Senator Ernest F. Hollings (D-S.C.), Communications Subcommittee chairman. *If I were the chairman now.* Moderator: Sol Taishoff, Broadcasting Publications. Former FCC chairmen: Dean Burch, Frederick W. Ford, E. William Henry, Rosel H. Hyde, Newton W. Minow. *What's up on the Hill:* Donald P. Zeifang, NAB. *Report to the industry:* Vincent T. Wasilewski, president, NAB. *In the box number one: violence on television.* Moderator: Kenneth Harwood, Temple University. Panelists: Roy Danish, Television Information Office; Ann Kahn, TV Violence Commission, National Parent Teacher Association. *1977 Roper survey:* Television Information Office.

Five concurrent television workshops. 11:35 a.m.

How to fill key executive vacancies. Georgetown East. Moderator: Nancy J. McCormick, Broadcast management, NAB. Panelists: Eleanor Brown, WMAL-TV Washington; Sherlee Barish, Broadcast Personnel Inc.; Carl Youngs, Ron Curtis & Co.; Joe Sullivan, Joe Sullivan & Associates; Tom Neff, Spencer Stuart & Associates.

Successful operation in a 100-plus TV market. Jefferson West. Moderators: Bill Bengston, chairman, 100-plus TV Market Committee, and George J. Gray, NAB. Panelists: Richard Wright, WHNT-TV Huntsville, Ala.; Robert J. Kizer, Avery-Knodel Television; Herbert A. Elion, Arthur D. Little Inc.; Jay E. Gardner, Pikes Peak Broadcasting.

What you don't know about EEO can hurt you. Jefferson East. Moderator: Erwin Krasnow, NAB general counsel. Panelists: Arthur Goodkind, Koteen & Burt; Lionel Monagas, FCC.

Station sales and business predictions—how to make them both. Georgetown West. Moderator: Paul Ramon, WAGA-TV Atlanta. Panelists: Thomas M. Percer, WHNT-TV Huntsville, Ala.; William B. Faber, WFLA-TV Tampa, Fla.; James E. Rupp, WCCO-TV Minneapolis; Jerry Marcus, WTTG-TV Washington.

The cable TV picture today and tomorrow. Thoroughbred room. Moderator: Robert Resor, NAB. Panelists: Warren G. Bender, Telecommunications Sciences Section, Arthur D. Little Inc., Robert Arum, Top Rank Inc.; Irving Kahn, Broadband Communications; Thomas R. Dargan, KATU-TV Portland, Ore.; William J. Donnelly, Young & Rubicam, New York.

JOINT SESSION

Washington Hilton

Radio and television luncheon. Center and West ballrooms. 1 p.m. Speaker: Richard E. Wiley, chairman, FCC. *First Amendment confrontation.* East ballroom. 2:30 p.m. Keynote speaker: Eric Sevareid, CBS. The First Amendment and broadcast regulation, a debate: Lee Loevinger, Hogan & Hartson; Kenneth Cox, Haley, Bader & Potts. First Amendment panel: Abbott Washburn FCC commissioner, John O. Pastore, former chairman, Senate Communications Subcommittee.

RADIO SESSIONS

Sheraton Park

AM stereo workshop (joint session with engineering at the Palladian room, Shoreham Americana hotel). 8 a.m. Moderator: Chris Payne, NAB. Participants: Mike Davis, Thomson-CSF; Harold Kassens, A.D. Ring & Associates; Leonard Kahn, Kahn Communications; Al Kelsch, Magnavox; Arno Meyer, Belar Electronics; Norm Parker, Motorola.

Radio workshops. 8:30 a.m., 9 a.m.

Filing out the short form. Cotillion South. 8:30 a.m. Moderator: Brenda Fox, NAB. Panelists: Richard Shiben, chief, Renewals and Transfer Division, FCC; Michael Bader, Haley, Bader & Potts.

Sales promotion ideas. Cotillion North. 9 a.m. Moderator: Robert C. LaBonte, Kaye-Smith Radio. Panelists: Harold Hinson, WNCI(AM) Columbus, Ohio; Erica Farber, WXLQ-FM New York; Doug Auerbach, WBZ(AM) Boston; Peter M. Schulte, WRBO-FM Tampa, Fla.

What's your station worth? Alexandria room, 9 a.m. Moderator: Ron Irion, NAB. Panelists: Don Jones, PSB Radio Group; Harold Poole, president, Institute of Broadcasting Financial Management; Paul H. Chapman, Chapman Associates.

ASCAP audits and what your rights are. Richmond/Arlington room, 9 a.m. Moderator: Bob Hilker, Suburban Radio Group; Panelists: Gerald Carrus, Metromedia Radio; Andy Murtha, consultant; Paul Fagan and Louis Weber, ASCAP.

How to promote your station for practically nothing. Wilmington room. Moderator: Lynn Grasz, Broadcast Promotion Association. Panelists: Carolyn Metheny, KAAY(AM) Little Rock, Ark.; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Pat Powers, KTRK-FM Topeka, Kan. Jon Beacher, Combined Communications.

Pricing and presenting your time-rate cards. Dover room 9 a.m. Moderator: James Arcara, WPAT(AM) Paterson, N.J. Panelists: Peter R. Dreyer, WNOX(AM) Knoxville, Tenn.; Robert H. Biernacki, WABC(AM) New York; Ronald L. Sack, KOB(AM) Albuquerque, N.M.; Kurt Drowall, KSOO(AM) Sioux Falls, S.D.

General radio session. Park room, 10:15 a.m. Presiding: Don Jones, PSB Radio, Fond du Lac, Wis., and NAB radio board vice chairman. *All Industry Music License Committee report:* Donald Thurston, NAB radio board chairman. Remarks: Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee. *Small market radio committee—FCC Q & A panel.* Introduction: William R. Rollins, WSVM(AM) Valdese, N.C.; and SMRC chairman. Moderator: Richard E. Wiley, FCC chairman. Panelists: Wallace E. Johnson, chief, Broadcast Bureau.; Paul W. Putney, deputy chief, Broadcast Bureau; Richard J. Shiben, chief, Renewal & Transfer Division; William B. Ray, chief, Complaints and Compliance Division; Martin I. Levy, chief, Broadcast Facilities Division. *Radio—the greatest salesman.* Introduction: Glodean Kent Gates, KKZZ(AM)-KOTE-FM Lancaster, Calif., and incoming SMRC chairman. Presentation: Miles David, president, RAB; Robert Alter, executive vice president, RAB.

Radio luncheon. Sheraton room. 12:30 p.m. Presiding: Donald A. Thurston, NAB radio board chairman. Radio Hall of Fame Awards: Don Jones, NAB radio board vice chairman. Speaker: Lowell Thomas.

TELEVISION SESSIONS

Washington Hilton

ENG labor relations workshop. East ballroom. 8 a.m. Moderator: Ron Irion, NAB. Panelists: William Orr, WBNS-TV Columbus, Ohio; Kenneth Tiven, KYW-TV Philadelphia; George Gonyar, WABF-TV Bangor, Me.

Five concurrent television workshops. 8:30 a.m.

The cable TV picture today and tomorrow. Moderator: Robert Resor,

NAB. Panelists: Warren G. Bender, Arthur D. Little Inc.; Joseph M. Cohen, Madison Square Garden Cablevision; David D. Kinley, American Television & Communications; Robert Rice, WRAU-TV Peoria, Ill.; William J. Donnelly, Young & Rubicam.

Understanding television ratings. Georgetown West. Moderator: John Dimling, NAB. Panelists: Dave Traylor, A.C. Nielsen; Rip Ridgeway, Arbitron.

A look at television community-group negotiations. Moderator: Lionel Monagas, chief industry EEO unit, FCC. Broadcasters: James Lynagh, WTOP-TV Washington; Jack Harris, KPRC-TV Houston. Community-group representatives: Kathy Bonk, National Organization for Women; Pluria Marshall, National Black Media Coalition; Nolan Bowie, Citizens Communications Resource Center.

The new copyright law and your station. Georgetown East. Moderator: Jim Popham, NAB. Panelist: Barbara Ringer, register of copyrights.

Easing TV's compliance headaches. Moderator: Erwin Krasnow, general counsel, NAB. Panelists: William Ray, chief, complaints and compliance division, FCC; Frank Fletcher, Fletcher, Heald, Kenehan & Hildreth, Washington; Joel Rosenbloom, Wilmer, Cutler & Pickering, Washington.

General television session. East ballroom. 9:35 a.m. Call to order: Robert Gordon, chairman, NAB TV board, and WCPO-TV Cincinnati. Introduction of speaker: Vincent T. Wasilewski, president, NAB. Keynote speaker: Representative Lionel Van Deerlin (D-Mass.), Communications Subcommittee chairman. *In the box number two: Pay cable is in the public interest—a debate.* Moderator: Don West, Broadcasting Publications. Affirmative: Gerald M. Levin, Home Box Office; Negative: Leo Beranek, Boston Broadcasters. *Televisions "golden age"—yesterday, today or tomorrow?* Part one: Now what's new in TV, if anything. Moderator: Allen Ludden, Allen Ludden Productions. Panelists: Fred Silverman, ABC Entertainment; Grant Tinker, MTM Enterprises; Nancy Dockry, William Morris Agency. Part two: syndication's age. Moderator: Phil Boyer, WLS-TV Chicago. Panelists: David B. Fein, 20th Century Fox; Nor-

man Horowitz, Columbia Pictures Television; David E. Salzman, Group W Productions; Henry A. Gillespie, Viacom Enterprises. *Report on ASCAP negotiations in 1977.* Leslie G. Arries Jr, chairman, All Industry TV Stations Music Licensing Committee.

Television luncheon. Center ballroom. 1 p.m. Introduction of speaker: Kathryn Broman, Springfield TV Broadcasting Corp. and convention co-chairman. Speaker: Representative Thomas P. O'Neill Jr. (D-Mass.), speaker of the House.

No sessions will be held Tuesday afternoon to allow delegates to visit the equipment exhibits and the offices of their congressional representatives.

Wednesday, March 30

RADIO SESSIONS Sheraton Park

Radio workshops. 8:30, 9 a.m.

Filling out the short form. Cotillion South. 8:30 a.m. Moderator: Erwin Krasnow, general counsel, NAB. Panelists: Jeff Baumann, chief, Renewals Branch, FCC; Robert Coll, McKenna, Wilkinson & Kittner.

Selling in the smaller markets. Cotillion North. 9 a.m. Moderator: Philip J. Spencer, WCSS(AM) Amsterdam, N.Y. Panelists: Gary H. Voss, WNB(AM) Binghamton, N.Y.; William C. Bland, WNCC(AM)-WFMM(FM) Barnesboro, Pa.; Robert Laird, KSUM(AM) Fairmont, Minn.; Jerry Fitch, KDOG(AM) Durango, Colo.

Unions—your future partner? Alexandria room. 9 a.m. Moderator: Ron Irion, NAB. Panelists: Marshall Berman, Dow, Lohnes & Albertson; James Wesley Jr., KF(AM) Los Angeles; Abiah Church, Storer Broadcasting.

EEO reporting. Dover room. 9 a.m. Moderator: Richard Wycoff, NAB.

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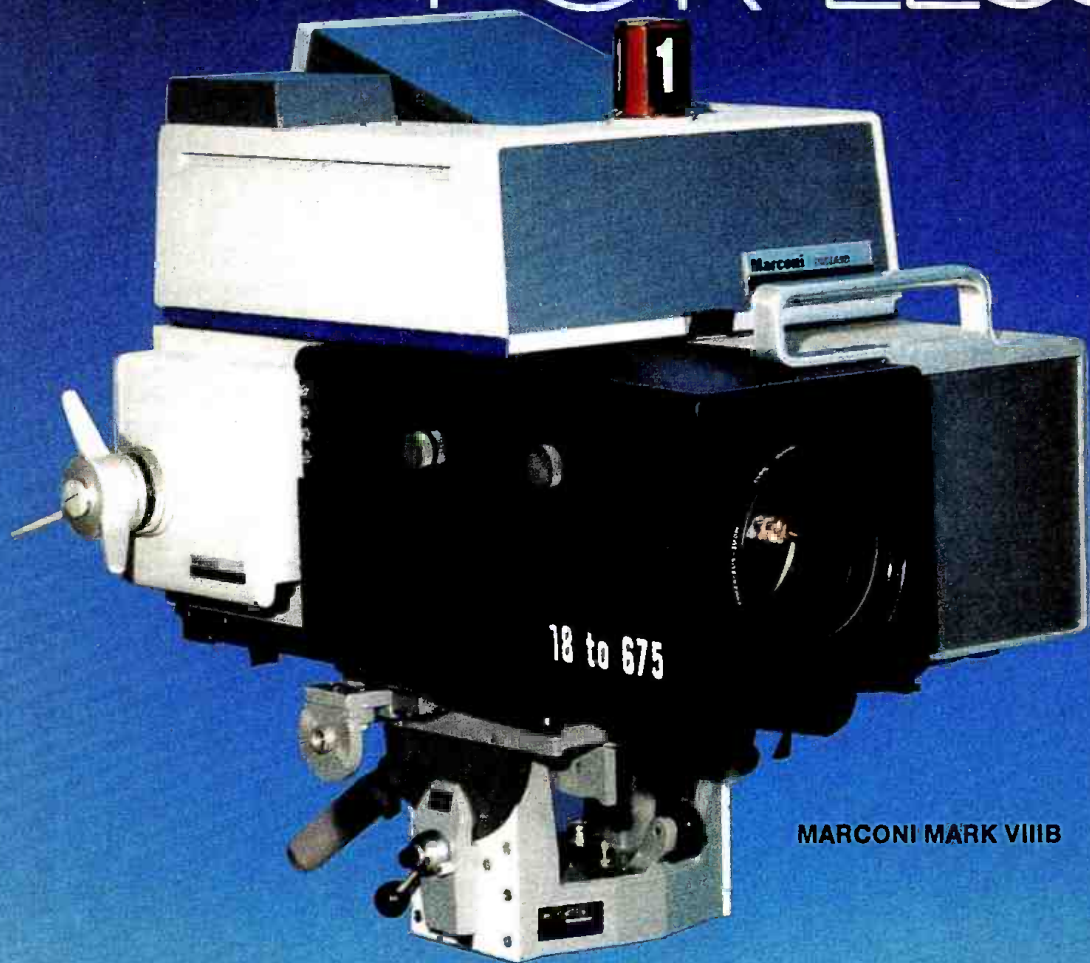
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Panelists: Frank Mullin, Mullin, Connor & Rhyne; Glenn Wolfe, FCC.

Computers come in all sizes. Wilmington room. 9 a.m. Moderator: Jonathan Hall, NAB. Panelists: Sandy Alexander, WFLA-AM-FM Tampa, Fla.; Ted Boyd, WHBC-AM-FM Canton, Ohio; Walter Rubens, WOBE-AM-FM Las Cruces, N.M.; Mike Crouch, WIBW-AM-FM Topeka, Kan.

ASCAP audits and what your rights are. Richmond Arlington room. 9 a.m. Moderator: Bob Hilker, Suburban Radio Group. Panelists: Gerald Carrus, Metromedia Radio; Andy Murtha, consultant; Paul Fagan and Louis Weber, ASCAP.

TELEVISION SESSIONS

Washington Hilton

General television session. East ballroom. 8 a.m. Presiding: Kathryn Broman, Springfield TV Broadcasting and convention co-chairperson. **How now, fourth network?** Moderator: Dawson B. Nail, *Television Digest*. Panelists: Don Durgin, Dun & Bradstreet; Howard Eaton, Ogilvy & Mather; Michael Lepiner, Benton & Bowles; Alfred M. Masini, Telerep. **In the box number three: Is television still underpriced in 1977?—a debate.** Moderator: Richard O'Leary, ABC-TV. Affirmative: Walter Schwartz, Blair Television. Negative: Walter Reichel, Ted Bates. **Television business right now.** Roger D. Rice, Television Bureau of Advertising. **Television business tomorrow.** William P. Suter, Merrill, Lynch, Pierce, Fenner & Smith. **Sales compensation survey results.** Roger D. Rice, TVB; and Walter E. Bartlett, Multimedia Inc. and TVB chairman. **Premier showing of new TVB presentation.**

JOINT SESSION

Sheraton Park

Closing general assembly. Sheraton hall. 10:30. Presiding: Wilson Wearn, NAB board chairman. **FCC panel.** Moderator: Vincent

Wasilewski, NAB president. Commissioner-panelists: Richard E. Wiley, Robert E. Lee, Benjamin L. Hooks, James H. Quello, Abbott M. Washburn, Joseph R. Fogarty, Margita White.

Convention adjournment. 12 noon.

Related convention activities

Saturday, March 26

Broadcast Education Association meeting. Mayflower hotel. 8:30 a.m.-5 p.m.

Association of Maximum Service Telecasters board of directors meeting. Washington Hilton hotel, Map room. 2 p.m.

Sunday, March 27

Broadcast Education Association meeting. Mayflower hotel. 8:30 a.m.-12 noon.

Association of Maximum Service Telecasters membership meeting. Sheraton Park hotel, Delaware room. 1-3 p.m.

Society of Broadcast Engineers meeting. Shoreham Americana hotel, Empire room. 2 p.m.

Monday, March 28

Association of Maximum Service Telecasters board of directors meeting. Washington Hilton hotel, Map room. 2 p.m.

Tuesday, March 29

Daytime Broadcasters Association meeting. Sheraton Park hotel, Dover room. 2 p.m.

Association for Broadcast Engineering Standards meeting. Sheraton Park hotel, Vincent/Taft rooms. 2:30 p.m.

Television All Music Licensing Committee meeting. Washington Hilton hotel, Georgetown East room. 3 p.m.

Hospitality suites at a glance

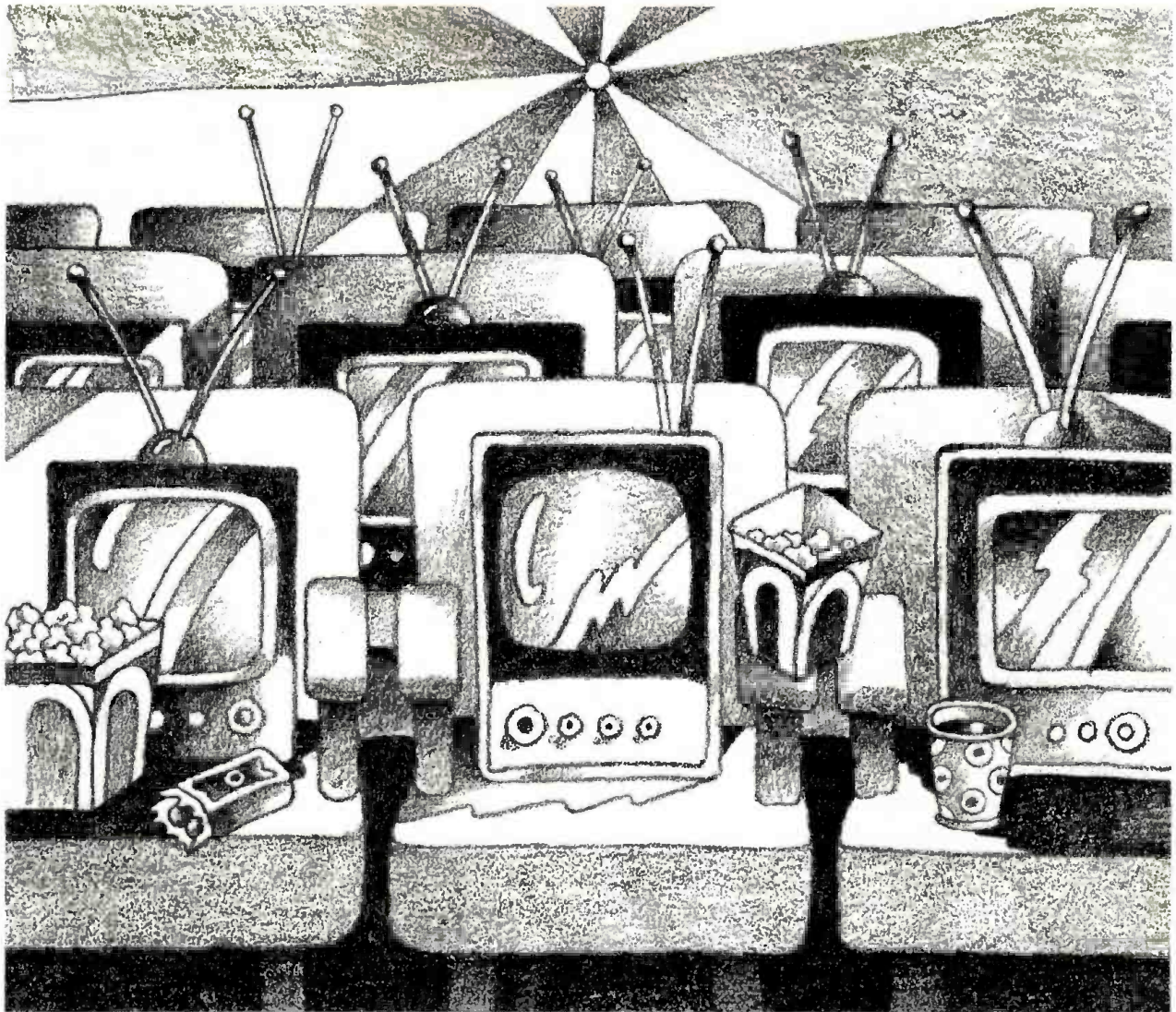
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Electronics Sheraton Park 907, 908, 909
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Angenieux Corp. of America Washington Hilton 1171, 1172
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Audio Sellers Shoreham G400, 401, 403
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John Blair & Co. Washington Hilton State Room, 1174
Bolton/Burchill International Sheraton Park TBA
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Rober Bosch Washington Hilton 0149, 0150
Broadcast Electronics Sheraton Park E420
Broadcast Programing International Sheraton Park F740
Broadcasting Magazine Shoreham C630
Buckley Radio Sales Shoreham TBA
Burkhart/Abrams & Associates Shoreham A600, 602
Camera Mart Shoreham B720, 722, 724
Capitol Magnetic Products Sheraton Park F540, 541
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Cluster Television Productions/
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Collins Radio Group,
Rockwell International Sheraton Park C740, 742
Comark Industries Shoreham E237, 239
Commercial Electronics Sheraton Park H320
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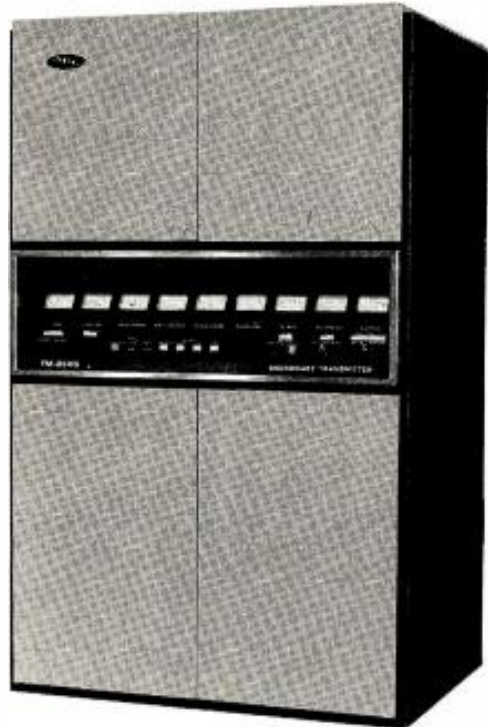
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On the spot. BROADCASTING magazine has editorial and sales headquarters during the NAB convention in suite C-630 at Shoreham Americana. Attending are John Andre, Dave Berlyn, Ian Bowen, Barbara Chase, Rufe Crater, Bill Criger, David Crook, Fred Fitzgerald, Douglas Hill, Gary Huffman, Kwentin Keenan, Ed James, Win Levi, Ruth Lindstrom, Bill Merritt, Mark Miller, Randy Moskop, Peter O'Reilly, Jay Rubin, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

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 Fuji Photo Film U.S.A. Shoreham B520, 522, 524
 Fujinon Optical Washington Hilton TBA
 H.R. Gardner & Associates Mayflower 852, 853
 GBC-CCTV Mayflower 368, 369
 General Broadcasting Shoreham E337, 339
 Golden West Broadcasters/Market Space
 Buy Market Shoreham G500, 501, 503
 Grass Valley Group Sheraton Park A500
 Wilt Gunzendorfer & Associates Capital Hilton TBA
 Harrington, Righter & Parsons Washington Hilton 5101, 5102, 5217
 Harris Sheraton Park D500, 503, 504
 Ted Hepburn Co. Shoreham G107
 Hitachi-Denshi Sheraton Park A411
 Hope, Bennett, Blackburn Shoreham F457
 Keith W. Horton Co. Guest Quarters 506, 508
 Bernard Howard Washington Hilton TBA
 H-R/Stone Mayflower 452, 453
 H-R Television Shoreham C530
 IGM Shoreham C236, 234
 Ikegami Electronics Shoreham B220, 221, 224
 Image Transform Shoreham B320, 322, 324
 Innovative Television Equipment Sheraton Park E520, 522
 International Video Corp. Washington Hilton 2101, 2102, 2217
 Jefferson Data Systems Washington Hilton 1164, 1165
 JVC Industries Shoreham A800, 802
 Kahn Communications Shoreham G200, 201, 203
 KalaMusic Shoreham A300, 302
 Kaman Sciences Washington Hilton 3185, 3186, 3187
 Katz Agency Madison TBA
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 Kline Iron and Steel Shoreham G507, 509
 Landy Associates Shoreham A801
 Larson Walker & Co. Washington Hilton TBA
 Hugh Ben LaRue Washington Hilton TBA
 Lenco Electronics Sheraton Park D300
 Listec Television Equipment Sheraton Park M390
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 Major Market Radio Shoreham C430
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 Rupert Neve Shoreham G100, 101, 103
 A.C. Nielsen Washington Hilton 2195, 2196, 2197
 Nortronics Shoreham G707, 709
 Orrox Sheraton Park H120
 Otari Shoreham F657
 Pacific Recorders & Engineering Shoreham E230, 231, 232
 Panasonic Washington Hilton 9163, 9164
 Peters, Griffin, Woodward Washington Hilton 6101, 6102, 6217
 Peters Productions Sheraton Park H520, 521
 Petry Television Sheraton-Carlton TBA
 Philips Audio Video Systems Sheraton Park M690, 694
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 Telerep Washington Hilton 2188, 2189, 2190
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 UMC Electronics Shoreham C130
 Unarco-Rohn Division of Unarco
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 United Press International Shoreham B820, 822, 824
 United Telecom Sheraton Park M757
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 Viacom Enterprises Washington Hilton 3188, 3189, 3190
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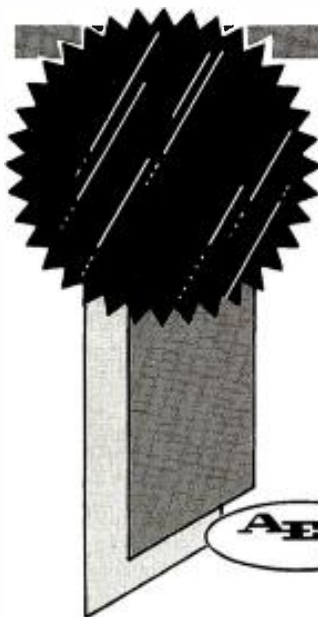
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Mr. Hollings's new recruits

Although its mission is not as clearly defined as that of the Communications Subcommittee in the other house, the Senate Communications Subcommittee experienced a rush of requests for members when that body finally organized this year. The panel has a new chairman, Ernest F. Hollings (D-S.C.), and five new members (out of 13), all of whom profess, for now, to be groping in the dark in the increasingly technical and complex communications world.

That is a condition they all say they are eager to rectify, however, and they began last week with hearings on domestic common carriers—prelude to a series of hearings this year into virtually everything pertinent in the communications field. There is no apparent interest among the chairman or members, however, in rewriting the entire Communications Act, the project intended on the House side.

Based on first impressions alone, the new class on the subcommittee seems uniformly committed to some stands broadcasters hold near and dear; one common thread seems to be a desire to get the government's hands out of business's affairs, except where absolutely necessary. The new members vary by degree on that point, however, and others they talked about in interviews. These are first impressions.



Zorinsky

Edward Zorinsky (D-Neb.) □ A Republican-turned-Democrat, Senator Zorinsky told voters in his largely Republican state that his party alliance is no guarantee of party allegiance (he's the first Democratic senator elected from the state since 1934). Then, in the maverick tradition, he created national headlines by declaring he was ready to quit the Senate after just six weeks on the job. The place is too clubby, he said, too slow to act.

Repeating his pronouncement on the NBC *Today* show, the CBS *Morning News* and the ABC *Evening News*, the senator angered some in the Senate establishment, but he says he found some closet sympathizers and that the mail is running unanimously in his favor.

The senator has since decided to remain a senator (although his frankness with the press will lead to other such stories, an aide predicts) and to work to achieve the platform on which he campaigned—to reduce the federal government's role in business affairs.

The senator's anti-federal-regulation

arguments apply with equal force to broadcasting as to other businesses. As one of the community leaders in Omaha approached by broadcasters for his views on community problems and needs, he says he was "amazed" by the paperwork involved in the ascertainment procedure. It seemed especially silly, he says, because the local stations in Omaha "knew more about the community's problems than I did."

More than just ascertainment, however, all regulation of broadcast stations should be eliminated, Senator Zorinsky says. In his opinion, some government agency should continue to hand out the licenses but, once received, the holder should be able to keep a license in perpetuity, or until he is found guilty of breaking a law.

His inspiration, he says, came from experience as mayor of Omaha. "I found out the federal government tells me how to run the city, when to run it and where to run it." Furthermore, when the city obtained grants of federal money, "they wouldn't put strings on those dollars, they'd put ropes on them."

Senator Zorinsky regularly sends copies of what he considers to be ridiculous federal forms to the Office of Management and Budget, and recently showed a reply form to OMB Director Bert Lance (who said the Commission on Federal Paperwork is working on the problem).

Donald W. Riegle Jr. (D-Mich.) □ Commenting on the recent remarks about the Senate by his colleague Senator Zorinsky, Senator Riegle said, "I'm an established heretic; he's a new one." Indeed, Senator Riegle does have that track record.

He entered the House as a Republican 10 years ago and was soon tangling with the senior establishment with his outspoken opposition to the Vietnam war. Then, in 1972, he wrote a book, "O Congress," in which, while describing his experience in the House, he criticized the dominance of the House by its senior members.

Consistently to the left of the Republican party, Mr. Riegle switched to the

Democrats in 1973, and later mounted a campaign for the seat of the late Senator Philip Hart (D-Mich.). An extremely effective campaigner, he successfully overcame the crisis of a sex scandal. He blunted news reports of an affair between him and a former staffer by admitting the indiscretion, and in the process collected a wave of sympathy votes, Michigan commentators speculate. (His wife stood by him during the campaign, but they have since separated.)

Because of his 10 years in the House, Senator Riegle is a known quantity to broadcast lobbyists, and they see the possibility of his antitrust advocacy one day putting him on a collision course with the networks.

Mr. Riegle says he asked for the Communications Subcommittee assignment and places it high on his list of priorities, despite the fact that he has had little legislative experience in the area. While in the House, he voted "present" on broadcast-related issues because of his ownership of stock in the Patten Corp., licensee of WKHM-AM-FM Jackson and WMPX(AM) Midland, both Michigan. To avoid a conflict of interest with his new subcommittee assignment he is divesting himself of that stock.

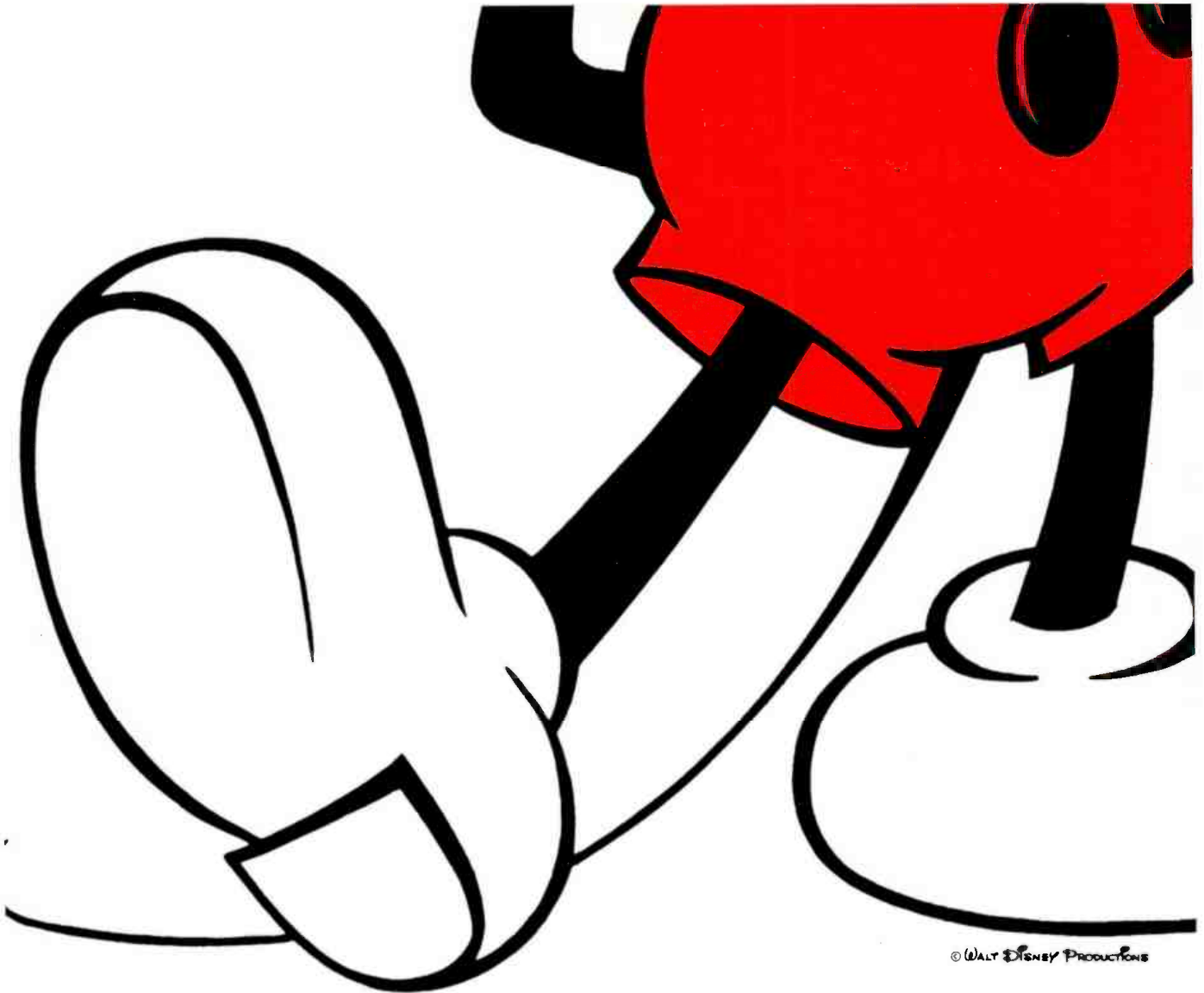
Holder of an MBA in finance from Michigan State University and a PhD candidate at Harvard Business School, he says he is middle of the road on broadcast management issues, although he begs off



Riegle

answering specific questions until he has had time for more study. He does have one or two concerns that he is willing to voice now, however. One is over network programming, which he says is designed to appeal to the lowest common denominator. He does not know how to make shows better, but he says it is a legitimate area for Congress to investigate.

He also advocates a change in the campaign spending laws that permit candidates to spend virtually unlimited amounts of their own money on radio and TV. Because



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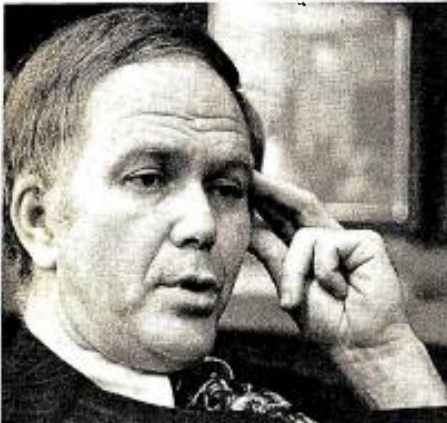
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of broadcasting's "enormous impact on the public," he says, unlimited resources for radio and TV advertising give the rich candidate an unfair advantage over the less wealthy.

Bob Packwood (R-Ore.) □ A second-term senator with a voting record friendly to broadcast management, Mr. Packwood asked to be put on the Commerce Committee this year because he says he can do more for his state from a seat there than from a seat on the Banking Committee he left. Among the areas under the commit-



Packwood

tee's jurisdiction attractive to him are oceans, commercial fishing, oil pipelines and transportation. The Communications Subcommittee he picked because he "likes" the subject (he says he once aspired to be a ham radio operator).

Considered a moderate-to-liberal Republican, Senator Packwood is known for his ability as a political tactician. The youngest in his class both when he was elected to the Oregon legislature in 1962 and to the Senate in 1968, the 44-year-old senator this year was elected chairman of the National Republican Senatorial Committee, one of six elective Republican leadership posts in the Senate.

Broadcast commentators in his home state expect that it will be the political issues of broadcasting that capture the Senator's attention—issues such as political broadcasting and the First Amendment. In the last Congress, Senator Packwood was a co-sponsor with Senator William Proxmire (D-Wis.) of a bill to abolish equal time and the fairness doctrine. He says he has not given any thought to getting back on the bill, which was reintroduced by Senator Proxmire this year but he said that he continues to feel "the broadcasters are able to conduct themselves as appropriately as newspapers. . . . They bend over backwards to be fair."

In 1974, Senator Packwood tried unsuccessfully—with Senator Howard Baker (R-Tenn.)—to repeal the lowest unit rate requirement (which requires broadcasters to charge the lowest prices on their rate cards to candidates for federal office).

Senator Packwood says he also supports

broadcast license-renewal legislation, and in fact goes way beyond. He says he would be inclined to do away with all the FCC's regulatory authority over broadcasting except its function as distributor of frequency space. "I'm not sure that the public gains from regulation," he says.

Harrison Hagan Schmitt (R-N.M.) □ Senator Schmitt is the former astronaut who landed on the moon with Apollo 17 in 1972. Holder of a PhD in geology from Harvard University, he is the only scientist on the Communications Subcommittee, where his interests, not surprisingly, bend in the technical direction.

If one were to make a prediction about what Senator Schmitt will do on the subcommittee, it would be that he will advocate the development and spread of new technologies in communications. Using science to solve social problems was a theme Mr. Schmitt repeated often in his campaign, and in conversation has since hit on satellites as an example of that theme. He talks about the promise of satellite communications to advance foreign policy ends, law enforcement and classroom instruction.

It is possible some of the innovations he would support would encounter broadcaster opposition, but, he says, "Any time change starts to occur, there will be resistance." But he adds that new technologies should be implemented "rationally," meaning in part that they should not create insoluble problems for existing institutions.

Senator Schmitt has reform ideas for the Senate organization, such as restricting members to two terms, but his views are generally "conservative in principle," he says. In his campaign, conducted largely independent of the state's Republican party, he advocated regulatory reform and decreasing the "impersonality" of government.

Senator Schmitt sees mixed blessings in television. On the one hand he admires it for its role in bringing the moon landings live to the American people. But he is con-

cerned about what it is doing to children. Apparently because of their viewing habits, he says, children of the TV generations seem to show increasing difficulty verbalizing the pictures in their minds (it's the reason they say "you know" so much, he says), and he thinks the TV influence should be offset with increased emphasis on writing and language skills in schools.

Senator Schmitt said he does not know the management side of the broadcast industry very well yet. He has a staff member, who does, however—his senior legislative assistant, James Hinish, a one-time attorney for Storer Broadcasting, who last worked for Senator Roman Hruska, Republican from Nebraska, now retired. Mr. Hinish is already exploring the possibilities with his senator of license-renewal legislation or a bill similar to one Senator Hruska sponsored to abolish the fairness doctrine and equal time requirements.

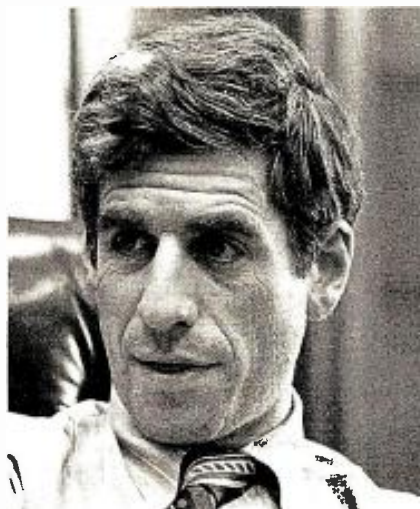


Danforth

John Claggett Danforth (R-Mo.) □ Broadcast lobbyists working the offices of Capitol Hill don't yet have a fix on the freshman Senator Danforth. It goes both ways. The senator says that when it comes to broadcasting industry matters, "I'm a babe in the woods."

A lawyer, an ordained Episcopal minister and an heir to the Ralston-Purina cereal fortune, Senator Danforth has a formidable reputation back home, where he demonstrated a strong voter appeal in a state long dominated by Democrats. He was the first Republican elected to statewide office in 22 years when he was made attorney general in 1968—his first try for political office. Then, in 1970, he came close to unseating long-established Democratic Senator Stuart Symington. He finally won that seat in 1976 (with 57% of the vote) after Senator Symington retired.

As attorney general, Mr. Danforth cultivated a reform image, stressing consumer protection (with an emphasis on improved product information), antitrust and anti-pollution action. At the same time, however, he has taken conservative stances on some social issues, notably abortion. As



Schmitt

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attorney general he defended a Missouri statute designed to make it difficult to obtain abortions, a case he lost in the Supreme Court. He was bound to the task as attorney general, but as private citizen he believed in the law. He is a co-sponsor in the Senate of a proposed constitutional amendment banning abortions.

Senator Danforth also takes classical

Republican stands against big government, arguing that government decisions on domestic matters should be made as close to the problem as possible—in the state, the city, the school. "The issue is," he says, "how do you move forward in a way that doesn't aggregate authority in Washington?"

A balancing of his liberal views with his

conservative ones places him "right in the middle of the road," he says, "which is where I want to be."

Editor's note: For first impressions of the House Communications Subcommittee's new members, see "Mr. Van Deerlin's new recruits," BROADCASTING, March 14.

Thaler outlines the hopes of OTP

Testifying on Hill, acting director says office wants to feed input into communications rewrite with stress on consumer choice, free marketing; goals and progress of other projects also told to House subcommittee

The Carter administration plans to take an active part in the redrafting of the Communications Act of 1934, a project now underway in Congress. Dr. William J. Thaler, acting director of the Office of Telecommunications Policy, told Congress last week that OTP expects by the end of fiscal year 1978—October 1979—to have developed "coherent and comprehensive recommendations for review by the President which will define the government's role in regulating and influencing telecommunications markets."

Dr. Thaler, testifying before a House

Appropriations Subcommittee on the administration's request for \$8,447,000 for OTP in fiscal 1978, said OTP had already approached Congress on the matter. He said OTP had offered its "resources" to the House and Senate Communications Subcommittees in helping to set government policy for the regulation of telecommunications "over the next 50 years."

Dr. Thaler, who said technological developments have advanced far beyond the confines of the policy framework created in the 1934 act, noted that OTP has done a number of studies on regulatory problems related to the new technologies—industry rate structures and the potential effects of various degrees of deregulation, among them. OTP's current effort to formulate policy options is based on those studies, he said.

Machinery for redefining the Com-

munications Act was set in motion earlier this year by Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, has undertaken a comprehensive review of communications policy matters.

And Dr. Thaler said OTP's "timetable" for developing studies requested by the subcommittees would be set by agreement between himself and those two chairmen and their staffs. However, he noted that OTP's proposals would require presidential approval. "We want to be sure we don't advise Congress of something not approved by the President," he said.

Without being specific, Dr. Thaler indicated the philosophy that would guide OTP in developing its proposals. And competition, he indicated, will be a major consideration.

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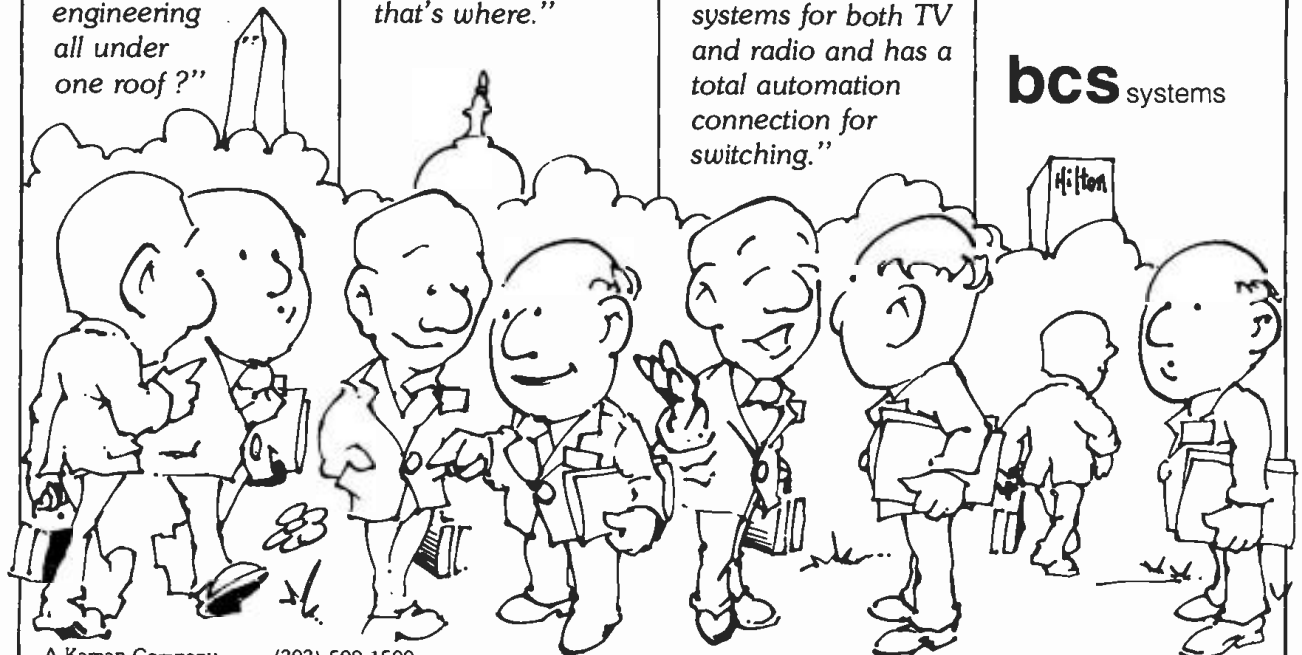
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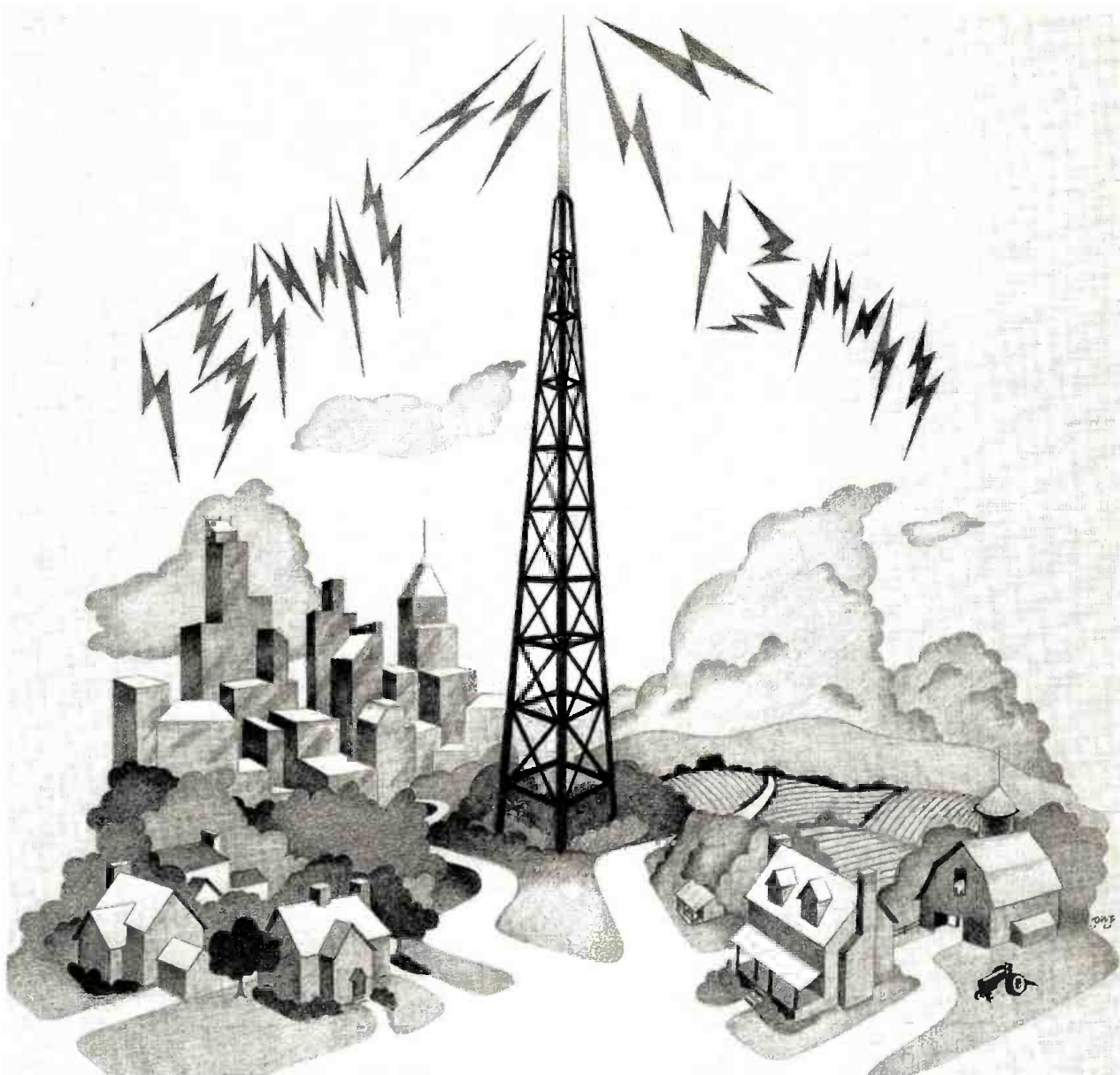
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choice at the lowest price; and the highest quality possible in telecommunications services," he said. "Free market forces, where they will work toward these goals, should be fully utilized. Federal regulation should be retained only to protect the consumer when the market cannot or will not." What's more, OTP will examine "the concept of regulation and competition in those increasingly important markets where telecommunications technologies, computer technologies, and duplicating technologies interface and merge."

Beyond that major, long-range project, Dr. Thaler sketched a number of other activities occupying OTP's time and energy.

There is the matter of domestic direct broadcast satellites, the implications of which for the national television distribution system, OTP feels, "have been barely explored." The office will prepare "a methodology for evaluating" the effects of direct broadcast satellite delivery systems.

A related project seeks to obtain answers to questions as to what modifications of the current communications-distribution structure—made up of broadcast licensees, and of separately owned and operated telephone company and cable television facilities—may be required or appropriate to accommodate the new technologies, such as direct satellites and fiber optics.

In addition, OTP:

- Is continuing an effort, begun under

former President Ford, to help establish a system of closed captioning of commercial television programming for the 13.4 million deaf and hard of hearing. OTP is attempting "to encourage" the networks, program producers and other affected parties to adopt a system voluntarily.

- Expects to complete this year "a thorough reappraisal of the organization and funding of public broadcasting."

- Is continuing to develop policies, in coordination with Congress, "for the enhancement of rural telecommunications services."

- Has begun and expects to complete in 1977 "a comprehensive analysis of federal audio-visual programs and recommendations for their improvement."

How far OTP gets with these and other projects in its present configuration remains to be seen. The White House is considering various options for OTP—dismembering or reorganizing it, or leaving it largely as it is. A decision on the option selected is not expected until June.

Meanwhile, the \$8,447,000 being sought for OTP, Dr. Thaler said, would provide essentially a "stable funding level from 1977." OTP last year received some \$29,000 more, or \$8,476,000. Actually, OTP will spend some \$401,000 less on salaries, as a result of savings of positions having been abolished last year. However, a substantial amount of that money—\$364,000—would be reallocated to pay for contractual research programs.

FCC judge says legal aid can have double meaning

He asks FCC to provide counsel to nonlawyer petitioner who he says is hopelessly cluttering case

In the debate over whether the FCC should provide legal assistance to participants in adjudicatory proceedings who say they lack funds, the interests assumed to be at issue are those of such participants. But when an FCC administrative law judge in a renewal case involving WSAY(AM) Rochester and WNIA(AM) Cheektowaga, both New York, suggested that the Rochester Black Media Coalition the petitioner in the case, seeks legal advice from the commission, he seemed to be thinking as well, of his own peace of mind and the coherence of the hearing.

The RBMC case against renewal is being pressed by David Honig, a 27-year-old assistant professor in the school of communications at Howard University, Washington. Mr. Honig has served on the staff of the National Black Media Coalition (he is principally responsible for NBMC's annual studies of the programming and equal employment opportunity practices of network affiliates in the top-50 markets), has been active in a number of petitions to deny license renewals and has prepared comments in scores of FCC rulemaking dockets. But, as he, the judge and opposing counsel would agree, he is no lawyer.

Indeed, counsel for the commonly owned stations in one pleading noted that RBMC "has filed hundreds of interrogatories, requests for 40 additional issues, and dozens of extraneous and unauthorized pleadings, most of which would not have been filed were counsel acting on behalf of RBMC."

"RBMC's vigorous but often misdirected efforts to bring about the revocation of the licenses of WSAY and WNIA," the pleading continued, "have threatened to make a shambles of this proceeding and delay renewal (or revocation) of those licenses until well after the demise of their septuagenarian licensee, Gordon P. Brown."

The petition to deny WSAY's renewal was filed in May 1972, in a petition challenging the renewals of 14 Rochester stations. The petitions alleged that the stations' ascertainment surveys were inadequate in having failed to consider the needs of the poor and minority groups and that their public affairs and news programming bore no relationship to ascertained needs. Three of the applications, including WSAY's, are in hearing; two are in court, four received short-term renewals and the remainder entered into agreements with RBMC. The petition to deny the renewal of WNIA was filed two years ago.

The discussion of RBMC's need for legal assistance was touched off by RBMC's petition for permission to "pro-

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ceed in forma pauperis." Citing the commission's new rule designed to aid parties lacking funds, RBMC sought the privilege of filing fewer copies of pleadings than normally required and similar relief.

But, as Administrative Law Judge David I. Kraushaar noted, "RBMC leaves to a mere footnote the disclosure of what the proceedings thus far clearly demonstrate that it is in need of—namely experienced legal counsel." (RBMC expressed the hope the commission could make such help available.)

And Judge Kraushaar said that unless RBMC obtains legal counsel, "it would appear [RBMC] will become hopelessly enmeshed in a legal bog and it will be practically impossible to separate out the significant from the insignificant in developing the hearing record . . ."

Accordingly, Judge Kraushaar volunteered the observation that, "under the circumstances," the commission would be justified in having staff counsel assigned "for the protection of the hearing record herein as well as for the purpose of providing dispassionate assistance" to RBMC in developing its case.

As for the petition itself, Judge Kraushaar denied it, although without prejudice to the matter being raised in the future, he said the "prodigious expenditure of time and effort tends to belie Honig's pleas of poverty. . . ." But he also said the question of appointment of staff counsel to RBMC might be presented

directly to the commission, and, on his own motion, he allowed a direct appeal on that issue.

Mr. Honig, in taking an appeal to the commission, insisted that the plea to proceed in forma pauperis was warranted. He said RBMC had sought, without success, thus far, legal help from a variety of public interest groups, including the National Conference of Black Lawyers and the Citizens Communications Center. (The only legal help RBMC received was the services, one day, of a lawyer designated by the National Communications Bar Association, to aid in a prehearing conference.) And he said RBMC lacks even the \$200 to pay the cost of copying one of its pleadings. (However, Mr. Honig said, "we do have it in the form of a capital asset—which the undersigned drives to work every morning"—a 1972 Checker, with 146,000 miles on the odometer.)

As for the matter of legal assistance, Mr. Honig indicated he saw problems with Judge Kraushaar's proposal that the commission assign staff counsel to provide "dispassionate" advice. "When," he asked, "does dispassionate advice end and advocacy begin?" RBMC, he said, needs "full-bodied advocate representation."

The stations involved have not opposed the appeal, as such. But they have filed "comments" raising questions regarding RBMC's need for funds. The comments say RBMC is a "spin-off" from Action for a Better Community, a Rochester group

that filed the original petition against WSAJ and, that Action "received millions of dollars of federal funds over the years." The group's 1974 annual report says that in that year ABC received \$1,613,388 from the Office of Economic Opportunity and \$442,631 from the Department of Health, Education and Welfare.

Mr. Honig, however, said last week that ABC is a member organization of RBMC but that most of its funds are earmarked for a variety of community projects. RBMC's budget, he said is \$500.

For Mr. Honig, the case is a test of the validity of the commission's rules designed to aid those without funds to participate in adjudicatory proceedings. His appeal asks the commission to recognize that "this is a government of men and women and not of laws and lawyers alone, and recognizing further that the dream of public participation at the FCC can be killed as surely by the emptiness of a bank account as it can by the strictures of the law."

Meridian appellant infers antitrust aspects in AT&T '49 tariff

Despite earlier rejection by court, WHTV founder, which went on rocks, presses case against carrier, three networks and competing TV

A bankrupt company that was the founder and original licensee of WHTV(TV) Meridian, Miss., is doggedly pushing a \$6-million law suit against the three television networks, WTOK-TV Meridian and AT&T. Neither the size of the defendants nor the summary dismissal of the suit in a U.S. District Court has deterred Delta Communications Corp., which is pursuing the case for the benefit of stockholders and creditors. The case is now on appeal.

The litigation began in 1970, after AT&T sued Delta for \$19,524 to collect what AT&T said were unpaid line charges. Delta, whose station went off the air in October 1970 (two years after it had begun operating) and later filed a petition in bankruptcy, fired back with a suit of its own. It claimed AT&T had violated the Communications Act. But that was only the beginning.

Delta later amended the suit to include the charge that AT&T, CBS, ABC, NBC and WTOK-TV had violated the Sherman Antitrust Act by conspiring to restrict not only Delta's channel 24 entry into the Meridian market but the entry of UHF stations generally into markets throughout the country.

Judge Charles Clark, a member of the Fifth Circuit Court of Appeals, who presided by designation, dismissed the claims advanced under the Communications Act on the ground that the issues involved "are so interwoven with regulatory expertise" as to fall within the primary

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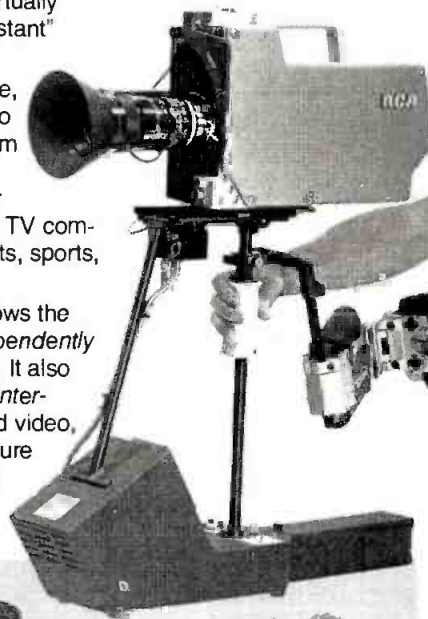
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jurisdiction of the FCC.

But it was Judge Clark's disposition of the antitrust aspect of the case that defense lawyers like to quote: "After sifting every bushel of speculative chaff suggested by the claimant, the court finds not a single grain of antitrust wheat to sustain the claims asserted."

Nevertheless, Delta's stockholders and creditors—and their attorneys, who will be paid only if damages are collected—decided to appeal the summary dismissal. And John C. Dawson Sr., of Houston, a lawyer who joined the case after the original suit was filed, says he is "optimistic" about the chances of the appeals court sending the case back to the district court for trial.

The appeal takes a narrower approach in its antitrust argument. It focuses on the actions of ABC, NBC and WTKR-TV said to have harmed Delta. CBS is mentioned only in connection with a charge that there is a material question as to whether the networks and AT&T violated the antitrust law in initiating an AT&T tariff, filed in 1949 and in effect for 21 years, that allegedly gave the networks "a great competitive cost advantage" and enabled them to "strike down" stations threatening their affiliates.

Mr. Dawson last week shipped the appendix in the case—1,600 of some 15,000 pages accumulated over the years—to the appeals court. He expects a decision in about four months.

Changing Hands

Announced

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

■ WOCB-AM-FM West Yarmouth, Mass.; WDOS(AM)-WSRK(FM) Oneonta, N.Y., and WVPO-AM-FM Stroudsburg, Pa.: Sea-Mount Radio Corp., licensee, sold by Lyndon R. Boyd, Jonathan Brown, Ronald Drescher, Sayers A. Lutz and Chester S. Miller to Sconnix Group Broadcasting Inc. for \$1.8 million for stock and total consideration "in excess of \$2 million." Sconnix is spinning off WVPO-AM-FM to Pocono Mountain Broadcasting Inc. for \$700,000. Sellers have no other broadcast interests, except for Mr. Drescher, who is principal of Pocono and general manager of WVPO-AM-FM. Principals in Sconnix are Scott R. McQueen, Randall T. Odeneal, Theodore E. Nixon, Alfred W. Hill and Frank P. Zezza. Sconnix now owns WLNH-AM-FM Laconia, N.H., and WCFR-AM-FM Springfield, Vt. WOCB operates on 1240 khz with 1 kw day and 250 w night. WOCB-FM operates on 94.9 mhz with 14 kw and antenna 245 feet above average terrain. WDOS is 1 kw daytimer on 730 khz. WSRK operates on 103.9 mhz with 850 w and antenna 520 feet above average terrain. WVPO is 250 w daytimer on 840 khz. WVPO-FM is on 93.5

mhz with 330 w and antenna 330 feet above average terrain. Broker: Keith W. Horton Co.

■ WRUN(AM)-WKGW(FM) Utica, N.Y.: Sold by 1150 Broadcasting Inc. to, respectively, WRUN Inc. and WKGW Inc. for \$1 million. Seller is subsidiary of Woods Communications Corp., John Woods, president. Seller also owns WTOB(AM) Winston-Salem, N.C. Buyers are principally owned by Robin B. Martin, who also has interests in WKNY(AM) Kingston and WOLF(AM) Syracuse, both New York, and WMGW(AM)-WZPR(FM) Meadville, Pa. WRUN operates on 1150 khz with 5 kw day and 1 kw night. WKGW is on 104.3 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ KGLO(AM) Mason City, Iowa: Sold by Lee Enterprises to B-Y Communications Inc. for approximately \$750,000. Seller, based in Davenport, Iowa, is group owner with five TV's, one other AM, two FM's and 16 newspapers. Buyer is owned by Gerald J. Bretey and Donald (Frank) Yanda Jr., general manager and sales manager, respectively, of WMT-AM-FM Cedar Rapids, Iowa. KGLO operates on 1300 khz with 5 kw.

■ WCDL-AM-FM Carbondale, Pa.: Sold by Carbondale Broadcasting Inc. to Stainless Broadcasting Co. for approximately \$400,000. Seller is owned by Robert G. Adams, who has no other broadcast interests. Buyer is owned by Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and is principal in Stainless Inc., erector of broadcast towers. WCDL is 5 kw daytimer on 1440 khz. WCDL-FM is on 94.3 mhz with 330 w and antenna 770 feet above average terrain. Broker: Cecil L. Richards.

■ WXLN(FM) Savannah, Ga.: Sold by Regency Broadcasting Inc. to WXLN Radio for \$380,000. Seller is Russell L. Frederich, who has no other broadcast interests. Buyers are Robert A. Powers, his wife, Mary, and Leonard A. Morton, who also own WQQT(AM) Savannah. Mr. Morton is also independent insurance agent. WXLN operates at 97.3 mhz with 100 kw and antenna 420 feet above average terrain.

■ WCCR(AM) Urbana, Ill.: Sold by Airways Inc. to Yankee Ridge Broadcasting Inc. for \$300,000. Seller is owned by R.G. Glover, Robert Eisner Jr., Ray G. Lindsay and Richard W. Brown, who also own WLRW(FM) Champaign, Ill., and WSSB(AM) Durham, N.C. Buyer is owned by John R. Bowen, his father, Charles E. Bowen, and Al F. Wolfe. Elder Mr. Bowen is employe of manufacturing firm; younger is sales manager of WCCR, and Mr. Wolfe is chief engineer there. WCCR is 250 w daytimer on 1580 khz.

■ WHDM(AM) McKenzie, Tenn.: Sold by Northwest Tennessee Broadcasting Co. to B&P Properties Inc. for \$283,250. Sellers are Ben M. Gaines and Edgar R. Perkins. Mr. Perkins also owns WALR(FM) Union City, Tenn. Mr. Gaines has no other broadcast interests. Buyers are William L. Pope and Dr. Harold D. Butler, who also



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Wanting some action. An impatient applicant for channel 24 in Fresno, Calif., now occupied by McClatchy Newspapers' KMJ-TV, has gone to court to get some action out of the FCC. San Joaquin Communications Corp., composed principally of Fresno area businessmen, said in its petition to the U.S. Court of Appeals in Washington that it is almost two and a half years since SJCC filed its application for a construction permit to build a station on channel 24. SJCC said it is entitled by law to a full hearing with McClatchy but that the necessary hearing order has not yet been issued. Accordingly, it said, the court should direct the commission to issue the hearing order.

own WBHT(AM)-WTBG(FM) Brownsville, Tenn. WHDM is 500 w daytimer on 1440 khz.

■ WKFD(AM) Wickford, R.I.: Sold by Radio Lighthouse Inc. to Live Broadcasting Inc. for \$270,000. Seller is owned by Ronald and Barbara Hickman, who also own Bay Broadcasting, permittee of WOTB(FM) Middletown, R.I. Buyer is principally owned by Harry W. Livingston II, union official; his brother, Gary, general manager of WCNL-AM-FM Newport, N.H., and his father, Harry Livingston, retired. They also own WCNL-AM-FM. WKFD is 500 w daytimer on 1370 khz. Broker: Keith W. Horton Co.

■ WRAM(AM) Monmouth, Ill.: Sold by Monmouth Broadcasting Co. to Coleman Broadcasting Co. for \$246,000. Sellers are John and Joan Hallstrom, who have no other broadcast interests. Buyer is Roger Coleman, former president and general manager of WGIL(AM)-WAAG(FM) Galesburg, Ill. WRAM is 1 kw daytimer operating at 1330 khz. Broker: Richard A. Shaheen.

■ WKKR(AM) Pickens, S.C.: Sold by Mark Media Inc. to Turner & Associates for \$175,000. Seller, owned by J. Ardell and Remelle K. Sink, also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina. Mr. and Mrs. Sink also own WKHJ(AM) Holly Hill, S.C., and Mark Broadcast Consultants. Buyer is principally owned by Larry Turner, chief engineer at WKKR, who also has interest in communication service company and in Pickens apparel store. WKKR is 1 kw daytimer on 1540 khz.

■ Other stations sales announced by the FCC last week include: KTMN(AM) Trumann, Ark. (see page 106).

Approved

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

■ WCYB-TV Bristol, Va.: Sold by Starr Broadcasting Group Inc. to DGH Co. for \$8,618,636. Seller, publicly traded station group (William F. Buckley, chairman), began liquidating holdings in 1975 with sale of WNCN(FM) New York. Other Starr stations sold recently are WLOK(AM) Memphis and KDTX(FM) Dallas (BROADCASTING, Jan. 31). Buyer is wholly owned

subsidiary of Grit Publishing Co., Williamsport, Pa., publisher of weekly newspaper, *Grit*. Andrew W. Stabler Jr. is president. WCYB-TV is NBC affiliate on channel 5 with 85.1 kw visual, 10.25 kw aural and antenna 2,220 feet above average terrain.

■ KFRC-FM San Francisco: Sold by RKO General Inc. to KJOB Inc. for \$1,150,000 plus \$350,000 covenant not to compete. Seller, subsidiary of General Tire & Rubber Co., owns six other FM's, six AM's and four TV's. Buyer is wholly owned subsidiary of Century Broadcasting Co. which owns WLOO(FM) Chicago, WABX(FM) Crestwood, Mo. Principals in buyer are Howard Grafman, George A. Collias and Anthony C. Karlos. KFRC-FM is on 106.1 mhz with 69 kw and antenna 1,290 feet above average terrain.

■ WLOD(AM) Pompano Beach, Fla.: Sold by Sunrise Broadcasting Co. (George T. Shupert [57.74%], Bernard Goodman [32.96%] and others) to Don J. Speiker (68%), William Heaton (12%), William Dunn and George T. Shupert Jr. (10% each) for \$670,293 plus \$15,000 covenant not to compete. Sellers have no other broadcast interests. Buyers are all employes of WLOD. Mr. Shupert Jr. is son of principal in seller. WLOD is daytimer on 980 khz with 1 kw.

■ KOGT(AM) Orange, Tex.: Sold by Sabine Area Broadcasting Corp. to KOGT Inc. for \$488,000 plus \$80,000 noncompetition covenant. Seller is owned by Edwin T. Lovelace Jr., who has no other broadcast interests. Buyer is owned by Tolbert Foster (27.89%), Allan Shivers (27.89%), W.E. Dyche Jr. (20.42%), Edgar B. Younger (20.42%) and Ben L. Slack (3.38%). Buyers also own KVUE(TV) Austin, Tex., and all but Mr. Shivers have interests in KNET(AM) Palestine, Tex. Mr. Shivers is member of board of regents of University of Texas, licensee of educational KUT-FM Austin and KTEP(FM) El Paso. Mr. Foster is trustee of estate of his late brother, Thomas M. Foster, which owns 51% of KDET(AM) Center, Tex., and construction permit for new FM there. KOGT is on 1600 khz with 1 kw full time.

■ Other station sales approved last week by the FCC include: KUIC(FM) Vacaville, Calif.; KRNW(FM) Boulder, Colo.; WGRG-AM-FM Pittsfield, Mass.; KROA(FM) Grand Island, Neb.; WSSC(AM) Sumter, S.C. (see page 106).

In the Hooks mold

The Tennessee Association of Broadcasters has emerged as the backer of a Tennessee judge for appointment to the FCC. TAB's choice is Adolf A. Birch Jr., judge of the Court of General Sessions, of Davidson county, who is black. Harold Crump, WTVF(TV) Nashville, president of TAB, has sent letters to the White House, endorsing Judge Birch as well as to members of the Tennessee congressional delegation and to the networks. Judge Birch, who is 44, was an assistant district

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attorney from 1966 to 1969, when he was appointed to the bench. He was elected in 1970, and re-elected in 1974 to an eight-year term. Two commission seats will become vacant this summer—that of Chairman Richard E. Wiley, whose term expires on June 30, and that of Commissioner Benjamin L. Hooks, like Judge Birch, a black from Tennessee, who will leave the commission in July to become executive director of the National Association for the Advancement of Colored People.

Double whammy for KXXL

The FCC has granted a short-term renewal of license to KXXL(AM) Bozeman, Mont., and fined the licensee, Empire Broadcasting Corp., \$9,000 for nine violations of the fraudulent-billing rule. The

commission, at the same time, refused to act on a pending transfer of control of Empire from Cleo Barkley to Gary Peterson.

The commission found no evidence "that any principal of Empire engaged in willful misconduct," but it did find "violations of the fraudulent-billing rule by Empire employees" and a failure by management "to exercise due diligence" to prevent and remedy the situation.

Mr. Peterson was general manager of KXXL at the time nine allegedly false affidavits were issued by the station, and the commission said it would be "contrary to the public interest" to grant him control of Empire until there is a final "examination of Empire's performance during the short-term renewal period," which ends Dec. 1.

Empire also owns KFLN(AM) Baker and KWYS(AM) West Yellowstone, both Montana. The commission dismissed an ap-

plication to assign KAFF-AM-FM Flagstaff, Ariz., from KAFF Broadcasting Co. to Empire, at Empire's request.

Carter seeks louder Voice and RFE/RL

He asks Congress for 28 more transmitters for radio services; meanwhile, he's studying plans for USIA-VOA reorganization

President Carter is calling for a substantial increase in the U.S.'s international broadcasting efforts, particularly those aimed at the Soviet Union and Eastern Europe. In all, he is calling for the addition of 28 250 kw transmitters ("Closed Circuit," March 14) which he says could be installed in the next three to five years.

The President, in a message to Congress last week, said five transmitters are needed by the Voice of America and 11 by Radio Free Europe/Radio Liberty to broadcast to the USSR and other countries in Eastern Europe. He said the price would be between \$22 million and \$25 million. The remaining 12 would be used by VOA to broadcast to the Western Pacific and Eastern Africa. Funds for those transmitters will be specified in budget requests. (All 28 transmitters are expected to cost in the \$45-million range—\$30 million for VOA and \$14.2 million for RFE/RL.)

The President's report was due on Jan. 31, but delivery was postponed to permit a review of the draft prepared by the Ford administration. The report is based on a study done by someone identified by the President only as "a recognized authority in the field of international broadcasting." Administration officials identified him as James Mocer, who had held a number of key posts in the U.S. Information Agency before retiring last year.

Mr. Mocer found that the present transmission facilities of both the VOA and RFE/RL "are inadequate to assure a satisfactory probability of reception in all current languages of broadcast to the USSR and Eastern Europe." A primary reason for the problem, according to the report, is the heavy jamming of RFE/RL broadcasts by the USSR, Czechoslovakia, Bulgaria and Poland. VOA broadcasts are said to be generally if "reluctantly" accepted.

VOA and RFE/RL perform distinct missions, which, President Carter said, should be maintained. VOA, an integral part of the U.S. government, presents world news and explains U.S. policy and society. RFE/RL, a nonprofit corporation funded by Congress and supervised by the Board of International Broadcasting, has the assignment, President Carter said, of encouraging "a constructive dialogue with the peoples of the USSR and Eastern Europe."

However, RFE and RL once were operated separately and were funded secretly

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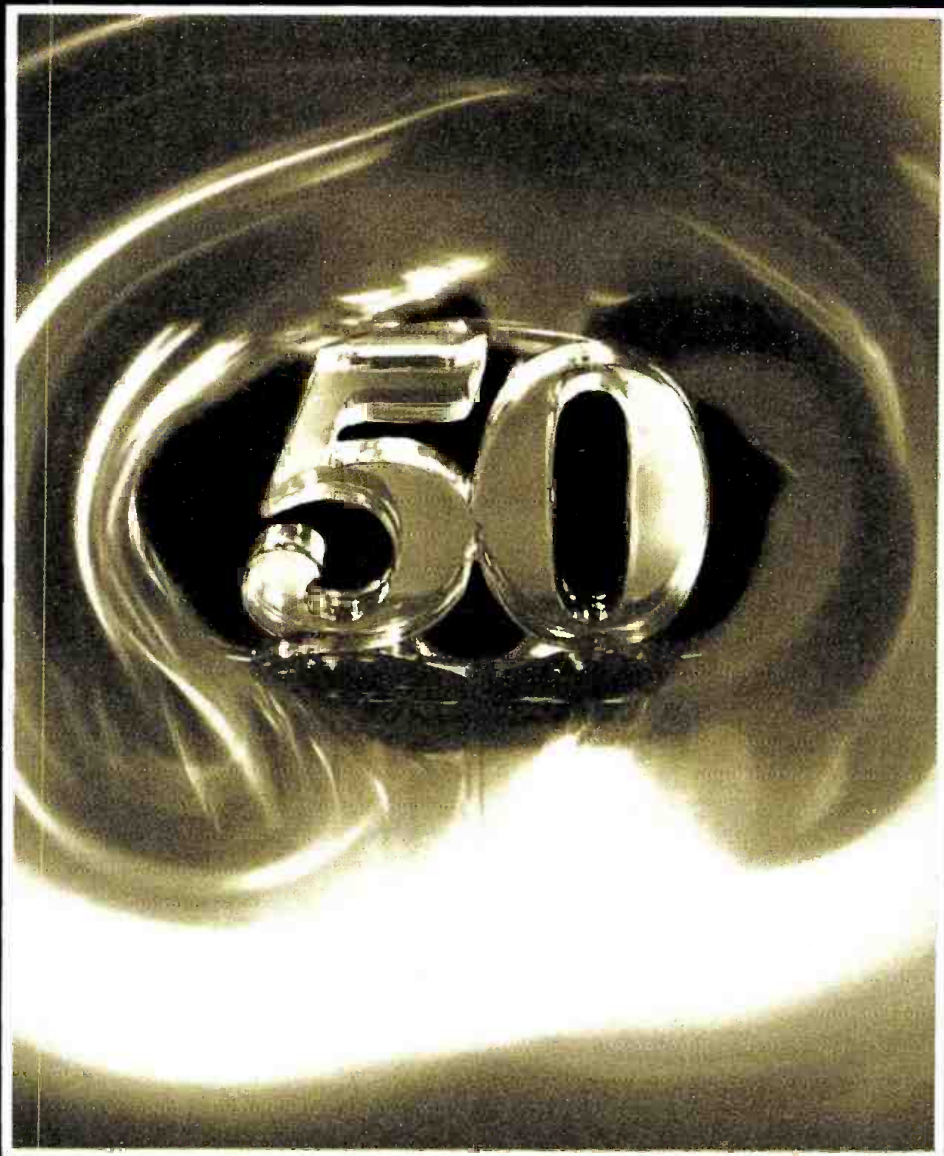
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by the Central Intelligence Agency, and were generally regarded as propaganda outlets primarily. President Carter, in his message, said that the Soviet and Eastern European authorities "have failed to acknowledge the manifest changes in RFE/RL funding, oversight and programs since 1971."

President Carter said that once the 28 new transmitters are installed, all present U.S. broadcasting needs can be met. Extending BIB-type broadcasting to countries outside of Eastern Europe, he said, would be impractical for a number of reasons—cost, for one. It would probably require \$100 million to build a worldwide network. Obtaining sites for the transmitters would pose another, as would "the frequent political changes" occurring within the countries that would be targets of the new enlarged broadcasting effort.

Meanwhile, the Carter administration has let it be known that it will decide on the reorganization of the agency under which VOA currently operates, the U.S. Information Agency, in the next several months.

President Carter's new head of the agency, John E. Reinhardt, a career foreign service officer, told the Senate Foreign Relations Committee (prior to being confirmed by the full Senate last week) that the administration will send a reorganization scheme to Congress in 60 to 90 days.

Although Mr. Reinhardt said that the administration has not yet taken a stand on

proposals to detach the Voice of America from USIA and make it a separate agency, he indicated that he believes in maintaining centralized control over the various information services.

Senator Charles Percy (R-Ill.) plans to introduce a bill that would spin VOA out and put it under the control of a group similar to the Board on International Broadcasting which controls Radio Free Europe and Radio Liberty. Senator Percy hopes for hearings on such a bill in late April.

The Carter administration is also known to have investigated the so-called Stanton panel report (by the Panel on International Information, Education and Cultural Relations whose chairman was former CBS Vice Chairman Frank Stanton, who currently serves as chairman of the American National Red Cross). While still President-elect, Mr. Carter called the report "superb" and noted that it was being subjected to staff analysis (BROADCASTING, Dec. 13, 1976).

The report recommended that VOA become a separate agency, with other USIA functions turned over to the State Department.

In addition, the Office of Management and Budget is understood to be working up its own recommendations on the USIA as did the Carter administration transition staff.

Senator Percy along with Senator George McGovern (D-S.D.)—respectively, ranking minority member and

chairman of the Senate Foreign Relations Committee—are supporting Dr. Stanton to be chairman of the Board for International Broadcasting. They indicated their support in a letter to the President while a list of possible BIB nominees was being drawn up.

The White House has confirmed that William E. Griffith of the Massachusetts Institute of Technology is one of several persons under consideration for the three vacancies on the BIB. His name is said to have been recommended by Zbigniew Brzezinski, the President's national security adviser. The Griffith nomination is understood to be opposed in both the Percy and McGovern camps since Mr. Griffith worked for RFE in the 1950's when it was involved with the CIA. Another name reportedly being considered is that of John A. Gronowski, currently a college professor who has been Postmaster General and ambassador to Poland.

Dr. David Abshire, chairman of the BIB, resigned his post effective March 8.

FCC to take more time in studying crossinterests

It reopens inquiry on limits to put on noncontrolling holdings in newspaper-broadcast properties

The FCC has decided it wants to examine further a proposed rule designed to establish a uniform standard as to the extent of passive minority ownership—10%—that would be permissible in stations and newspapers which cannot now be commonly controlled under its multiple ownership rules.

The commission announced adoption of such a rule last month ("In Brief," Feb. 7) at the same time it announced adoption of a regional concentration of control rule. That one, which is prospective only—divestiture will not be required—prohibits the acquisition of a station or a change in facilities of a station that would result in the common ownership of three outlets where any two are within 100 miles of the third, if there is an overlap of the primary service contours of any of the three. The commission said AM-FM combinations licensed to the same market will be counted as one station.

However, the commission never released the report and order. And it has now decided that the minority ownership issue did not receive sufficient attention in the comments that were filed in the rulemaking; most comments focused on the regional concentration of control matter.

The commission points out that, over the years, different standards have evolved as to minority stock participation that was allowable under each of the multiple ownership rules. (Generally, any ownership in one property is a bar to ownership in another, if common ownership is prohibited.) The time has come, the com-



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mission feels, to apply the same standard concerning minority ownership to its "duopoly, one-to-a-market and other multiple ownership rules."

But it also believes it "unwise to announce a rule change in so significant an area without the benefit of a complete record."

Accordingly, the commission reopened the record and invited comment on a proposal to permit an individual or a company owning up to 100% in a broadcast station to acquire up to 10% in each of several stations or newspapers which could not be commonly controlled under the multiple-ownership rules—provided the minority interests are passive. The purchaser would be required to file a disclaimer asserting that the minority interest is being acquired only for investment purposes.

The commission said the proposed rule would have no effect on the rule limiting the number of AM, FM and television stations in which an individual or company can acquire an ownership interest to seven. Those limits are fixed regardless of whether the ownership is of a minority or controlling nature. Nor, the commission added, does the proposal relate to the commission action amending the rules to permit institutional investors to own up to 5% of the stock of several licensees whose holdings would otherwise place those investors in violation of the seven-station rule.

The commission also said the proposed

rule would not alter its "cross-interest" policy: For instance, any interest, including minority in two or more AM stations licensed to the same market would continue to be barred.

Comments are due in the proceeding by April 22, replies by May 3.

NCCB asks court not to hold up effectiveness of crossownership ruling in part

Citizen group wants no return to FCC policy requiring hard proof of multimedia abuse

The National Citizens Committee for Broadcasting, which filed the suit that led the U.S. Court of Appeals in Washington to overturn the FCC's crossownership rules, is not content to rest with that result. Last week, it went back into court to oppose the FCC's request for a complete stay of the court's order pending an expedited appeal to the Supreme Court.

NCCB is concerned about a provision of the commission rule requiring parties petitioning to deny a renewal application on

the ground of concentration of control of media to allege specific abuses or make "a showing of economic monopolization that might warrant actions under the Sherman [Antitrust] Act."

Before adoption of the crossownership rule in January 1975, the commission had applied a lesser standard. Petitioners were required to allege abuses or to demonstrate that the crossowner's market domination was so substantial that undue concentration was evident.

Besides setting the new standard for challenging license renewals on concentration-of-control grounds, the commission rule prospectively banned the creation of new broadcast-newspaper crossownerships in the same market but grandfathered all existing crossownership, except in 16 cases involving "egregious" media monopolies.

The court affirmed the prospective rule, but overturned the other elements and directed the commission to initiate a new rulemaking looking to rules that would require the break-up of all crossownerships, except those that could be shown to be in the public interest (BROADCASTING, March 7).

NCCB last week urged the court to stay the mandate as it affects the requirement for a new divestiture rulemaking (although it urged issuance of the mandate requiring divestiture in the 16 "egregious" cases) but said the court should proceed to vacate the new standard



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Paty Hagen-Busch:

KLOK . . . I love it here. I left my freelance business to handle national sales accounts in San Francisco. I've never worked so hard . . . or been called on to create so much . . . and had so much fun at the same time. Other jobs look pale by comparison.



Ronni Richards:

I thought I'd done everything in radio. Secretary, copy writer, producer, even some news and sales. But until I came to KLOK I was never on the air alone. Bill Weavers sat me down one afternoon and told me I was going to do an audition . . . now I'm his morning drive DJ. Bill's the one who had the confidence. I was the one who had the opportunity. It's working . . . and we're both happy.



Pam Ott:

Two and a half years at KLOK have provided me with a formula for success. Out of my sales job has come a sense of self determination, energy, a desire for professionalism and growth. And I've learned to think without limitation. Only KLOK offered me all that. Handling traffic in a television station just wasn't enough.



Judy Currier:

When I joined KLOK in 1970, my broadcasting experience was quite limited. I didn't have any. I came in as an Executive Secretary, moved through the ranks as an Account Executive, Local Sales Manager, and now I'm General Sales Manager. I had work experience with two universities and a major airline, but KLOK's the company that let me put it all together. I like to think that KLOK and I have been mutually successful.



Claire Mason:

I came to KLOK with experience as a secretary . . . in TV and radio, news and programming. But I wanted to be more involved. I wanted sales. KLOK pointed me in that direction. Quite frankly, handling national sales in our San Francisco office is the most fulfilling business education I could ever ask for.



Deni Keiogg:

KLOK wants me to be me and I like that! The people here appreciate my potential and are as excited as I am about developing it. We make a good team. Elementary teaching is my past . . . but KLOK . . . the media, my account work, are my future!



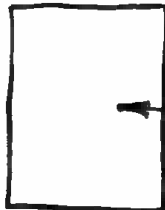
Diane Czerny:

When I graduated with my degree in advertising, I said "Look out, Mary Wells!" But that was before I found out how impersonal the business world can be. I was a media buyer for seven years, but quit to join KLOK. Here, they recognize my potential as a creative person and offer a real opportunity for success.



Cathy Klein:

My background is secondary education and public relations. I never thought sales would be my forte. KLOK really made it happen. I look forward to going to work every morning and I'm pleasantly tired each night. How many people can say that?



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for ad hoc consideration of license challenges alleging undue concentration of control.

NCCB noted that the court had held that the standard was adopted "without reasoned discussion" and had said that, since the commission had found no evidence of abuse by crossowners, petitions to deny the renewals of grandfathered crossowners should have been encouraged.

Accordingly, NCCB said, "great harm will continue to be inflicted upon the public if the commission adheres to its illegal ad hoc standard" or returns to the practice it had followed before January 1975 of deferring consideration of concentration-of-control complaints until new rules are adopted.

The commission, however, contends it would be "wasteful" of its resources to conduct hearings on the basis being sought by NCCB. In a reply to the NCCB pleading, the commission said that if the Supreme Court upholds the appeals court opinion, the rule the opinion requires "will result in the dissolution of crossownerships by divestiture." The hearings would also be superfluous if the commission's rules are affirmed, the commission said. And, it added, if the Supreme Court does something other than to affirm either the lower court or the commission, the high court's opinion "will control the disposition of renewal proceedings."

Promotions for savings accounts may be illegal

The FCC has issued a new interpretation of its lottery rules, stating that promotions involving savings-account holders may be considered lotteries that are illegal. The commission, which issued a public notice after hearing a number of promotional schemes sponsored by savings institutions, noted that three factors are present in a lottery—prize, chance and payment of consideration.

The subject of the latest notice was the kind of promotion in which anyone with a savings account with a financial institution is eligible to participate in a contest for a prize. The prizes are awarded at random, often by a computer selection, to persons opening or enlarging an account or who have on deposit on a particular date a certain amount of money. The commission regards the deposit of money as the payment of a consideration and the computer selection a matter of chance. "There is an appeal to the cupidity of the public and the spirit of gambling to which the statute was directed," the commission said.

Media Briefs

Beyond city limits. Senator Ernest Hollings's (D-S.C.) Communications Subcommittee has scheduled hearings on rural telecommunications policy April 6 in Washington. Hearing would investigate ways that existing and future technologies

can help quality of life in rural areas.

From one station to another. U.S. Court of Appeals in Washington has upheld FCC's renewal of licenses of KNTV(TV) San Jose, KMST(TV) Monterey and KCOY-TV Santa Maria, all California, over objections of Central California Communications Corp., licensee of KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California. Central California had accused stations of anticompetitive activities. In separate action, same court affirmed commission holding that KSBY-TV did not qualify for satellite status after Dec. 1, 1974. Commission had found that KSBY-TV had broadcast revenues similar to those of two other stations in market, KCOY-TV and KETY(TV).

Broken promises charged. Loosely knit group of about 100 Muskegon, Mich., residents led by James R. Searer, former president of wzzm-TV Grand Rapids, Mich. (1962 to 1966), has requested FCC to investigate station's ownership and programming, before it approves transfer of control from West Michigan Telecasters Inc. (50 stockholders) to publicly traded Wometco Enterprises, Miami. With informal objection, Citizens for Revitalization of Greater Muskegon Area Television asks "why should its owners receive millions and millions of dollars when it did not carry out its promises concerning service to Muskegon?" It calls Wometco's proposals "guarded and ambiguous at best." Certain stock transactions by present licensee also warrant probing, group said. Wometco intends to purchase both wzzm-TV and affil-

ated wzzm-FM there for \$14 million, plans to spin off latter to comply with FCC prohibition against acquisition of co-located TV's and FM's (BROADCASTING, Dec. 20, 1976).

Another look. U.S. Court of Appeals in Washington has sent back to FCC for further consideration its rule requiring noncommercial stations that receive federal support to retain for 60 days audio recordings of programs on issues "of public importance." Rule was intended to implement statute. Court, which noted commission is considering similar rule for commercial broadcasters, asked commission to consider several specific questions—including one as to whether "governmental interest is unrelated to suppression of free expression." Rules were appealed by public broadcasting groups claiming statute and rules discriminate against noncommercial stations.

For old time's sake. WTOB(AM) Winston-Salem, N.C., is celebrating its 30th anniversary by running ad lib tapes by former employes during regular programming. Former employes are asked to contact Kay Woods at (919) 723-4353 for recording appointments by telephone or to send tapes to Box 5129, Winston-Salem 27103.

Ready to apply. Charleston, W.Va., public relations man, Walter Price, is assembling group to support proposed VHF drop-in there and, if it is added, to apply for it.

Unger returns. Cincinnati lawyer who once

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

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

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



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See us at the Shoreham—Booth 538

was on his way to seat on FCC with appointment from President Nixon, will soon be making his presence felt in Washinton. He is opening law office there, he announced last week. Mr. Unger, who had been general counsel of Department of Housing and Urban Development, was awaiting Senate confirmation on his appointment to FCC in 1970 when word leaked that Internal Revenue Service had questioned his 1968 tax return. White House withdrew nomination, and Mr. Unger returned to Cincinnati. Two years later, IRS's claim for \$100,000 allegedly due government had become \$1,100 tax refund on capital gain ("Closed Circuit," March 20, 1972).

Lockout at WBAI is over

Federal marshals arrested a producer and a volunteer staff member of WBAI(FM) New York on March 18 for violating a court order that striking employes leave the station's facilities. Also arrested were three staff supporters. All five were immediately released from custody without bail.

The arrests ended a month-long "occupation" of the building by the strikers, who are resisting planned changes in the station's "eclectic" format (BROADCASTING, Feb. 21). The first court order to vacate the premises was issued at management's request on March 11, but 22 people remained in the building and, after a second order was issued and ignored, were charged with contempt. The bulk of the dissenters left the building when the marshals arrived, but those arrested decided to stay "as a matter of principle."

The station was sealed off and the locks changed after the arrests. Negotiations between management and staff reportedly resumed the next day.

Carter said to be ready with names for CPB board

Minow, wives of Jay Rockefeller and Ted Sorenson reportedly are chosen for three vacancies; Nolan, minority backers are likely to put up a fight

It hasn't been made official yet but Carter administration sources have confirmed that the President's choices for the three vacant seats on the board of the Corporation for Public Broadcasting are former FCC Chairman Newton Minow ("Closed Circuit," Feb. 28), Sharon Rockefeller, noncommercial WETA-FM-TV Washington board member and wife of West Virginia Governor Jay Rockefeller, and Gillian Sorensen, a former television producer whose husband, Theodore Sorensen, was the President's first choice for director of the Central Intelligence Agency.

The Sorensen selection took many broadcasters and citizen groups by surprise. Unlike Mr. Minow, now with the Chicago law firm of Sidley & Austin, and Mrs. Rockefeller, who is also the daughter of Senator Charles Percy (R-Ill.), Mrs. Sorensen had not been among those considered front-runners for the slots.

Those who had been rumored to be strong contenders were Roger Wilkins, editorial page writer for *The New York Times* (nephew of outgoing National Association for the Advancement of Colored People chief Roy Wilkins) and Kathleen Nolan, president of the Screen Actors Guild. It is understood that the New York Times Co. disapproved the idea of one of its editorial writers serving on the CPB board.



In the money. The Public Broadcasting Service and its participating member stations were counting up contributions last week following the Sunday night (March 20) close of its Festival '77 two-week national/local fund-raising drive highlighted by special PBS programming. Among those volunteering their help was Simon Williams, a star of British import, *Upstairs, Downstairs*, who talked to those callers who pledged \$100 or more to WETA-TV Washington. Mr. Williams, who also appeared at various other PTV stations, was part of a cast of celebrity volunteers, including Flip Wilson, who served as honorary festival host. By midweek PBS had tabulated final figures from 85 of the 110-odd participating licensees and from six stations with preliminary totals. The gross by that time: \$8,438,043 from 309,286 pledges, enough to make PBS staffers confident that about \$9 million from call-ins would be the over-all figure, and that the goal of \$13.5 million would be reached once direct mail responses, matching grants, corporate underwriting and other contributions are received.

Last year's Festival '76 brought in \$10,160,730, \$7,814,724 from call-ins. Among this year's contributors: President Carter (\$30 to WETV(TV) Atlanta [BROADCASTING, March 21]) and 15 inmates on death row at Tennessee State Prison (\$15 to WDCN(TV) Nashville in appreciation for the feminine pulchritude offered on the British special, *Rock Follies*. The inmates received a year's membership to the station). On one night alone—Sunday, March 20—stations earned \$997,223 during the three-hour broadcast of the Metropolitan Opera's *La Boheme*.



1 Then, 1 Now!

In September, 1952, KPTV was Oregon's first television station. In November 1976, KPTV was the nation's leading independent.*

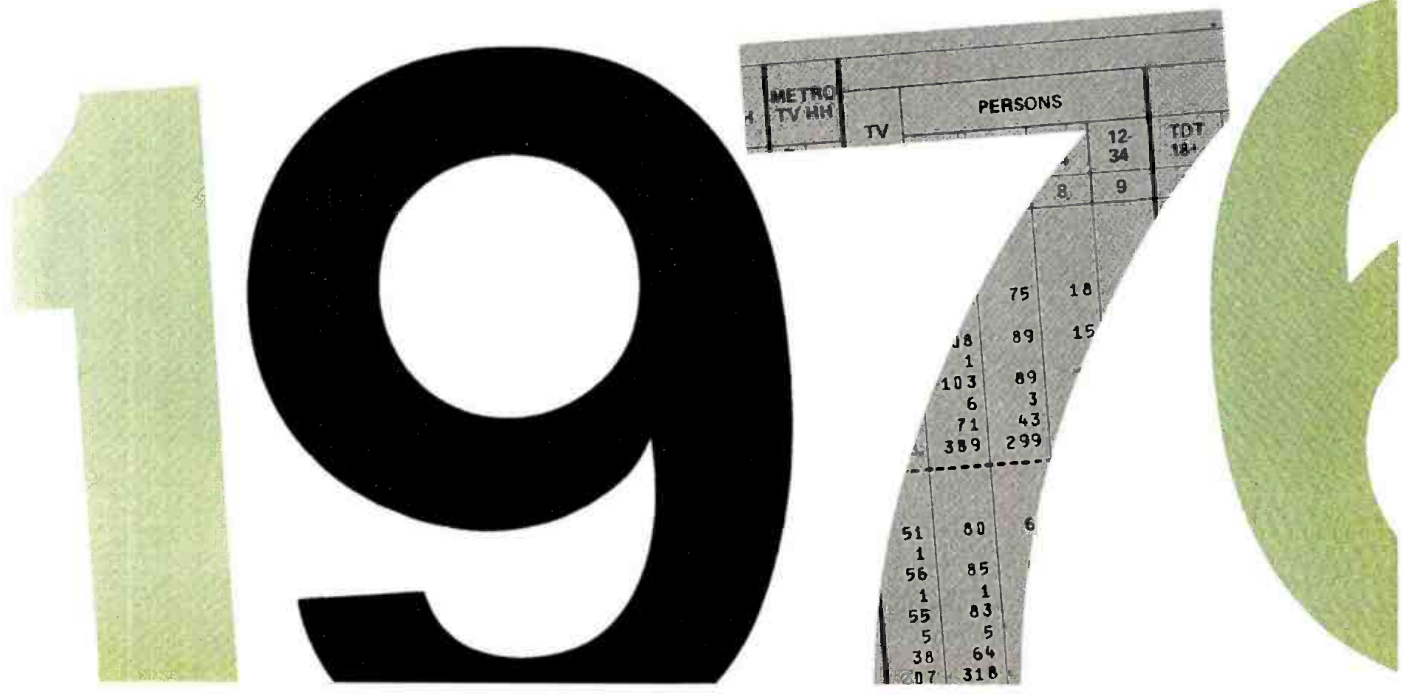
A lot of elements contributed to making KPTV number one. Like having more adults 18-49 from 5 to 8 pm than any stations in Portland. And, having weekend movies which delivered higher ratings than any non-network movie in Portland. Plus, delivering three times the number of children 3:30 to 5 pm than the other Portland stations combined.

We plan to stay number one. That's why both Chris Craft stations, KPTV in Portland and KCOP in Los Angeles, are involved in Operation Prime Time. We'll be running Taylor Caldwell's "Testimony of Two Men" - the exciting first run mini series - starting in May.

Even as number one, we'll keep trying harder. We expect the next 25 years to be even better than the first.

* Portland ARB, November 1976, Share 9 am to 12 midnight.

A Chris Craft station Portland



| METRO TV/HH | PERSONS | | TDT 18+ |
|-------------|---------|-------|---------|
| | | 12-34 | |
| | | 8-9 | |
| | 75 | 18 | |
| 18 | 89 | 15 | |
| 1 | | | |
| 103 | 89 | | |
| 6 | 3 | | |
| 71 | 43 | | |
| 389 | 299 | | |
| 51 | 80 | 6 | |
| 1 | | | |
| 56 | 85 | | |
| 1 | 1 | | |
| 55 | 83 | | |
| 5 | 5 | | |
| 38 | 64 | | |
| 207 | 318 | | |

P&G picks up NBC movie on Christ after GM drops out

It's said to be bought at much lower rate than \$1.5 million auto maker was going to pay before it got cold feet over film

A spokesman for Procter & Gamble said last week that the company will take over full sponsorship of the controversial six-hour NBC-TV miniseries, *Jesus of Nazareth*.

This disclosure came a few days after General Motors walked away from its \$5-million multi-year commitment to the made-for-TV movie in the wake of a storm of ill feeling from various fundamentalist Protestant groups expressing shock over the film's reported treatment of Christ as a human being rather than as God (BROADCASTING, March 21).

P&G is said to have bought the six hours at bargain-basement prices, far lower than the \$1.5 million GM was prepared to pay NBC for the six hours of prime time the movie will command (April 3 and April 10, 8 to 11 p.m. NYT, each night). The exact amount P&G will pay NBC could not be determined, but some researchers said the six hours could end up with huge Nielsen numbers because of the heavy advance publicity and the relative weakness of the ABC and CBS competition (which is expected to consist mostly of reruns), and P&G could end up

with the best media buy since *Roots*.

Observers said P&G would be hard pressed to prevent a jarring juxtaposition between the solemnity of the telecast and the company's clamorous commercials. A P&G spokesman said the company is taking pains to make sure that the commercial breaks will be handled with delicacy and good taste.

Leo Burnett, which does some of the advertising for both GM and P&G, reportedly engineered the switchover to P&G when GM decided to drop out.

NBC sources said that a group of churchmen from various faiths who had screened the film recently—everyone from Basil Cardinal Hume of Westminster to a spokesman at the Office for Film and Broadcasting of the United States Catholic Conference's Department of Communications—were basically pleased with the film's interpretation of Christ's life.

Ad men cautioned that it's more than a sin to tell a lie

Participants in B&J forum stress care in advertising to avoid the wrath of a growing number of involved federal agencies

The growing involvement of the law with advertising was explored at a March 21 Bozell & Jacobs Marketing Communications Forum at the agency's New York office.

New York attorney Felix H. Kent, a specialist in advertising law, cited the proliferation of federal agencies (more than 40) concerned with advertising and offered several suggestions on how to sidestep legal problems. He advised adver-

tisers and agencies not to use the name or the likeness of individuals in commercials or advertisements without their permission. He said "famous voices are out too," unless prior consent is given. He added that in the use of guarantees in advertisements, make sure all qualifications are clearly set forth.

"If an ad has the capacity to mislead or deceive, you could be in trouble," Mr. Kent said. "It doesn't have to be explicitly misleading or deceptive."

Iver C. MacDougall, vice president and general counsel of the Stauffer Chemical Co., suggested questions that should be asked before an ad is scheduled: Is the ad truthful? Can it be interpreted in a way that misleads? Does it have an ulterior intention? Does it criticize a competing product? Does it violate applicable regulatory criteria?

"Then we must make a business judgment," he continued. "We must balance the benefits against the possible risks."

Harold L. Darling, vice president of the Association of National Advertisers, could not be at the forum in person because of a business commitment but a recording of his remarks was presented. He stressed the public and governmental environment relating to advertising has been tough and is likely to get tougher under the proposed super-agency for consumer protection and with Michael Pertschuk as the new chairman of the Federal Trade Commission.

He cited a number of "new thrusts" to expand laws concerning advertising and dwelt at some length on the issue of corrective advertising. He pointed out the FTC maintains corrective advertising is legal, but said the first case to determine the legality of the concept in the courts will involve Listerine. He said the FTC would require Listerine to spend \$10 million advertising in one year to "undo past consumer perceptions" of its cold product.

"Does the FTC have the legal right to



All work and no play... Participants in a two-and-a-half day conference on computer systems for broadcast stations took a break for a cruise on the Mississippi last Monday (March 21). The conference was sponsored by the Data Communications Corp. of Memphis, for customers of its BIAS computer services. It featured seminars for station managers, accountants and traffic managers, and was attended by some 300 broadcasters from the 145 television and 25 radio stations

that are currently subscribers of the BIAS system.

At left (l to r): Jim Thornton, president of Data Communications Corp.; Lisa Ratner, KHJ-TV Los Angeles; Walter Hoffman, RKO Broadcasting, New York, and Vera Lane, Mr. Hoffman's fiancée. **At right (l to r):** George Brown, WAVE-TV Louisville; Joe Jerkins, KTVU(TV) Oklahoma City; Peggy Law, KTVH(TV) Wichita, Kan.; Wheeler Rudd, WAVE-TV; Barbara Breakeale, BIAS, and Hask Oster, KHJ-TV.



Introducing two new ways to get the lighter side of the news.

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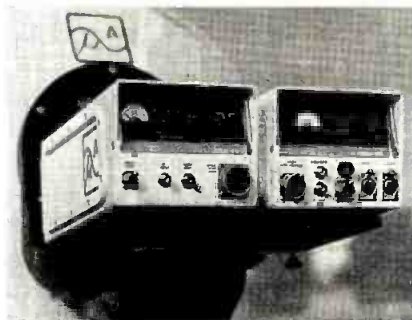
They're by far the lightest, easiest to carry, simplest to use and maintain portable microwave radios to move onto the market.

Because they're so light, the 2 watt MA-2CP and 8 watt MA-2EP open up a new era of flexibility in news gathering at 2GHz. You can go almost anywhere the news is.

Both models have a unique frequency offset capability that gives you a total of 21 microwave channels. Three times the frequency agility of older models.

If you want, we also offer the 2CP and 2EP in 1-channel and 7-channel versions.

In addition, the MA-2EP provides sophisticated diagnostics, switch-selectable tuning and the opportunity of mounting the



RF head up to 30 feet away.

Both the MA-2CP and MA-2EP are engineered with people in mind. And each system is compatible with all our Portable Line accessories.

So if you need two great little portables for ENG remotes, write or call for the complete details.

The MA-2CP. And the MA-2EP.

They're guaranteed to give your news gathering a nice, light touch. Microwave Associates, Communications Equipment Group, Burlington, MA 01803. 617-272-3100.



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require corrective advertising?" Mr. Darling asked. "ANA does not believe it does... but the courts will decide. We have filed an amicus brief with the court that the FTC does not have such legal right."

The next Bozell & Jacobs communications forum will be held in June and will deal with successful techniques for developing and presenting advertising programs and budgets to management.

TV advertisers spend more in 1976, but nobody spends more than Procter & Gamble

TVB figures indicate large increases for television's biggest clients

Procter & Gamble, perennially television's biggest spender, once again topped the list of TV advertisers in 1976. P&G's total outlay on the medium hit \$339.2 million last year, up 30% over 1975 and \$143.9

million ahead of the number-two television expenditure of \$195.3 million by General Foods.

These and details of television spending by the top-100 TV advertisers in 1976 are contained in figures being released today (March 28) by the Television Bureau of Advertising and based on information supplied by Broadcast Advertiser Reports.

TVB noted that the top advertisers posted substantial increases in TV investment in 1976. Besides P&G's 30% jump, General Foods was up 43%; American Home Products Corp., at \$131.0 million, was up 14%; Bristol-Myers Co., at \$120.4 million, was up 9%; General Motors, at \$99.1 million, was up 44%; General Mills, at \$98.0 million, was up 72%, and Lever Bros., at \$97.5 million, was up 21%.

TVB also released, for the first time, total TV expenditures by product classification.

The food and food products category was television's first \$1 billion category with expenditures of \$1,002,500,000, up 27% over 1975. Following in order were toiletries and toilet goods, \$681.6 million, up 19%; automotive, \$479.0 million, up 29%; proprietary medicines, \$404.8 million, up 9%; cleansers and polishers, \$371.7 million, up 24%.

The table below lists television's

top-100 spenders, based on BAR monitoring of 75 markets for the spot figures and on continuous monitoring of ABC-TV, CBS-TV and NBC-TV for the network figures.

TV sponsors are studying the issue of violence

JWT announces research that is being conducted to determine consumers' opinions on subject

J. Walter Thompson Co., New York, has unveiled its latest project related to violence on television—a study examining consumer reaction to commercials carried on violent and nonviolent programs.

Announcement of the study was made last Tuesday (March 22) by Sonia Yuspeh, senior vice president and director of research and planning for JWT, before the 15th annual Advertising Research Conference of the New York Chapter of the American Marketing Association. Other reports presented at the conference

| | Total TV | Spot TV | Network TV | | Total TV | Spot TV | Network TV |
|---------------------------|---------------|---------------|---------------|-----------------------------|------------------------|------------------------|------------------------|
| 1. Procter & Gamble | \$339,183,600 | \$145,760,300 | \$193,423,300 | 54. Eastman Kodak | 22,983,900 | 2,538,300 | 20,445,600 |
| 2. General Foods | 195,275,500 | 66,320,300 | 128,955,200 | 55. American Cyanamid | 22,756,600 | 5,605,400 | 17,151,300 |
| 3. American Home Products | 130,955,700 | 33,488,100 | 97,467,600 | 56. Hanes | 21,634,000 | 5,319,900 | 16,314,100 |
| 4. Bristol-Myers | 120,411,600 | 17,738,200 | 102,673,400 | 57. Revlon | 21,563,800 | 10,771,900 | 10,791,900 |
| 5. General Motors | 99,100,600 | 27,078,300 | 72,022,300 | 58. Toyota Motor | 21,139,500 | 11,450,500 | 9,689,000 |
| 6. General Mills | 98,008,100 | 40,058,300 | 57,949,800 | 59. North American Philips | 21,083,060 | 10,113,300 | 10,969,700 |
| 7. Lever Brothers | 97,467,700 | 37,153,300 | 60,314,400 | 60. J.C. Penney | 20,916,900 | 10,170,400 | 10,746,500 |
| 8. Sears Roebuck | 80,319,500 | 23,229,500 | 57,090,000 | 61. Nissan Motor | 20,337,800 | 5,655,300 | 14,682,300 |
| 9. McDonalds | 79,993,800 | 47,663,900 | 32,329,900 | 62. Noxell | 20,211,200 | 5,394,400 | 14,816,800 |
| 10. Warner-Lambert | 79,770,400 | 25,995,100 | 53,775,300 | 63. Greyhound | 20,140,100 | 5,455,300 | 14,684,800 |
| 11. Colgate-Palmolive | 79,485,900 | 37,805,600 | 41,680,300 | 64. RCA | 19,494,300 | 9,287,300 | 10,207,000 |
| 12. Ford Motor | 78,243,200 | 28,183,300 | 50,059,900 | 65. Standard Brands | 17,764,100 | 8,935,600 | 8,828,500 |
| 13. Ralston Purina | 70,876,300 | 16,209,800 | 54,666,500 | 66. Exxon | 17,584,000 | 4,182,400 | 13,401,600 |
| 14. Nabisco | 69,857,200 | 14,328,900 | 55,528,300 | 67. Union Carbide | 17,399,500 | 1,804,900 | 15,594,600 |
| 15. Gillette | 66,281,700 | 14,485,100 | 51,796,600 | 68. Avon | 17,248,500 | 5,049,500 | 12,199,000 |
| 16. Pepsico | 62,254,400 | 34,792,400 | 27,462,000 | 69. Polaroid | 17,038,700 | 630,300 | 16,408,400 |
| 17. Chrysler | 59,425,400 | 32,757,400 | 26,668,000 | 70. Squibb | 16,824,300 | 4,505,800 | 12,318,500 |
| 18. Sterling Drug | 57,689,500 | 12,477,900 | 45,211,600 | 71. Scott Paper | 16,846,800 | 9,629,200 | 7,217,600 |
| 19. Heublein | 54,209,100 | 28,349,300 | 25,859,800 | 72. A.H. Robins | 16,442,600 | 16,442,600 | — |
| 20. Nestle | 47,085,500 | 14,994,300 | 32,091,200 | 73. Merck | 16,078,600 | 753,800 | 15,324,800 |
| 21. AT&T | 46,663,700 | 24,419,800 | 22,243,900 | 74. North American Systems | 16,047,300 | 1,227,900 | 14,819,400 |
| 22. Kellogg | 46,241,900 | 14,945,700 | 31,296,200 | 75. Beatrice Foods | 15,950,400 | 13,672,900 | 2,277,500 |
| 23. Coca-Cola | 45,187,700 | 27,778,300 | 17,409,400 | 76. Gull & Western | 15,932,300 | 6,936,400 | 8,995,500 |
| 24. Kraftco | 45,103,800 | 27,249,600 | 17,854,200 | 77. Smithkline | 15,845,400 | 2,105,100 | 13,740,100 |
| 25. Pillsbury | 45,099,900 | 8,628,700 | 36,471,200 | 78. Ideal Toy | 15,801,000 | 11,137,100 | 4,663,900 |
| 26. Johnson & Johnson | 37,381,500 | 3,192,100 | 34,189,400 | 79. Triangle Publications | 15,487,100 | 15,487,100 | — |
| 27. Campbell Soup | 36,782,400 | 17,299,000 | 19,483,400 | 80. Consolidated Foods | 15,441,700 | 12,092,100 | 3,349,600 |
| 28. ITT | 36,218,600 | 23,570,900 | 12,647,700 | 81. Liggett | 15,345,000 | 5,848,100 | 9,494,900 |
| 29. Miles Laboratories | 35,334,700 | 8,220,200 | 27,114,500 | 82. Goodyear | 15,135,400 | 4,242,200 | 10,933,200 |
| 30. Schering-Plough | 35,074,400 | 12,781,700 | 22,292,700 | 83. F.W. Woolworth | 14,177,200 | 12,219,500 | 1,957,700 |
| 31. William Wrigley Jr. | 35,067,900 | 33,897,500 | 1,170,400 | 84. Teledyne | 14,142,000 | 1,118,500 | 13,023,500 |
| 32. Esmark | 34,534,700 | 8,842,900 | 25,691,800 | 85. Pfizer | 14,043,400 | 815,800 | 13,227,600 |
| 33. Mars | 34,410,000 | 27,092,400 | 7,317,600 | * 86. A&P | 13,918,500 | 13,182,600 | 735,900 |
| 34. S.C. Johnson & Son | 34,387,000 | 6,789,900 | 27,597,100 | 87. Royal Crown | 13,759,900 | 8,696,000 | 5,063,900 |
| 35. Mobil Oil | 33,736,700 | 26,212,200 | 7,524,500 | 88. American Express | 13,746,100 | 5,249,900 | 8,496,200 |
| 36. Schlitz | 33,248,400 | 4,497,400 | 28,552,000 | * 89. Warner Communications | 13,744,600 | 11,238,600 | 2,506,000 |
| 37. Richardson Merrell | 32,877,700 | 8,294,300 | 24,583,400 | 90. Federated Dept. Stores | 13,019,800 | 13,019,800 | — |
| 38. Norton Simon | 31,814,500 | 13,908,800 | 17,907,900 | 91. Church & Dwight | 12,863,800 | 3,068,200 | 9,795,600 |
| 39. Borden | 31,666,700 | 15,900,900 | 15,765,800 | 92. Texaco | 12,855,100 | 1,594,800 | 11,260,300 |
| 40. Philip Morris | 30,929,800 | 6,493,200 | 24,436,600 | 93. UAL | 12,849,400 | 6,759,900 | 6,089,300 |
| 41. Clorox | 29,547,300 | 5,664,200 | 23,883,100 | 94. Seven-Up | 12,407,800 | 9,942,100 | 2,465,700 |
| 42. Carnation | 28,993,600 | 9,486,100 | 19,507,500 | 95. R.J. Reynolds | 12,209,300 | 6,366,300 | 5,843,000 |
| 43. CPC International | 28,912,100 | 16,045,800 | 12,866,300 | 96. Kresge | 12,198,600 | 10,974,200 | 1,224,400 |
| 44. General Electric | 28,366,000 | 12,151,000 | 16,213,000 | 97. E. & J. Gallo Winery | 12,156,900 | 4,793,700 | 7,363,200 |
| 45. Morton-Norwich | 27,978,800 | 5,388,600 | 22,590,200 | 98. Hasbro Industries | 12,018,900 | 7,266,600 | 4,752,300 |
| 46. Mattel | 27,494,700 | 20,322,100 | 7,172,600 | 99. May Dept. Stores | 11,898,400 | 11,898,400 | — |
| 47. Chesebrough Ponds | 26,323,900 | 6,114,600 | 20,209,300 | *100. Milton Bradley | 11,857,400 | 8,299,100 | 3,558,100 |
| 48. American Motors | 25,715,700 | 4,356,600 | 21,359,100 | | | | |
| 49. Block Drug | 24,711,100 | 6,771,100 | 17,940,000 | Total | \$3,811,881,800 | \$1,487,885,000 | \$2,323,996,800 |
| 50. Quaker Oats | 24,500,500 | 11,316,000 | 13,184,500 | | | | |
| 51. H.J. Heinz | 23,991,500 | 10,948,900 | 13,042,600 | | | | |
| 52. Volkswagen | 23,896,100 | 8,454,600 | 15,441,500 | | | | |
| 53. Anheuser-Busch | 23,450,700 | 8,833,400 | 14,617,300 | | | | |

*New to the top 100 in 1976.

Note: Investments classified as retail/local by BAR (i.e. General Foods' investments for Burger King, investments by Sears Roebuck, McDonalds, etc.) are included in the above tabulation.

Buy a Compositor I. Get ahead of the competition. (These broadcasters did)



"We used the Compositor for the first time on election night. We were very pleased with the clarity and color. I'm sure we had the best election show in town that night."—Donald Loose, Manager WTMJ News Operations



"The Compositor has excellent fonts— they're clean, they are sharp-looking, and they are distinctive... we have as much memory storage as we're ever going to need. You can change directly from any page to any other page without any problem whatsoever— you don't have to stick with the original sequence. The Compositor gives you super flexibility."—Don LaCombe, KING Production Manager



"We used our new Compositor system during the election and were very happy with it. It seemed to me that the character edging made our display easier to read than the competition's. We moved ahead of the other stations soon after the election results started coming in."—Terry Harrison, KTVK-TV Engineer



"The Compositor's on-air display is a marvel... head and shoulders superior to the competition. We've virtually discontinued using hotpress for supers."—Galen Daily, KRON Program Manager

These broadcasters agree: the new Compositor I Graphics System offers a superior on-air look. With graphic-quality fonts and instant access to any page in memory at any time, the software-based Compositor I provides the fast on-air operation demanded by production personnel, the artistic quality demanded by advertisers, and the competitive edge that broadcast management is looking for. To find out more about the Compositor I, visit our booth at the NAB Show (Washington Hilton—No. 421) or call Don Rhodes at (801) 972-8000.



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Sonia Yuspeh

were on the effectiveness of TV advertising and TV clutter.

Miss Yuspeh told the group that this project, conducted in partnership with six advertisers, is an on-the-air copy test, from consumers, now in its second stage. The first, she said, was conducted last August and the results, disclosed last December, showed that a high proportion of consumers felt TV programs were violent.

The latest study, Miss Yuspeh said, will try to find out the effect of a violent versus a non-violent context on commercial performance in terms of attention, using day-after recall; communications; seeking

playback of the commercial; brand perception, and buying propensity.

Miss Yuspeh would not disclose the name of the research firm conducting the test because it is still in progress, but she said it covers 1,200 respondents between the ages of 18 and 55—half of whom are males, half female. The test is being conducted in two markets, one in the Midwest and one in the West.

She reported that each of the six sponsors is represented in the test with a commercial for one product. Two are targeted at males, two packaged foods products are aimed at women, and two are directed at men and women. The commercials are being placed in three one-hour police-detective shows and six half-hour situation comedies.

Miss Yuspeh acknowledged there are limitations to the test because the six products cannot represent all of the different products and services advertised on TV, and the programs do not represent the full range of violent and non-violent programming.

"Despite these necessary limitations, we believe that the test will help to advance our knowledge in a largely uncharted area," she maintained. "From what we know, this test is far more ambitious in its objectives and its scale than anything undertaken to date."

She said JWT hopes to release the general findings of this test later this year.

Eric Marder, president of Tec Measures Inc., New York, described the company's

new syndicated service called Tec Audit, which purports to measure the effectiveness of all TV advertising, seven days a week, 52 weeks a year. The service began on Feb. 1 and issues quarterly reports on various product groups in terms of how many people received the message, how persuasive the message was and how many people switched to and from a particular brand.

The information for the reports is based on a sample of 3,000 women who watch TV for one day each month and indicate each commercial they have seen and answer questions on their persuasiveness.

Jack Hill, vice president and director of media information services, Ogilvy & Mather Inc., took on the subject of "TV Clutter—How Much is too Much?" He acknowledged that there is no simple answer.

For example, Mr. Hill said there have not been any studies showing that viewers have been so turned off with television that they have turned off their set. There is no proof at all, he said, of a decline in television usage or in the popularity of television as measured by TV-Q or in TV commercials attentiveness as measured by Simmons or in attitude toward commercials as gauged by the Roper Organization.

Which rating book has right numbers?

That's question Windsor says Arbitron, Nielsen can't answer; he wants third-party review

WFTV(TV) Orlando, Fla., suggested last week that broadcasters seek the assistance of the Broadcast Rating Council or the Advertising Research Foundation to effect consistency of approach by rating services.

Walter M. Windsor, general manager of the station, came to this conclusion after speaking to a representative of Arbitron last month and with one from the A. C. Nielsen Co. on March 18. The rating services met with the station after WFTV complained there were "dramatic differences" in their reports of November 1976 in the Orlando-Daytona Beach market (BROADCASTING, Feb. 7, 21).


Saying Nielsen's and Arbitron's answers were unsatisfactory, Mr. Windsor added that both services have furnished WFTV with advances of the February 1977 books. He said the two new studies continue to show major differences in a number of dayparts and demographic categories.

'Newsweek' changes its tune toward TV

Newsweek magazine, never reluctant in the past to criticize television as an advertising medium, seems to be adopting a let's-live-with-TV attitude.

The magazine, which had been active in the past year in downgrading television in paid advertisements, ran two pages of advertisements in the *New York Times* last

How do you get maximum performance from an outdated T.V. transmitter without expensive replacement?



..... I'm sitting on your answer!

Don't let an outdated transmitter impair your station's performance when a solid state IF MODULATED EXCITER — up to 10 watts UHF, 60 VHF — could be your answer. And for less than 10% of the cost of replacing the transmitter.

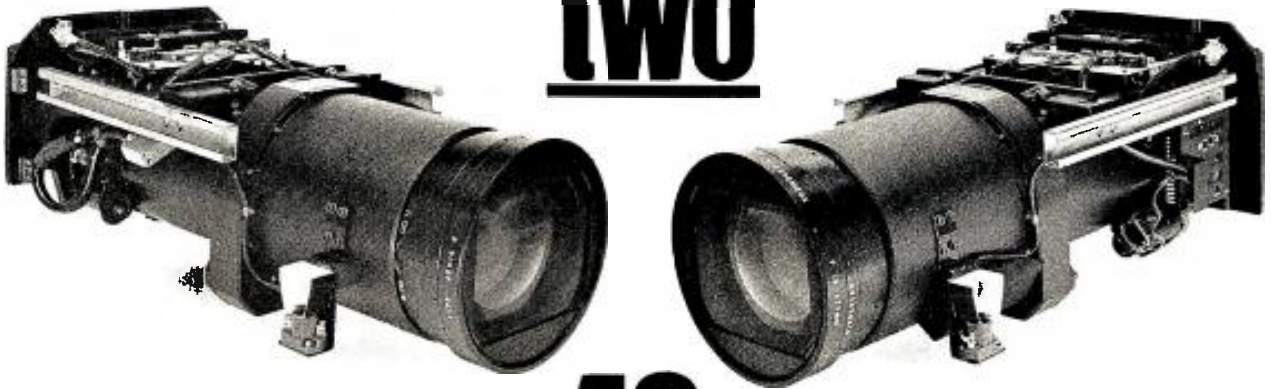
This compact unit from Townsend Associates employs the latest state of the art from a pioneer in the field of T.V. transmitter engineering. Townsend is known for quality engineering worldwide; in the design of TV stations and the manufacture of transmitter equipment. See us for the most advanced line in the industry.

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week heralding its new "Zero Base Media Planning" concept. It said "Zero-Base" focuses attention on intermedia comparisons and pointed to a wide range of research organizations to which *Newsweek* subscribes to give its advertisers and prospects all types of media information. It noted that for the first time this year it is a subscriber to both Broadcast Advertisers Reports and the National Arbitron.

Not an arrow was directed at TV. But it does say that it is in a position to determine "Media Imperative Data," pointing out that given the target audience, budget and media plan, advertisers will be able to figure out how many times a "magazine imperative" is exposed to an advertising message and how many times a "TV imperative" is exposed (these are registered trademarks of W. R. Simmons & Associates Research Inc.).

Newsweek also said it is a participant in a five-magazine study which will attempt to evaluate the impact of a TV commercial on its viewer and that of a magazine on its reader, and it added significantly, "with special attention to the increased learning rate that a combination of both TV and print can accomplish."

Advertising Briefs

Choate on codes. Robert Choate, in testimony before House Consumer Subcommittee on legislation to revise some Federal Trade Commission practices, recommended that subcommittee hold hearings on "apparent hypocrisy and misrepresentations in child-related advertising codes" of National Association of Broadcasters, Council of Better Business Bureaus and Association of National Advertisers.

Programing, too. Buckley Radio Sales, New York, has formed Buckley Marketing Services to provide stations with off-line network sales representation with or without programing features. Robert V. Copping, president of Buckley, said new division plans to supply stations with sports and other programing features. Robert J. Syers, formerly of Audio/Video Programing Inc., New York, has been named vice president, marketing sales, and Brooke S. Taylor, previously director, national marketing services, Audio/Video Programing Inc., has been appointed vice president, marketing services.

Protester signs. NBC's WMAQ-TV Chicago reportedly has signed for overnight local rating service A.C. Nielsen Co. launched in Chicago in January 1976. NBC had protested that new metered service gave WMAQ-TV short shrift in some day-parts, subsequently with Nielsen co-sponsored independent study (BROADCASTING, Jan. 26, 1976, et seq.). Sources said contract does not require changes in meter system but that Nielsen indicated it will undertake to enlarge survey sample in future. In latest report (January), WMAQ-TV ranked fourth on 7 a.m.-to-1 a.m. basis, with WLS-TV (ABC) first, WBBM-TV (CBS) second and WGN-TV (independent) third.

Programing

It's nearing showdown time for Operation Prime Time

Commercial spots are selling well in Los Angeles and San Francisco; 48 of the top-50 markets to show 'Testimony'; committee members of the project offer different views on how to determine its success

Operation Prime Time is only a month away from its first on-the-air test, and already two of its principals are coming up with somewhat different projections about what the future holds for the project.

"A lot depends on our getting good ratings," says Al Masini, the president of Telerep and a member of the OPT steering committee. "If we don't get good ratings, we don't have a future."

Another steering-committee member, Leavitt Pope, the president of WPIX(TV) New York, disagrees. "It'd be nice to make our first program"—a six-hour made-for-TV movie called *Testimony of Two Men*, which is based on the Taylor Caldwell best seller—"a great hit," he says. "But even if it only does moderately well in the ratings, I still think stations will be looking for more product of this kind." A disastrous rating "would certainly throw a monkey wrench into *Testimony of Two Men*-type movies" but the stations, bypassing the three-network structure, might still band together for, say, a weekly series, according to Mr. Pope.

Everyone involved, however, is enthusiastic about the cast lined up so far by Universal Pictures Television, the producer of *Testimony*. David Birney (*Serpico*, *Brigette Loves Bernie*) has the lead role of a doctor who faces ostracism in his community even after he's acquitted of the murder of his wife. Other cast members include William Shatner, Ray Milland, Dan Dailey, Margaret O'Brien, Steve Forrest, Barbara Parkins, Tom Bosley and Ralph Bellamy.

Al Masini boasts that OPT has already reached the clearance level it set for itself of 80%. The latest station count is 86, with 48 of the top-50 markets firmly in the fold. (Only Grand Rapids, Mich., the 41st in size, and Lancaster, Pa., the 45th, are holdouts at this stage.) The line-up includes WPIX New York, KCOP(TV) Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia, KTVU(TV) San Francisco, WJBK-TV Detroit, WDCA-TV Washington and WJW-TV Cleveland.

OPT sold two of the nine-and-a-half commercial minutes that will be made available in each hour to network sponsors (a minute each to General Foods and Bristol-Myers); the other seven-and-a-half will be sold to local and spot advertisers by each station. KCOP has com-

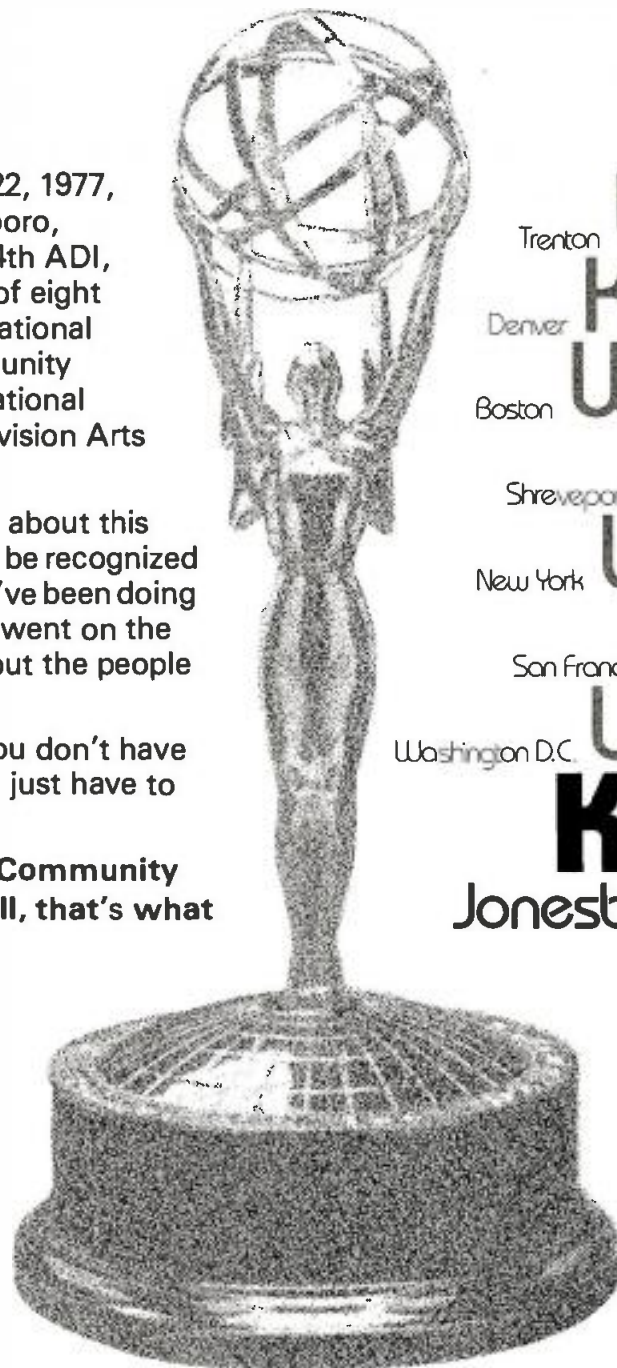
YOU DON'T HAVE TO BE BIG TO BE BEST

On February 22, 1977, KAIT-TV, Jonesboro, Arkansas, the 174th ADI, was chosen one of eight finalists for the National Award for Community Service by the National Academy of Television Arts and Sciences.

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Meaningful Community Service. After all, that's what it's all about.



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New York **WNBC-TV**
San Francisco **KPIX-TV**
Washington D.C. **WTOP-TV**
KAIT-TV
Jonesboro, Arkansas
A HERNREICH STATION

pletely sold out all of its availabilities in *Testimony of Two Men*, and KTVU is two-thirds sold, according to Mr. Masini. WPIX's Mr. Pope says he's just now beginning to offer *Testimony's* minutes locally in New York at a rate-card price of \$8,000 for one 30-second spot in two telecasts (the original, on Monday, from 8 to 10 p.m., and the rerun five days later, on Saturday, from 7 to 9 p.m.; WPIX will play the originals on May 2, May 9 and May 16).

The OPT steering committee, which, in addition to Mr. Masini and Mr. Pope, includes Rich Frank, the president of KCOP, and Bill Schwartz, the vice president and general manager of KTVU, meets in Washington today (March 28) during the NAB for "housekeeping matters," like checking up on the progress of the heavy promotional campaign planned for April, according to Mr. Pope.

Revamping Saturday morning schedules

Cartoons and live action series make line-ups on ABC and CBS

ABC-TV will have five new series and a weekly special and CBS-TV four new shows in their Saturday morning schedules this fall. NBC-TV released its programming

schedule last week (BROADCASTING, March 21).

ABC will launch its 1977-1978 season of children's programs with a weekly series of *ABC Weekend Specials* featuring ABC's *Children's Novels for Television*. Five new series are: *Scobby's All Star Laff-A-Lympics*, a half hour cartoon series produced by Hanna-Barbera Productions; *The All New Superfriends Hour*, a 60-minute animated comedy-adventure series produced by Hanna-Barbera; *The Krofft Supershow '77*, a live action hour of comedy adventure by Sid & Marty Krofft; *Magic Mongo*, a comedy about a male genie, by Sid & Marty Krofft, and *Bigfoot and Wildboy*, a modern-day life adventure also by Sid & Marty Krofft.

ABC has canceled *Tom & Jerry/Mumbly* and *The Oddball Couple*, and is moving *Jabberjaw* and *Great Grape Ape* to Sunday.

CBS has lined up *What's New Magoo*, featuring Jim Backus returning as Mr. Magoo, produced by Depatie-Frelenge Productions; *The Skatebirds*, an hour animated and live-action program produced by Hanna-Barbera; *Space Academy*, a half hour science-fiction series produced by Filmation Associates, and *Wacko*, a variety series produced by Odin in association with Nephi Productions.

CBS will continue *In the News* and *What's It All About*, which are in their seventh and sixth seasons, respectively, and *The CBS Saturday Film Festival*, going

into its 11th year.

Programs being dropped from the lineup are *Sylvester & Tweety*, *Clue Club*, *Shazam*, *Way Out Games*, and *Far Out Space Nuts*.

TV's importance as a learning environment, impact on sexual roles discussed

TV executives, producers meet with research group in 'consciousness raising' sessions concerning content of programs

Television doesn't have to show sex to show sexuality. In fact, sexuality is implicit in the relationships between men and women portrayed on TV every day.

That was the theme of a three-day conference held at an Ojai, Calif., country club on March 4-6. The conference was sponsored by the Project on Human Sexual Development, a research group funded by, among others, John D. Rockefeller 3d, the Carnegie Corp. and the Markle Foundation.

Among the approximately 100 persons attending the conference were some of the top program executives and producers in the business. They included Frederick S. Pierce of ABC-TV; William Self, vice president of programming for CBS; William Rubens, vice president for research and corporate planning for NBC; Al Burton, senior vice president of creative affairs for TAT Productions, Charlie Hauck, producer of *Maude* for Tandem Productions; Terry Keegan, senior vice president of creative affairs for Paramount Television, and Sy Salkowitz, president of 20th Century Fox Television. Also attending were a number of writers, academics, psychologists, actors and actresses, including Germaine Greer, author of "The Female Eunich"; John Leonard, critic for the *New York Times*; Dr. Jessie Bernard, author of "The Future of the Family"; Kathleen Nolan, president of the Screen Actors Guild, and Ben Fisher, attorney and chairman of the Center for Administrative Justice.

Participants in the sessions described them as "consciousness raisers" designed to identify and discuss the nature and effect of roles on television. "It was a giant sensitivity session," said Peter Andrews, a director of program development for NBC. "We realized more how television is a learning environment and how to be more cognizant of the subliminal content our programs have."

That content includes, according to the participants, everything from who orders dinner in a television restaurant to the games played by television children. "When television viewers see men giving respect to each other for being violent, controlling or unemotional; when they see

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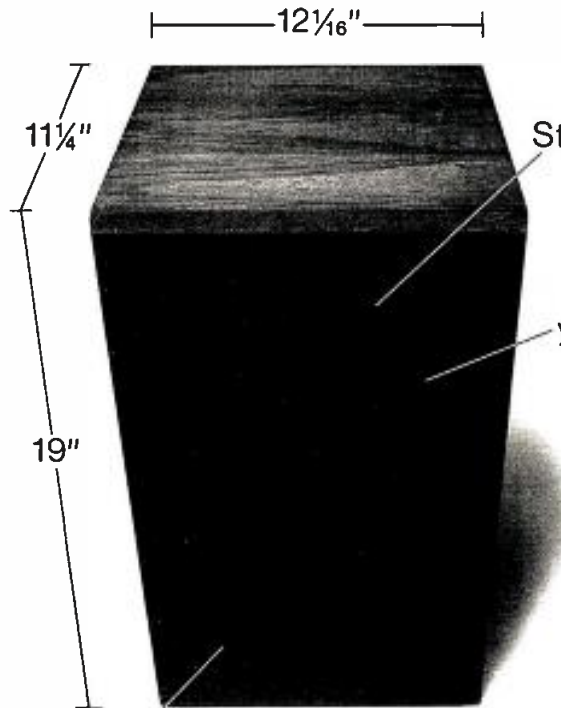
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N-28

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There are many reasons for a station to automate its traffic and accounting functions . . . but the bottom line is always:

HOW DOES AUTOMATION AFFECT PROFITS? To help you solve this problem, answer the following questions and try to place a dollar value on each:

- Does any of your prime inventory go unused by paying customers because you think you're sold out? (Remember how many times you asked Traffic to "find another ten spots" in sold-out periods — and were successful.)
- Do ROS, Trades, and PSA's end up in your prime inventory when you don't want them to?
- Do you ever turn down orders or have to issue make-goods due to product conflicts?
- Do you have orders that don't get billed because of paperwork "falling through the cracks?"
- Do you ever give credits or two-for-one make-goods for preemptions that actually could have been rescheduled?
- Do you ever lose reorders or have to give special new schedules because your best customers fail to get what they want?

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A big sendoff for Mary. After seven years as one of CBS-TV's steadiest prime-time performers, *The Mary Tyler Moore Show* went out with a bang on Saturday, March 19 (8-8:30 p.m., NYT). The last original episode, which concluded with the "curtain call" above, chalked up a 25.5 rating and a 45 share, one of the highest Nielsens in the show's history. After a spring and summer of reruns on CBS, the show begins its recycled life in syndication, courtesy of Viacom Enterprises, this September. Miss Moore has signed a long-term contract with CBS that calls for at least two music-with-comedy specials during the 1977-1978 season and a new series that her company, MTM Productions, will prepare for a weekly berth on the 1978-1979 schedule.

unmarried women primarily as victims, married men primarily as fools, and children with asexual parents, they are receiving clear sexual messages about 'appropriate' sexual conduct," said Elizabeth Roberts, director of the sexual development project. "Television's focus on the relationships between people may be far more important, and have far more impact on the sexual attitudes of children and adults than the portrayal of any particular nude scene or sexual act."

A sampling of those who attended the conference brought the unanimous reaction that consciousness was, indeed, raised. Deanne Barkley, vice president of dramatic development for NBC, said the sessions were "quite effective in terms of realizing that the minutia of television is as important as the bigger parts." She said that a few days after the conference, a colleague suggested to her that a woman be added to a series to introduce some sexual "jeopardy" in the plot. "And then," according to Ms. Barkley, "he said, 'Wait a minute, We can't do that.'"

Most of those interviewed agreed that, if the conference is to have a long-term, concrete effect, it will probably result from just such personal realizations and not from any formal guidelines or policy resolutions. "What it all boils down to," said producer Gene Reynolds of MTM Productions, "is what I can do in writing a scene or a story in exploring the ambiguities of sexual relationships. There is a tremendous lack of use of the potential relationships between men and women on televi-

sion. The Women's Lib area is just the beginning. The conference was kind of a nudge for me."

Participants in the conference were reportedly in favor of more detailed review of the problems, and Ms. Roberts of the sexual development project said its television advisory committee would meet in April to plan further activities.

On with the Emmy show

About 2,100 nominations received; some stars probably won't show; West Coast branch of NATAS plans its own telecast in September

The National Academy of Television Arts and Sciences has affirmed that it is proceeding on schedule with plans for the telecast of the Emmy Awards on NBC-TV on May 15, despite the rift between NATAS and the former Hollywood chapter.

John Cannon, NATAS president, said in New York that more than 2,100 nominations were received for the awards, "only 50 or 60 fewer than last year." He said he is certain that all who have been nominated will show up to accept awards if they win, though he agreed that some "big-name" performers probably would not attend the ceremonies.

The decision by the NATAS trustees to revoke the Hollywood chapter there (BROADCASTING, Feb. 28) led officials of the West Coast branch to form its own organization, the Academy of Television

The Great Health Care Stakes

Odds favor higher medical care costs if prescription drug prices are arbitrarily cut. A gamble? Yes, considering the following:

Drugs markedly reduce the costs of hospitalization, surgery, psychiatry, intensive care, and other forms of health care.

Examples:

1. Polio vaccines eliminated iron lungs, lengthy hospital stays, and saved thousands of potential victims.¹
2. Since drugs to treat mental illness were introduced, the number of patients in mental hospitals has been more than cut in half: from 558,000 in 1955 to about 225,000 in 1974.²
3. Antibiotics save millions of lives and billions of health care dollars.³
4. Drugs that cure tuberculosis closed most sanatoriums.⁴

The stakes are these: new drugs to fight cancer, viral infections, heart ailments, psychoses and other diseases. But —

- New drugs come only from research, a very sophisticated form of roulette.
- Most new drugs are discovered by U.S. research-oriented pharmaceutical companies⁵
- Their research funds come from current prescription drug sales.
- For every drug that's a winner, there are thousands of other

promising chemical compounds that never make it to the gate.

- Cutting drug prices arbitrarily is a sure-shot loss for research investment.

What may be gambled away is much of the future progress in health care for the sake of short term savings.

Dr. Louis Lasagna, a leading clinical pharmacologist, puts it this way:

"It may be politically expedient, for the short haul, to disregard the health of the United States drug industry, but its destruction would be a gigantic tragedy."⁶

One last point: Between 1967 and 1975, according to the U.S. Bureau of Labor Statistics Consumer Price Index, the cost of all consumer items rose 61%, and medical care costs increased 69%, while prescription drug costs increased only 9%.

1. *Pharmacy Times*, March 1976, pp 36-39.

2. "Health in the United States," U.S. Department of Health, Education, and Welfare, 1975, p. 40.

3. National Health Education Committee, "Facts on the Major Killing and Crippling Diseases in the United States," 1971, p. 5.

4. Lambert, P.D. and Martin, A. (National Institutes of Health), *Pharmacy Times*, April 1976, pp 50-66.

5. deHaen, Paul, "New Drugs, 1940 thru 1975," *Pharmacy Times*, March 1976, pp. 40-74.

6. Lasagna, L., *The American Journal of Medical Sciences*, 263:72 (Feb.) 1972.

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Arts & Sciences. Its president, Larry Stewart, and producer-director Bob Sweeney were in New York to confer with network program executives. The sessions were described as "get-acquainted" meetings, during which Mr. Stewart and Mr. Sweeney explained the structure of the new academy and outlined plans for its own two-hour awards telecast next September.

More prescreening at ABC

ABC-TV will expand its service of prescreening programs for affiliated stations via closed circuit beginning April 4. At present, 15 hours of each week's prime-time programming is sent to affiliates Monday through Friday between 10 a.m. and 8 p.m. NYT, in advance of air date. With ABC's expanded policy, programs will also be closed-circuited from 2 a.m. to 5 a.m. NYT. Programs containing a viewer advisory are being closed-circuited three weeks prior to air date. This policy will still continue. Group W has asked the FCC to require networks to prescreen programs for affiliates at least four weeks in advance of air date.

Programing Briefs

Five more. Mike Douglas and Group W signed five-year contract covering his role on *The Mike Douglas Show*. Based in Philadelphia, it is produced in 90-minute and 60-minute versions and is seen on 147 stations. More than 3,800 shows have been produced since going into national syndication in 1963.

More hearings, please. Christian Life Commission of Southern Baptist Convention has urged House Communications Subcommittee to hold more hearings on TV violence, in addition to one day subcommittee had earlier this month (BROADCASTING, March 7). Commission, which is among those who want to curb TV violence, has held hearings of its own among Southern Baptists in Dallas, San Francisco, Montgomery, Ala., and Rich-

TV viewership climbs. Television viewing in the 1976-77 fall-winter season reached an all-time high for the September-February period. Nielsen figures compiled by NBC researchers show set usage in the average TV home during that six-month span totaled six hours and 44 minutes a day, or 16 minutes more than a year ago—and almost an hour more than the five hours and 53 minutes a day recorded 10 years ago. The previous high was set in 1974-75 when the September-February daily average was six hours and 40 minutes.

'Roots' watchers. Spectacular ratings of ABC-TV's *Roots* were even more spectacular in nonwhite homes. A special Nielsen survey found that 41% of all nonwhite TV households watched all eight *Roots* episodes, as compared with 21% of the white households that viewed all eight. ABC said the study also found that 86% of the nonwhite households saw at least one episode, but comparable figure for white homes was not available. Nor could "nonwhite" be broken down to show the viewership of black family history specifically among blacks.

mond, Va. It is also monitoring TV violence and developing materials to teach families responsible TV viewing patterns.

In charge. Paul L. Klein, vice president programs, NBC-TV, New York, assumes additional responsibility for all NBC *World Premiere* movies, specials and miniseries, East and West Coast.

Settled. CBS has agreed to undisclosed out-of-court settlement of \$1.5-million libel suit brought by Lynne Gordon, former wife of 1950's radio personality John Henry Faulk. Ms. Gordon objected to portrayal of her in CBS-TV's *Fear on Trial* documentary on blacklisting of performers. CBS has also agreed to include disclaimer if show is rerun, saying role of wife is fictionalized.

Flintstone invasion. Claster Television Productions reports that new *Fred*

Flintstone and Friends has been sold to 34 stations and expects number to be 40 by September. Program consists of 95 episodes of various off-network Hanna-Barbera cartoons and is placed on barter basis for Benton & Bowles.

Still in there. To dispel "industry rumors and cancellation speculation," WMAL-TV Washington has announced it will continue local prime-time-access magazine show *7:30 Live* next season. General Manager Thomas Cookerly claims show has shown increases in 18-to-34 and 18-to-49 demographics and has equaled ratings of game and animal shows that station used to run in same time slot.

New team. Webster Group, New York, is now eastern sales representative and programming consultant to O'Connor Creative Services, Hollywood.

Together again. Maurice J. (Bud) Rifkin and Ken Joseph, former top executives at Metromedia Producers Corp., New York, have set up Joseph & Rifkin Television Programs Sales, New York and Los Angeles. Mr. Joseph is president and will operate from 200 Park Avenue, New York, 10017. Mr. Rifkin, who is chairman, will make his headquarters in Los Angeles. First property to be syndicated by new firm is *The Ungame Show*, daily program featuring celebrities in games and stunts, to be produced by Ralph Edwards Productions, Los Angeles. Joseph & Rifkin also will act as sales agent and consultant to Mediavision of Toronto.



Mailgram. Senator J. Bennett Johnston (D-La.) examines portion of a 300-foot-long Mailgram containing more than 40,000 signatures of New Orleans area residents asking for a congressional investigation into "the filth that permeates our society" in radio, TV, phonograph records, magazines, etc. The signature campaign began in early February when Keith Rush, air personality at wsmB(AM) New Orleans, asked listeners to send in 10 cents with each name to process a telegram to the Louisiana congressional delegation requesting them to do something about objectionable material in the mass media. Senator Johnston has written to FCC Chairman Richard Wiley requesting the commission review broadcast material containing "off-color language, violence and inappropriate sexual conduct."

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The new way of looking at cable systems at the FCC

Revised definition discards references to community served and to wire or cable; commission also deregulates operations with fewer than 500 subscribers and it considers raising that to 1,000

Cable television system: "A nonbroadcast facility consisting of a set of transmission paths and associated signal generation, reception and control equipment under common ownership and control that distributes or is designed to distribute to subscribers the signals of one or more television broadcast stations, but [not a facility] . . . that serves fewer than 50 subscribers or . . . that serves or will serve only subscribers in one or more multiple unit dwellings under common ownership, control or management."

That is the redefinition of a cable television system that the FCC has arrived at

after more than a year of study and becomes effective May 16. It replaces the original definition, which referred to the distribution of broadcast signals "by wire or cable" and eliminates a "note" that specified that systems are defined in terms of the communities they serve.

Thus, systems now are generally defined in terms of the headend at which their signals are received. "Associated signal generation, reception and control equipment" is, in the commission's view, "a simple but technologically precise way of describing the hardware components" of what is known as a cable television system.

And the reference to "a set of transmission paths" rather than to transmission by "wire or cable," the commission feels, "has the advantage of anticipating new developments in system interconnection" and thus obviates the need to make further adjustments in the definition as technology changes. What's more, master antenna television systems—systems serving subscribers "in one or more multiple-unit dwellings"—are exempt from the cable rules.

The commission, in the order it adopted 7-0, went beyond propounding a new definition. As previously reported, it created a new class of largely deregulated systems—those with between 50 and 499 subscribers—and issued a notice of

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The FCC's comparison of impact estimates in 15 markets

| Market | Approximation of impact from general study | | | Detailed market analysis using impact formula | | |
|--------------------------|--|----------|----------------|---|----------|----------------|
| | Less than 500 | 500-1000 | Less than 1000 | Less than 500 | 500-1000 | Less than 1000 |
| Hazard, Ky. | 3.4% | 5.6% | 9.0% | .2% | .5% | .7% |
| Tupelo, Miss. | 1.5 | 4.0 | 5.5 | .3 | .5 | .8 |
| Lafayette, Ind. | .5 | 4.3 | 4.8 | .03 | .47 | .5 |
| Hagerstown, Md. | .6 | 3.3 | 3.9 | .2 | .6 | .8 |
| Tuscaloosa, Ala. | .9 | 2.7 | 3.6 | .0 | .8 | .8 |
| Clarksburg-Weston, W.Va. | .8 | 2.5 | 3.3 | .5 | 1.0 | 1.5 |
| Ardmore-Ada, Okla. | .8 | 2.3 | 3.1 | .2 | 1.5 | 1.7 |
| Mankato, Minn. | 1.1 | 1.8 | 2.9 | .03 | .06 | .09 |
| Parkersburg, W.Va. | .3 | 2.5 | 2.8 | .03 | .17 | .2 |
| Gainesville, Fla. | 1.2 | 1.6 | 2.8 | .5 | .5 | 1.0 |
| Tyler, Tex. | .0 | 2.5 | 2.5 | .0 | .4 | .4 |
| Meridian, Miss. | .3 | 1.4 | 1.7 | .09 | .51 | .6 |
| Charlottesville, Va. | .0 | 1.7 | 1.7 | .0 | 1.2 | 1.2 |
| Columbus, Miss. | .5 | 1.0 | 1.5 | .3 | .8 | 1.1 |
| Jackson, Tenn. | .0 | 1.0 | 1.0 | .0 | .4 | .4 |

The detailed market analysis figures were derived from a formula as follows:

(1) The total number of cable subscribers on systems located within the 35-mile zone and having between 50 and 499 subscribers was computed. This was also done for all 35-mile zone systems having between 500 and 999 subscribers. These totals are used as factor one.

(2) The average percentage of households viewing television in the market during the 9 a.m.-to-midnight period was ascertained. It is assumed that this percentage holds true for both cable and noncable households. Therefore, factor two represents the average percentage of cable households viewing television in the market during the 9 a.m.-to-midnight period.

(3) Each market station's audience share of cable television subscribers viewing television during the 9 a.m.-to-midnight period was ascertained and used as factor three.

(4) If one or more distant signals are imported, it was assumed for purposes of this table that 50% of the local station's cable viewers might elect to watch the distant signal(s) instead. This assumed 50% fractionalization figure appears as factor four.

(5) Factors one through four were multiplied together to give the number of cable households that would be lost if distant signals were imported. This number, divided by the total number of television households in the station's ADI, gives the percent of predicted audience impact.

This table presents the results of this detailed analysis of potential audience impact per station in comparison with the results of the potential audience impact per market projected by the initial general-approximation methodology.

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Station _____ City _____ State _____ Zip _____

Signature _____

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rulemaking suggesting the same deregulatory treatment for systems with up to 999 subscribers.

The commission, which acted on these matters four weeks ago (BROADCASTING, March 14), has not yet published the texts. However, copies became available last week.

In defining cable systems in terms of the headend, the commission made clear it was not automatically amending rules pegged to the community. A number of existing rules will continue to be implemented on the basis of a "system community unit," that part of a system located with a single community.

The signal carriage rules—which the commission considers the core of its cable regulation—will be applied on a community-by-community basis. "The limitations contained in our signal carriage rules are designed to assure the local broadcasters' continued viability by providing for carriage of the local station on the system while limiting the number of distant signals imported to that whose competition the local station presumably can withstand," the commission said.

However, because of what it sees as the "burden" systems will bear in carrying different complements of signals on different units of an integrated system, the commission has prescribed the criteria it will consider in reviewing petitions for waiver of the signal carriage rules.

These include such questions as

whether the affected community could obtain cable-television service or whether the rest of the system would be built without grant of the requested waiver; the number and type of inconsistent signals being proposed; whether the carriage of any of those signals is mandatory in any segment of the system; the percentage of the local broadcaster's total service area affected; the local broadcaster's financial condition, if put in issue in the proceeding; the extent to which the market has already been penetrated with cable carriage of the signals in question, and the extent to which the system may contemplate future expansion through similar waivers.

The commission's action also permits systems to take one prescribed audience survey per system, rather than per community, to show that a signal is significantly viewed and therefore available for carriage. And, "to facilitate the natural extension of existing systems," the commission will apply the rule barring crossownership of co-located cable television systems and television stations on a system-by-system basis. But the franchise standards and certification rules will continue to be implemented community by community.

The decision to reduce the amount of regulation carried by systems with fewer than 500 subscribers, the commission said, grows out of the conviction that "they are substantially different from larger systems and can be accorded lesser regulation without disruption of our overall regulatory program." A principal purpose of the deregulation, the commission said, is "to alleviate the disproportionate burdens of regulation" such small systems carry.

The commission said those systems typically only furnish subscribers with off-air signals and are not likely to have the resources to install the equipment needed to bring in many additional signals. According to the commission, such systems, which make up 24% of all those now operating but serve only 2% of all cable subscribers, gross annually some \$36,000, an estimate that is based on a \$6 monthly subscriber rate.

As members of a new class of cable television, the smaller systems will still be subject to the mandatory signal-carriage rules and to the commission's technical standards. But reporting requirements will be reduced. And small systems will be exempt from the distant-signal importation limits, from the sports blackout rule, from the requirement to perform technical standard performance tests, from meeting commission franchising standards and from the requirement to obtain certificates of compliance from the commission (a notification of the systems' name and location, and of the signals to be carried will suffice), and from the requirement that a public file of official documents be maintained.

The commission had been asked to deregulate systems with far more than 500 subscribers. But the commission, saying it was moving cautiously, decided to issue a further notice of rulemaking aimed at ex-

tending the regulatory relief to systems with up to 1,000 subscribers. (Those account for a total of 42% of all systems, but they serve only 6% of all subscribers.) Comments on the new rulemaking are due June 6; replies are due by July 6.

The commission's belief that deregulating the smaller systems and even those with up to 1,000 subscribers would have little effect on local television stations is based, in part at least, on studies by the commission's Cable Television Bureau of the fractionalization that local stations might suffer if cable television systems were exempted from the distant-signal carriage limitations. One study, based on "gross estimates," indicates that a handful of stations in small markets would lose more than 2% of their audience if local systems added distant signals. But a "detailed analysis" of 15 "worst cases" indicated the greatest audience loss actually would be 1.7% in Ardmore-Ada, Okla., if the deregulation were applied to 1,000-subscriber systems (see table).

The definitional exclusion of MATV's—which serve subscribers in one or more multiple-unit dwellings, such as apartment houses, under common ownership or management—is a carryover, though with some revisions, from the original definition. In retaining it, the commission said it was impressed by the statement of a large multiple-system cable operator, Cablecom-General, supported by the comments of a large corporation with broadcast interests, RCA, "that regulation of MATV systems had not been justified on the grounds of their actual or potential harm to over-the-air television."

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Cable Briefs

Pole appeal. National Cable Television Association has appealed FCC's refusal to assert jurisdiction over agreements cable systems reach with telephone and utility companies over use of their poles. NCTA, claiming cable systems are at disadvantage in attempting to negotiate rights to attach cables to poles, had requested commission to assert jurisdiction. Commission, however, said it lacked jurisdiction to regulate utility poles or conduit space provided by electric utilities to cable television operators. Appeal was filed with U.S. Court of Appeals in Washington.

Gearing for rewrite. National Cable Television Association's Communications Act rewrite committee chairman, Ralph Baruch of Viacom, announced heads of legal and technical subcommittees. Legal group will be led by Charles S. Walsh of Washington law firm Fleischman & Walsh.

Pay for play. April 17 has been set as premiere date for first in new series of Home Box Office pay-cable stage-show offerings. Series, *Standing Room Only*, will present different stage "spectacular" every month. Performances are taped live and are exclusive to HBO. First three shows are "Ann Corio's 'This Was Burlesque'" taped at the Academy of Music in North-

ampton, Mass., and revues starring Raquel Welch at Lake Tahoe and Totie Fields at Las Vegas.

Showtime's spice. Showtime, Viacom International pay cable programming subsidiary, has entered production area with — 90-minute special taped in Las Vegas called *Spice On Ice*, scheduled to be shown this spring.

Off the presses. National Cable Television Association's "1976 Cable Services Directory" is now available. Publication, formerly known as "Local Origination Directory," has state-by-state lists of cable systems that produce own programming, offer pay, two-way, educational, public and municipal access channels. Directory is available from NCTA, 918 16th Street, N.W., Washington 20006 at \$2 a copy for NCTA members, \$4 a copy for nonmembers.

Microwave purchase. Agreement in principle was reached by American Television and Communications Corp. and Dallas-based Wyly Corp. for sale of Wyly's subsidiary, Microwave Transmission Corp., to ATC for undisclosed price. MTC is interstate common carrier of video and other services to 26 West Coast locations, primarily cable systems in California and Washington. ATC is Denver-based MSO with more than 576,000 subscribers in 31 states. Sale is subject to approval of FCC.

Welcome to club. Society of Cable Television Engineers announced formation of Southeastern chapter covering South Carolina, Georgia, Alabama and Florida. Interested cable technicians and engineers should contact Guy Lee at (404) 892-2288.

HBO spreads. Home Box Office, national pay-TV service, has made an agreement with General Media Satellite Services, Inc., Rockford, Ill., to bring pay programming into Rockford and Love Park, Ill. Programs will be delivered by domestic satellite to 25,000 subscribers in area. HBO now has over 600,000 subscriber homes in more than 300 cable systems nationwide, served by microwave and domestic satellite transmission.

Cable service will also grow in Brooklyn

Two decisions favorable to the expansion of cable TV in New York have been issued. In one, the state Public Service Commission ruled that electric and telephone companies in the state must submit proposals to the commission for rental of utility poles for stringing of cable lines. The proposals are to be submitted within 120 days from the announcement March 7, with further meetings to be held to work out the rates. In New York City, the Board of Estimate on March 10 opened the way for applications by cable companies to provide cable service in Brooklyn, Queens, Bronx and Staten Island. Full service is now provided only in Manhattan. The city's Bureau of Franchises will distribute a description of the requirements and accept proposals.

Broadcast Journalism*

News chiefs want law affirming First Amendment for radio-TV

They send legal brief contending that freedom applies equally to print and broadcast press

The Radio and Television News Directors Association has offered its suggestion to Congress in connection with the rewrite of the Communications Act of 1934 that is now under way: Write a law that assures broadcast journalism the same First Amendment protection that is now enjoyed by the printed press.

RTNDA, in a position paper submitted last week to members of the Senate and House Communications Subcommittees, noted that the recent trend of the law is toward equal treatment of the print and electronic press under the First Amendment. But it said, "regardless of how fast the Supreme Court moves toward this result, the Congress has the responsibility, in reconsidering the Communications Act, to decide for itself whether the First Amendment requires nonregulation of program content by the government."

And RTNDA suggested that Congress take its lead on the matter from Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who called for the Communications Act rewrite. He is on record as stating: "If a broadcaster doesn't have the same, precise protection as the print journalist, he has no protection at all."

RTNDA's paper, prepared by J. Laurent Scharff, of the Washington law firm of Pierson, Ball & Dowd, the association's counsel, tracked what it said was a growing body of court opinion supporting the view that radio and television stations and networks "are journalistic enterprises" and that, "as such, they are part of the 'press' of this nation."

RTNDA recalled that back in 1969 the Supreme Court, in the Red Lion case,

upheld the FCC's right-of-reply rules and the fairness doctrine, on which they are based. The court cited spectrum scarcity and broadcasters' role as public trustee in support of the holding; it also said that it is the public's right to receive "suitable access to social, political, esthetic, moral and other ideas and experiences that is crucial here."

But five years later, in 1974, the Supreme Court took a contrary view in a case involving the *Miami Herald* that, RTNDA noted, "raised almost identical issues." Arguments broadcasters had used to oppose the fairness doctrine in 1969 were echoed in the reasons the court advanced for rejecting arguments defending a state law requiring newspapers to afford a right of reply to political candidates they attack.

Oddly, however, the court did not mention broadcasting in its opinion or attempt to reconcile it with Red Lion. RTNDA contends the two decisions "are in hopeless conflict."

A shift in the Supreme Court's attitude toward broadcasting was discerned by broadcast attorneys in 1973, in a case involving the question of whether broadcasters could be required to sell time for announcements on controversial issues. The U.S. Court of Appeals in Washington said they could. But the Supreme Court said no, that broadcasters must be allowed journalistic discretion. Chief Justice Warren E. Burger wrote: "For better or worse, editing is what editors are for, and editing is selection and choice of material."

What's more, as RTNDA noted, three justices referred to "the role of the licensee as a journalistic 'free agent'" who is "only broadly accountable to public interest standards." And two justices took the position that broadcasters are as entitled to First Amendment protection from fairness and access claims as are newspapers. One of those justices, Potter Stewart, had voted to affirm the fairness doctrine in 1969. The other, William O. Douglas, had not participated in the Red Lion decision.

Then, two years ago, the Supreme Court, in a case involving Cox Broadcasting Corp., overturned a state law which, the court said, infringed upon the First Amendment right of a broadcast station to report information disclosed in a criminal

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Convention Headquarters: Hyatt Regency Hotel

trial. The court, citing the *Miami Herald* case, said, "In this instance as in others, reliance must rest upon the judgment of those who decide what to publish or broadcast."

Against that background, RTNDA argued that the Supreme Court's decision in the *Miami Herald* case is "a compelling brief for deregulation of broadcast journalism and other program content." This, RTNDA added, "is especially so when the legal principles of that case are read against the near future of increasing abundance in electronic communications channels carrying the written word as well as voice and picture."

RTNDA held that there is no "substantial evidence" that, if broadcasters were freed of government oversight of their journalistic judgments, the public would be left uninformed about its choices.

AP makes more changes

Another top-level change was made in the broadcast department of the Associated Press last week with the appointment of Bob Benson, general executive, to supervise administrative procedure in the department (BROADCASTING, March 21; also see page 103, this issue).

Mr. Benson, who reports to Roy Steinfurt, assistant general manager in charge of broadcast activities, will be responsible for modernizing administrative functions and for evaluating and restructuring AP

broadcast activities. Jay Bowles, also a general executive, will be responsible for all membership and sales activities, and Jerry Trapp, general broadcast news editor, will continue to coordinate AP relations with the major radio-TV networks.

Journalism Briefs

Nominees sought. Corporation for Public Broadcasting, working with National Public Radio and Association of Public Radio Stations, is soliciting names of possible recipients for new Edward R. Murrow Award—"highest [and first] recognition public radio can bestow upon one of its own." Award has been established by pioneer broadcaster Thad Holt of Alabama. Initial presentation will be made at May Public Radio convention in New Orleans by Janet Murrow, wife of late broadcast journalist and APRS board member. Nominations, should be sent by April 15 to Murrow Selection Committee, c/o Tom Warnock, Office of Radio Activities, Corporation for Public Broadcasting, 1111 16th Street NW, Washington 20036.

But can he act? James Buckley, former senator of New York, will do thrice-weekly radio commentaries for Westinghouse Broadcasting Co.'s seven stations. He will also be heard on National Public Radio's *All Things Considered* (BROADCASTING, March 7).

Award winners. Named to receive 1977 University of Missouri Honor Awards for Distinguished Service to Journalism are: ABC Sports; Jerrell Shepherd, president and owner of KWIX(AM)-KREX(FM) Moberly, Mo., and Oscar Stauffer, board chairman of Stauffer Publications Inc., Topeka, Kan. group station owner.

A matter of distance. Three copies, limit 25 per request, of National Bureau of Standards' "Metric Style Guide for News Media" are available from Office of Information Activities, Room A621, administration building, NBS, Washington 20234.

Situationer on health. NBC News plans three-hour special next January on health care in America. As with NBC's report on violence last January program will preempt evening's prime-time programing. Special will explore quality and economics of health care in U.S., look into education of those who practice medicine and examine new procedures and technology that will permit better patient care in future.

Food associations lose plea against NBC special

The Grocery Manufacturers of America and the American Meat Institute have been rebuffed by the FCC in their fairness-doctrine complaint against NBC. It involved a Sept. 6, 1976, documentary on

the production of food. GMA and the AMI contended that the program, *What is This Thing Called Food?*, had constituted "a forum almost exclusively for critics of food technology." They said the issue presented by the program—and on which only one side was aired—was "that our national food supply during the last 30 years has become seriously or potentially hazardous to human health because of the use of chemical additives in the processing phase." The FCC's chief of Complaints and Compliance, William B. Ray, acting under delegated authority, rejected the complaint. He said a review of the transcript "indicates that contrasting viewpoints were contained in the program, including varying comments on the benefits, safety and testing procedures of food additives."

News council cautions networks on live coverage of terrorists

Group says policies of reporting such events should be re-evaluated; also advises against fictionalizing documentaries for dramatic effect

The National News Council urged broadcasters in two written statements released Wednesday to re-examine their policies of giving live coverage to terrorist actions and of "mingling" fact with fiction in television docudramas.

The council said news organizations should consider on a case-by-case basis "certain self-restraints" when reporting terrorist and hostage situations. Live coverage, the council said, "precludes full context and judicious editing." Another danger, the council said, is telephoning for interviews with terrorists or hostages while the event is in progress.

The "hybrid form" of docudramas, such as the recent *Tailgunner Joe* special on NBC-TV, or *Eleanor and Franklin: The White House Years* on ABC-TV, present a different danger, according to the council: "public confusion and historical revisionism or inaccuracy . . . particularly because the needs of drama may tend to take priority over journalistic standards." The council's statement recommended that the networks consider "going beyond mere routine disclaimers to assure a proper regard for factual and historical accuracy."

The statements were drafted at council meetings on March 21 and 22, held at Drake University in Des Moines, Iowa. Also at those meetings, the council ruled "unwarranted" three complaints against network news programs. They were:

■ A segment of the Dec. 12, 1976, broadcast of CBS's *60 Minutes* which described land fraud practices in Florida. The story was filmed in May of 1976, but in July the state legislature passed laws

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Tug of war over reduced levels of noise for UHF

Broadcast-oriented groups say benefits are many; manufacturers claim costs would be too high

Broadcasters have rallied behind an FCC rulemaking proposal to reduce immediately the permissible UHF receiver noise figure from 18 db to 14 db and to bring it down to 10 db within 30 months. A consumer electronics trade association, a receiver manufacturer, a government unit, and others told a different story.

In a joint comment, the Council for UHF Broadcasting (CUB) was supported by the Corporation for Public Broadcasting, the Public Broadcasting Service, the National Association of Broadcasters, the Association of Maximum Service Telecasters, the Association of Independent Television Stations, the Joint Council on Educational Telecommunications and the National Association of Educational Broadcasters.

"It has been shown that the present 18 db noise figure is well behind the current state of the art in UHF receiver technology and that as a result, the commission's regulatory program is no longer fulfilling its proper role as a stimulus toward carrying out the congressional mandate to close the gap between UHF and VHF performance," the groups said. "Every 3 db of improvement in receiver noise has an effect equivalent to doubling the transmitting power of the station which is being received," they claimed.

Others on the bandwagon in support included: ABC, NBC, Storer Broadcasting, Kaiser Broadcasting, Gilmore Broadcasting, various educational commissions and broadcast licensees, both noncommercial and commercial. In general, the majority supported the timetable for noise-figure improvement but warned the commission that it would not be advisable to require different receiver standards for those sold in "strong signal areas" and "weaker signal areas." Ten licensees in a joint comment reminded the commission that the industry serves a "highly mobile society."

The CUB petition went as far as to assert "it may well be that there will be no additional cost to the consumer for receivers with improved UHF noise figures, because the trend in electronics technology is toward reduced costs as new solid state components are developed." Coast Community College District, licensee of KOCE-TV Huntington Beach, Calif., envisioned receiver prices going up but said, "one must note that television receiver prices have held well over the last 30 years and have been one of the best bargains for the consumer."

The Consumer Electronics Group of the

Electronics Industries Association, however, claimed that the public would suffer from receiver price increases and that the "added cost [would not be] matched by added value." Over-all EIA/CEG expressed concern that "orderly television receiver improvement" could be "disrupted by inordinate emphasis on noise figure that would place the industry in a 'catch-22' situation with respect to noise figure, interference rejection and other aspects of VHF/UHF comparability." Opponents of the proposed rule argued that the lower noise figures would bring about interference from other signals.

EIA/CEG argued that such commission-enforced reductions would force manufacturers to concentrate their efforts on the development of "mechanical-type" tuners, rather than those of the "varactor-type." The latter, EIA/CEG claimed, holds more promise in such areas as cable channel selection.

The trade group warned that it is too simple to say that the db reductions can be made through "better quality control," and that in fact "EIA/CEG knows of no practical method of controlling the standard deviation of receiver average noise figure in production." Proponents have argued that U.S. figures—18 db maximum—lag 4 dbs behind European's.

EIA/CEG also, to rebut attacks the industry has received, said "manufacturers do not consciously use a production line to make a sloppy product as some people apparently believe."

NAB defends its stand on more AM band space

Association says it's just planning ahead, anticipating population increases and future demands of broadcasters

The National Association of Broadcasters sought last week to mollify some station members angered by its stance in favor of creating more spectrum space on the AM band.

The position voted by the NAB board at its January meeting, supporting a proposal for the 1979 World Administrative Radio Conference, drew letters from members both confused and angered, wanting to know why NAB was anxious to create more competition for them ("Open Mike," March 21). The reaction was apparently triggered in part by a "special report" issued by the National Radio Broadcasters Association deploring the proposal to create 21 new AM frequencies and expressing "surprise" that NAB would support it. "An increase in AM radio stations would result in destructive levels of competition and would not serve the public interest," the NRBA paper said.

But the NAB said last week in a supplement to its *Highlights* newsletter that the purpose of WARC '79 is to plan radio spectrum needs beyond the year 2000. Anticipating major shifts in population by

which reportedly negated much of the problem described in the program. The filmed piece was updated on-camera to note the new legislation, but the Florida Real Estate Commission complained that the update was insufficient. The council disagreed, especially since the program reported the legislation a second time on the following week's program "to clear up some confusion."

■ A *60 Minutes* program on Feb. 6, 1977, on which Larry Flynt, publisher of *Hustler* magazine, was interviewed. Mrs. Paul Maloney of Louisville, Ky., complained that the program should not have been aired while an unsequestered jury was out in Mr. Flynt's obscenity trial. The council ruled that it is up to the courts to impose safeguards for the protection of jury impartiality.

■ A Feb. 9, 1977, broadcast of the *ABC Evening News*, which included a story on legislation to break up oil companies. W.K. Morris, assistant vice president for public affairs of Standard Oil Co. of California, complained that the program was "one of the most flagrantly one-sided pieces of reporting in a long time" because it failed to give time to opponents of the legislation. The news council found that the story was treated properly by ABC, since a sponsor of the bill was interviewed on the day the bill was introduced in Congress. The introduction of the bill was the newsworthy event, the council said. The network could not be expected, according to the council, to "explore all facets of this complex issue in a single newscast."

Broadcasters make visits to White House

President and his staff are conducting briefings for TV and print reporters

Eight broadcast journalists along with 21 newspaper editors were scheduled to visit Washington for a briefing by Carter administration officials, including President Carter, on Friday (March 25). Broadcasters on the list are Bruce Northcott, news director, WMT-AM-FM-TV Cedar Rapids, Iowa; Guillermo Restrepo, news director, WXTV-TV Paterson, N.J.; Don Postles, WKBW-TV Buffalo, N.Y.; Dewey Heggen, news director, KFVR-TV Bismark, N.D.; Elden Hale, news director, WNEP-TV Wilkes-Barre-Scranton, Pa.; Nancy Kaplovsky, news director, KDKA(AM) Pittsburgh; Dick Benedict, news director, KCBD-TV Lubbock, Tex., and Fred Scott, news director, KALL(AM)-KQMU(FM)-KUTV(TV) Salt Lake City.

The briefing was the second the White House office of media liaison has held for out-of-town journalists. Eighteen editors and four broadcasters attended the first, on March 4. The broadcasters were Fred Blackman, WGHP-TV High Point, N.C.; Michael Morgan, KGBT-TV Harlingen, Tex.; Joseph B. Reilly, WWNH(AM) Rochester, N.H., and Bernadine C. Washington, WVON(AM) Chicago.

then as well as the broadcasters' own demands for improvements (moving from daytime-only to full time, wanting more power; etc.), the NAB argued that the increased spectrum space will not only be justified, it will be necessary. "If broadcasters don't acquire the much needed frequency space at WARC, they may never get it," NAB's memo said. "Without additional frequency space, the population pressures of the coming years will force the FCC to adopt some other alternatives such as the reduction of frequency spacing which NAB firmly opposes."

Also, NAB said, the potential additional space would provide a way for minorities to become broadcast owners, in lieu of their having to file license challenges and petitions to deny against existing owners.

RCA travels airwaves with new six-foot dish

Company says radio stations with antenna can receive clearer audio transmissions

RCA is now able, via satellite, to transmit signals that can be picked up by any radio station with a special six-foot antenna.

At a news conference in New York last Monday (March 21), Philip Schneider, executive vice president for engineering and operations at RCA American Communications Inc. (Americom), took a standard network radio newscast as his example and cited the cost of satellite transmission to all the stations on the network as being lower than that of land lines. He added that "with a single repeater-amplifier in the sky," satellite technology would deliver a much clearer audio signal than the one produced by land lines, which are subject to static from "interconnections such as switches, amplifiers and other ground equipment."

United Press International is the only company making use of the RCA Americom satellite, feeding its audio news reports on a circuit between New York and Los Angeles. But William Ketter, UPI's vice president for broadcast services, said that the 900 stations receiving UPI's simultaneous audio feed would get much better signals, at cheaper cost, if they all put in the six-foot-diameter dish. (The FCC has not yet approved the dish for general use, but RCA sources say they envision no problem in getting the commission's imprimatur.) Mr. Schneider said he's ready to make serious pitches to the major radio networks, ABC, CBS, NBC and Mutual.

The dish antennas cost about \$7,000 apiece, but Mr. Schneider said mass production could cause a substantial lowering of the price.

Technical Briefs

Radiation problem. Although he concedes it is difficult to know how much radiation is too much, Representative Henry Waxman

(D-Calif.) says FCC and Department of Health, Education and Welfare should develop policies to shield public from possibly harmful radiation from microwave antennas. FCC Chairman Richard Wiley, in reply to earlier Waxman letter on same subject, has said studies indicate that general public is little affected by microwave, but that exposure is higher among people near high power antennas and receivers. FCC staff is now reviewing possible need for regulation protecting workers at broadcast stations or their antenna sites, he said.

Working together. RCA Corp., New York, has signed agreement with Hitachi Ltd. of Tokyo to distribute Saticon TV camera tubes. Hitachi will manufacture Saticon tubes to RCA's specifications which will supplement RCA's existing line of lead oxide and sulfide camera tubes for commercial use.

Computerized. Automation Electronics Inc., Lafayette, Ind., and Airmedia Inc., Fort Pierce, Fla., have announced contracts for installation of Autotron in-house business system at WIRA(AM)-WOVY(FM) Fort Pierce. Larry E. Zaiser, president, AEI, and Hudson C. Millar, president, Airmedia, named June installation date for Capital-Honeywell minicomputer system.

Sale in Africa. Nigerian Broadcasting Corp. has installed \$2-million worth of RCA color TV mobile units in Nigerian state TV centers in Makurdi and Sokoto to augment TV studio facilities there. RCA's mobile units are equipped for complete color program production and distribution.

Venezuelan market. U.S. Department of Commerce is sponsoring Telectronica '77 at U.S. trade exhibit in Caracas, Sept. 26-Oct. 1. Purpose is to promote U.S. telecommunication equipment in Venezuela, where Commerce expects demand for telecommunications equipment will reach \$222 million in 1979, up from \$57 million in 1973. For more information contact Hans J. Amrhein, (202) 377-2332, Washington.

IVC feels the pinch

International Video Corp. says a new credit arrangement imposed by its lending banks is producing a "severely increased strain" on its cash flow. The company has expressed some doubt as to how long operations can continue at present levels, but said current operating levels will try to be maintained during the next few weeks.

IVC cut its work force by 63 employees earlier this month, and is conducting discussions with several companies on possible acquisition (BROADCASTING, March 7).

The company said it was notified by its banks that the amount of advances under current credit arrangement has been reduced to 50% of cash receipts from 90%. The balance of receipts will be applied against outstanding bank debt of about \$6 million, the company said.

Settlement helps to put Taylor second on CBS's '76 salary scale

Paley is tops; Schneider, Backe, Yetnikoff, and Phillips also high on remuneration list; stockholders advised of proposals to be voted at April 20 meeting

Arthur R. Taylor, deposed president of CBS Inc., received a salary of \$353,846 from the company in 1976, \$46,276 of which represented a partial settlement for the termination of his contract. The settlement also obliges CBS to pay Mr. Taylor \$250,000 in 1977 and in 1978 and, "under certain circumstances," up to \$100,000 in 1979.

The figures were listed in a proxy statement mailed to CBS stockholders last week. The statement also said that CBS Chairman William S. Paley and Broadcast Group President John A. Schneider received 1976 salaries and bonuses of \$500,557 and \$325,000, respectively.

Mr. Schneider's remuneration was the highest of all the presidents of the corporation's four operating groups. John D. Backe, now president of CBS, received \$284,162 as head of the company's publishing group last year. John Phillips, president of the CBS/Columbia Group of consumer product lines, received \$231,000 and Walter R. Yetnikoff, president of CBS Records, \$257,923.

The proxy statement listed a number of matters to be brought before CBS stockholders at their annual meeting April 20 (at the CBS Studio Center, in North Hollywood). The proxy material makes no mention, however, of Mr. Paley's previous announced retirement as "chief executive officer," which is to take place at the meeting. But a spokesman for the company said no change in plan is anticipated.

Among items to be brought to a vote at the meeting:

- A shareholder proposal by Accuracy in Media Inc. for the appointment of a "viewer's advocate" to monitor CBS news and public affairs programing for accuracy, fairness and balance. Similar proposals have been defeated by stockholders for the past two years. Management opposes the resolution "even more strongly than in 1976," and noted in the proxy statement that a "public watchdog already exists"—the National News Council. Mr. Paley publicly announced last January his support for the NNC.

- A new performance incentive plan for executives which calls for cash bonuses instead of stock options. Offering of options, the statement says, "has not proved to be a particularly satisfactory basis for reward."

- A management proposal to double the number of common stock shares avail-

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

| Company | Period/Ended | Current and change | | | | Per Share | Year earlier | | |
|---------------------------|--------------|--------------------|----------|-------------|----------|-----------|---------------|-------------|-----------|
| | | Revenues | % Change | Net income | % Change | | Revenues | Net income | Per Share |
| Acton Corp. | Year 12/31 | 18,186,000 | +100.9 | 1,521,000 | * | .57 | 9,052,000 | 176,000 | .07 |
| Avco | Year 11/30 | 617,201,000 | + 1.4 | 92,949,000 | + 52.7 | 3.98 | 608,246,000 | 60,835,000 | 2.33 |
| Burnup & Sims | 9 mo 1/31 | 59,260,300 | + 16.4 | 1,000,000 | * | .12 | 50,875,400 | 141,700 | .02 |
| Cablecom-General | 3 mo 2/28 | 5,976,645 | + 2.7 | 872,554 | + 35.2 | .29 | 5,815,115 | 645,093 | .22 |
| CBS | Year 12/31 | 2,230,576,000 | + 15.0 | 163,995,000 | + 33.4 | 5.75 | 1,938,867,000 | 122,903,000 | 4.30 |
| Cohu | Year 12/31 | 15,541,959 | + 1.0 | 306,034 | + 13.3 | .17 | 15,385,075 | 352,903 | .20 |
| Communications Properties | 3 mo 1/31 | 6,366,445 | + 20.5 | 413,783 | * | .09 | 5,279,836 | (110,025) | (.02) |
| Foote, Cone & Beiding | Year 12/31 | 65,814,000 | + 13.8 | 4,618,000 | + 27.4 | 2.00 | 57,787,000 | 3,622,000 | 1.70 |
| General Tire & Rubber | Year 11/30 | 2,022,545,000 | + 15.4 | 104,690,000 | + 67.8 | 4.68 | 1,751,958,000 | 62,368,000 | 2.76 |
| MCA | Year 12/31 | 802,918,000 | - 1.1 | 90,234,000 | - 5.5 | 5.02 | 811,484,000 | 95,513,000 | 5.35 |
| Motorola | Year 12/31 | 1,504,431,000 | + 14.6 | 85,397,000 | +107.6 | 3.01 | 1,311,771,000 | 41,127,000 | 1.46 |
| MPO Videotronics | Year 10/31 | 18,939,825 | + 38.0 | 921,783 | * | 1.77 | 13,716,827 | (267,404) | (.68) |
| Dak Industries | Year 12/31 | 144,138,398 | + 27.5 | 2,625,430 | +157.6 | 1.39 | 113,013,825 | 1,019,056 | .41 |
| Teletronics | 6 mo 12/31 | 5,137,000 | + 21.7 | 351,000 | + 11.4 | .35 | 4,220,000 | 315,000 | .33 |
| Viacom | Year 1/1 | 45,777,000 | + 16.2 | 3,782,000 | + 22.1 | 1.02 | 39,376,000 | 3,097,000 | .85 |
| Westinghouse | Year 12/31 | 6,254,291,000 | + 5.4 | 223,217,000 | + 35.0 | 2.54 | 5,928,608,000 | 165,224,000 | 1.89 |

*Change too great to be meaningful.

able to the board for issue from 50,000,000 to 100,000,000. As of February, the company was authorized to issue 21,011,244 more common shares than it had already. The board of directors has no intention at the moment to increase that number, the proxy statement said, but it considers it "advisable" to have more shares available for use in connection with further acquisitions, stock dividends, benefit plans, stock splits and "other corporate purposes."

■ Re-election of directors to sit on the board for one-year terms. Director Robert A. Lovette, 81, banker and former secretary of defense, is to resign his position on the board, and CBS management has nominated James R. Houghton, chairman and president of Corning International Corp., to replace him.

ABC diversifies further in publications field

ABC has announced that it has reached an agreement in principle for the purchase of several publications owned by the CHC Corp. of California. The price, according to ABC, will be about \$13.2 million in cash.

CHC Chairman Seth Baker said that the purchase agreement included only the company's *Los Angeles Magazine* (circulation 132,000, newsstand sales 42,000); *American West*, a subscription-only historical journal; *National Insurance Law Service*, a state-by-state listing of insurance regulations, and University Park Press, a publisher of medical textbooks. CHC also owns Sparrow Records, which makes religious recordings and Acton House, a religious publishing group.

In 1976, CHC reported a net income of \$1,425,840 on revenues of \$22,430,088. The company's publishing operations brought in revenues of \$7,569,574, 45% higher than in 1975.

Continental shores up its financing

\$24 million of loan will be used to retire present borrowing; balance goes to corporate reserve

Continental Cablevision, the Boston-based MSO, completed financing for a \$30-million loan—said to be one of the largest in the history of the cable industry.

According to Amos B. Hostetter Jr., Continental's executive vice president and treasurer, the money will be used to retire approximately \$24 million of bank borrowing with the balance added to the company's general corporate reserve. "The additional cash," Mr. Hostetter said, "provided by this financing and the related longer term maturity will enable us to continue our commitment to the construction of major new cable systems."

The loan is in the form of senior unsecured 10 1/2% notes with John Hancock Mutual Life Insurance Co., the Equitable Assurance Society of the United States and Teachers Insurance and Annuity Association of America which will mature in installments from 1981 through 1992.

Continental has more than 175,000 subscribers to systems in eight states. Last year it completed construction of a system in Lansing, Mich., and has started work on a system surrounding Dayton, Ohio.

Finance Briefs

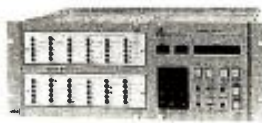
For sale. Harte-Hanks Newspapers, San Antonio, Tex., has filed registration statement with Securities and Exchange Commission covering proposed secondary offering of 324,661 shares of common stock by various selling stockholders. Goldman, Sachs & Co., and E.F. Hutton & Co. will head group of underwriters expected to make offering in mid-April.

Harte-Hanks will receive no proceeds from sale of shares.

Post grows. Post Corporation, Appleton, Wis., has acquired from Booth Newspapers all stock of Comcorp Inc., publisher of 10 weekly newspapers in Cleveland suburbs and shopping newspaper in Lakeland, Fla. Comcorp was publicly traded until 1976 when it was acquired by Booth. In 1975 company earned \$217,000 on \$6 million in revenues.

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The Broadcasting Playlist Mar 28

Contemporary

| Over-all-rank | Last This week | This week | Title (length) Artist—label | Rank by day parts | | | |
|---------------|----------------|-----------|---|-------------------|--------|------|-------|
| | | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 1 | 1 | 1 | Love Theme from "A Star is Born" (Evergreen) (3:03) Barbra Streisand—Columbia | 1 | 1 | 2 | 1 |
| 5 | 2 | 2 | Rich Girl (2:23) Hall & Oates—RCA | 2 | 3 | 1 | 3 |
| 2 | 3 | 3 | Things We Do for Love (3:32) 10cc—Mercury | 3 | 2 | 4 | 2 |
| 3 | 4 | 4 | Dancing Queen (3:50) Abba—Atlantic | 4 | 4 | 3 | 4 |
| 4 | 5 | 5 | Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown | 5 | 5 | 5 | 5 |
| 11 | 6 | 6 | Don't Give Up on Us (3:30) David Soul—Private Stock | 7 | 10 | 7 | 6 |
| 10 | 7 | 7 | I Like Dreamin' (3:29) Kenny Nolan—20th Century | 11 | 11 | 6 | 10 |
| 8 | 8 | 8 | Fly Like an Eagle (3:00) Steve Miller Band—Capitol | 10 | 6 | 10 | 8 |
| 13 | 9 | 9 | Carry On, Wayward Son (3:26) Kansas—Kirshner/Epic | 9 | 9 | 11 | 9 |
| 19 | 10 | 10 | Hotel California (6:09) Eagles—Asylum | 8 | 12 | 8 | 11 |
| 6 | 11 | 11 | Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol | 6 | 8 | 9 | 16 |
| 7 | 12 | 12 | Night Moves (3:20) Bob Seger—Capitol | 13 | 7 | 12 | 7 |
| 12 | 13 | 13 | Blinded by the Light (3:48) Manfred Mann—Warner Bros. | 12 | 13 | 15 | 15 |
| 16 | 14 | 14 | I've Got Love on My Mind (4:20) Natalie Cole—Capitol | 15 | 14 | 14 | 14 |
| 14 | 15 | 15 | Go Your Own Way (3:34) Fleetwood Mac—Warner Bros. | 14 | 15 | 17 | 18 |
| 22 | 16 | 16 | Southern Nights (2:58) Glen Campbell—Capitol | 17 | 19 | 13 | 13 |
| 17 | 17 | 17 | Maybe I'm Amazed (3:13) Wings—Capitol | 18 | 17 | 16 | 12 |
| 9 | 18 | 18 | Year of the Cat (4:32) Al Stewart—Janus | 16 | 16 | 18 | 17 |
| 20 | 19 | 19 | So Into You (3:19) Atlanta Rhythm Section—Polydor | 19 | 18 | 19 | 19 |
| 18 | 20 | 20 | Weekend in New England (3:38) Barry Manilow—Arista | 23 | 20 | 23 | 20 |
| 21 | 21 | 21 | Long Time (3:03) Boston—Epic | 22 | 23 | 20 | 21 |
| 23 | 22 | 22 | Lido Shuffle (3:40) Boz Scaggs—Columbia | 20 | 22 | 22 | 24 |
| 25 | 23 | 23 | When I Need You (4:11) Leo Sayer—Warner Bros. | 21 | 25 | 21 | 26 |
| 15 | 24 | 24 | New Kid in Town (5:02) Eagles—Asylum | 25 | 21 | 27 | 23 |
| 26 | 25 | 25 | Hot Line (2:59) Sylvers—Capitol | 33 | 26 | 26 | 22 |
| 24 | 26 | 26 | Enjoy Yourself (3:24) Jacksons—Epic | 24 | 27 | 25 | 28 |
| 28 | 27 | 27 | Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown | 27 | 24 | 31 | 27 |
| 27 | 28 | 28 | Trying to Love Two (3:05) William Bell—Mercury | 26 | 28 | 28 | 29 |
| — | 29 | 29 | Sir Duke (3:52) Stevie Wonder—Tamla/Motown | 37 | 36 | 24 | 25 |
| 34 | 30 | 30 | Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC | 28 | 29 | 30 | 30 |
| — | 31 | 31 | Can't Stop Dancin' (3:18) Captain and Tennille—A&M | 29 | 30 | 33 | 32 |
| 29 | 32 | 32 | Car Wash (3:18) Rose Royce—MCA | 30 | 35 | 29 | 35 |
| 33 | 33 | 33 | Say You'll Stay Until Tomorrow (3:30) Tom Jones—Epic | 31 | 32 | 34 | 34 |
| — | 34 | 34 | I Wanna Get Next to You (3:29) Rose Royce—MCA | 32 | 31 | 35 | 36 |
| 32 | 35 | 35 | Do Ya (3:45) Electric Light Orchestra—United Artists | 36 | 34 | 36 | 31 |
| 36 | 36 | 36 | You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros. | 38 | 33 | 37 | 33 |
| 37 | 37 | 37 | Whodunit (3:35) Tavares—Capitol | 34 | 37 | 38 | 37 |
| — | 38 | 38 | Walk This Way (3:31) Aerosmith—Columbia | * | * | 32 | * |
| 31 | 39 | 39 | The First Cut is the Deepest (3:19) Rod Stewart—Warner Bros. | 40 | 38 | 39 | 38 |
| — | 40 | 40 | Right Time of the Night (2:53) Jennifer Warnes—Arista | 35 | 39 | * | * |

Playback®

Who's Hot? "The *Angel in Your Arms* (Big Tree/Atlantic) this morning is gonna be the devil in someone else's arms tonight." So says Hot, a new group of three women who sing out for their sisters' freedom. Just off "Playlist" at 46, this tune is "very, very good ... a kind of R&B sound ... very adult record," says K.L. Collins of KLWW(IAM) Cedar Rapids, Iowa. Hot's producer Terry Woodford says: "The thing that makes them unique is that they're saying things women have not said in the past in song ... *Angel* has country lyrics but the style is pop and R&B. By taking a combination of styles we've created a new type thing." **Heat's on.** Leo Sayer, whose *You Make Me Feel Like Dancing* still hangs on "Playlist" at 36, is back with a follow-up. *When I Need You* (Warner Bros.) is destined to become "ballad of the year," predicts Al Resler of WGAR(IAM) Cleveland. John Shomby of WERC(IAM) Birmingham, Ala., agrees: "It's a super record ... ideal for any contemporary format ... it will reach number one and stay there for awhile." **Continuing consensus.** Music directors Shomby and Resler agree on another tune: *Dancing Man* (Epic) by Q. "It could be one of the summer records. It's easy to listen to, dance to and it's a happy song," says Mr. Resler.

Country

| Over-all-rank | Last This week | This week | Title (length) Artist—label | Rank by day parts | | | |
|---------------|----------------|-----------|--|-------------------|--------|------|-------|
| | | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 1 | 1 | 1 | Southern Nights (2:58) Glen Campbell—Capitol | 1 | 1 | 1 | 1 |
| 5 | 2 | 2 | She's Just an Old Love ... (2:33) Charley Pride—RCA | 2 | 2 | 2 | 2 |
| 3 | 3 | 3 | Lucille (3:39) Kenny Rogers—United Artists | 3 | 3 | 5 | 3 |
| 7 | 4 | 4 | It Couldn't Have Been Any Better (3:00) Johnny Duncan—Columbia | 4 | 4 | 3 | 5 |
| 10 | 5 | 5 | She's Got You (3:04) Loretta Lynn—MCA | 5 | 5 | 4 | 4 |
| 9 | 6 | 6 | Adios Amigo (3:35) Marty Robbins—Columbia | 6 | 9 | 6 | 7 |
| 21 | 7 | 7 | Mockingbird Hill (2:58) Donna Fargo—Warner Bros. | 9 | 7 | 9 | 8 |
| 8 | 8 | 8 | Paper Rosie (3:56) Gene Watson—Capitol | 8 | 10 | 8 | 9 |
| 2 | 9 | 9 | Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol | 11 | 6 | 11 | 6 |
| 4 | 10 | 10 | Heart Healer (2:31) Mel Tillis—MCA | 7 | 11 | 10 | 10 |
| 6 | 11 | 11 | Don't Throw It All Away (3:09) Dave & Sugar—RCA | 10 | 8 | 7 | 13 |
| 14 | 12 | 12 | If Love Was a Bottle of Wine (3:14) Tommy Overstreet—ABC/Dot | 12 | 14 | 15 | 14 |
| — | 13 | 13 | You Can Never Tell (C'Est La Vie) (3:27) Emmylou Harris—Warner Bros. | 13 | 13 | 12 | 12 |
| 18 | 14 | 14 | You're Free to Go (2:40) Sonny James—Columbia | 15 | 12 | 14 | 18 |
| — | 15 | 15 | She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy | 14 | 18 | 13 | 16 |
| 17 | 16 | 16 | After the Lovin' (3:50) Engelbert Humperdinck—Epic | 19 | 15 | 16 | 11 |
| 13 | 17 | 17 | Moody Blue (2:48) Elvis Presley—RCA | 18 | 19 | 17 | 19 |
| — | 18 | 18 | I Just Came Home ... (3:24) Cal Smith—MCA | 20 | 17 | 19 | 20 |
| 15 | 19 | 19 | Play Guitar Play (3:20) Conway Twitty—MCA | 17 | * | 20 | 17 |
| — | 20 | 20 | He'll Play the Music (2:58) Little David Wilkins—MCA | 16 | * | 18 | * |
| 20 | 21 | 21 | I'm Not Easy (3:03) Billie Joe Spears—United Artists | 22 | 16 | * | * |
| — | 22 | 22 | Sam (3:41) Olivia Newton-John—MCA | * | 21 | 21 | 15 |
| 16 | 23 | 23 | There She Goes Again (3:01) Joe Stampley—Epic | * | 20 | 23 | 24 |
| 25 | 24 | 24 | The Movies (2:59) Stallor Bros.—Mercury | * | 22 | 22 | 23 |
| 11 | 25 | 25 | Desperado (3:16) Johnny Rodriguez—Mercury | 21 | 24 | * | 25 |

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

Fates & Fortunes

Media



Rubin

Aaron Rubin, financial executive VP, NBC, New York, named corporate executive VP. He will conduct major corporate projects. **James M. Alic**, division VP, operations, RCA Consumer Electronics, New York, named executive VP, finance, research and corporate planning areas, NBC, there.

Charles T. Bates, secretary, CBS Inc., New York, assumes additional duties as associate general counsel, responsible for finance, corporate affairs and development areas of law department. **Irvin Sepkowitz**, associate director of business affairs, CBS-TV, Hollywood, promoted to director, contract negotiations and administration.

David Dodds, general manager, WLYH-TV Lancaster, Pa., elected VP of parent, Gateway Communications.

Dee Lefkowitz, assistant promotion manager, WSBK-TV Boston, joins WJZ-TV Baltimore as audience promotion manager.

Donald K. Powers, in charge of television operations, Maine Broadcasting System (WLBZ-AM-TV Bangor and WCHS-AM-TV Portland), appointed executive VP/chief executive officer.

Tom Martin, general manager, WCIR(AM) Beckley, W. Va., named to same post, WCHS(AM) Charleston, W. Va., succeeding **Jack Rattigan**, appointed general manager, co-owned WRAP(AM) Norfolk, Va.

Joseph (Skip) Simms, sales manager, KFPW-TV Fort Smith, Ark., appointed general manager, WBOY-TV Clarksburg, W.Va.

Robert W. Davis, account executive, Simpson/Reilly rep firm, Seattle, joins Columbia Empire Broadcasting (KNDD(TV) Yakima and KNDU(TV) Richland, both Washington) as general manager.

Douglas M. Grimm, Southern television manager, Arbitron, Atlanta, joins WDTB(TV) Panama City, Fla., as general manager.

Leslie Lillien, public relations director, WJZ-TV Baltimore, joins WTOP-TV Washington in same capacity.

William B. Berkey, VP/general manager, KLEF(FM) Houston, named general manager, WIVY-FM Jacksonville, Fla.

Ralph J. Barnes, general manager, WZMF(AM) Menomonee Falls (Milwaukee), Wis., joins WLEE(AM) Richmond, Va., in same capacity.

Judy Richardson, in WLEE promotion department, named promotion director.

Bob Hatfield, program director, WAZE(AM) Clearwater, Fla., named operations manager, WSB(AM) Boca Raton, Fla.

Mimmi Mathis, creative services coordinator, WSA-TV Montgomery, Ala., named promotion director.

Wally Ausley, assistant manager, WPTF(AM) Raleigh, N.C., appointed station manager.

Ron Kirby, station manager/general sales manager, KRLG(FM) Lawton, Okla., rejoins KSWO(AM) there as general manager.

Howard David, air personality/sports director, WHWH(AM) Princeton, N.J., appointed station manager.

Newly elected officers, New York State Broadcasters Association: **Robert M. Peebles**, Capital Cities Communications/ WROW-AM-FM Albany, president; **Perry B. Bascom**, WNBC(AM) New York, VP; **Tony Malara**, WWNY-AM-TV Watertown, secretary, and **Christopher P. Lynch**, WWSC-AM-FM Glens Falls, treasurer.

Scott S. Miller, executive VP, Corporation for Public Broadcasting, Washington, is resigning to enter private business. He will remain on part-time basis until successor is named. **J. Raul Espinosa**, member of public affairs department, CPB, appointed director of development.

Dudley O. Williams, program director, Auburn (Ala.) ETV studio, Auburn University, joins Alabama Educational Television Commission's telecommunications center as director.

Broadcast Advertising

Murray Brauman, executive VP/creative director, Moss Advertising, New York, appointed president, as agency moves to new headquarters at 633 Third Avenue, New York.

James P. Foley, founder of James P. Foley Advertising, Wayne, Pa. (Philadelphia), retires, but continues to serve agency as consultant. Regular agency operations will be managed by **Herbert Wile Jr.**, chairman/creative director, and **Colin A. Hanna**, president.

Gary Bayer, VP/director of creative services, D'Arcy-MacManus & Masius, St. Louis, named chairman of creative review board. **William L. Mund**, senior account representative, J. Walter Thompson there, joins DM&M as account executive. **James J. Porcarelli**, VP/media director, Travis/Walz/Lane, Shawnee Mission (Kansas City), Kan., joins DM&M, St. Louis, as media supervisor.

Clark M. Brink, management supervisor, Cunningham & Walsh, New York, named senior VP.

John A. Gellatley, VP/account supervisor, Grey Advertising, New York, joins Needham, Harper & Steers there in same capacity.

Ed Kacziany, controller, Spanish International Communication Corp., New York, named director of systems and producers, Kenyon & Eckhardt there.

Carol Lang, broadcast coordinator, Clinton E. Frank, Chicago, promoted to TV producer.

Michael J. Rich, financial VP, Leo Burnett, Chicago, named director of people and compen-

sation. **Wayne A. Wiggins**, assistant to president, appointed director of corporate planning/ chairman of finance committee. **John C. Kraft**, agency controller, named corporate controller.

William H. Brinckerhoff, account executive and copywriter, Gaynor & Ducas, New York, appointed VP.

Robert V. Nilsson, art director, Tatham-Laird & Kudner, Chicago, promoted to associate creative director.

Kelth Bainbridge, sales associate, Adam Young, Chicago, named San Francisco office manager.

Steve Green, media buyer, Leslie Advertising, Greenville, S.C., named media director.

Dan Olson, sales representative, WMT(AM) Cedar Rapids, Iowa, joins Watt Advertising, Bettendorf, Iowa, as account executive.

Richard J. Montesano, executive VP, media division, Trendex, New York, returns to Radio Advertising Bureau there as senior VP, marketing.

Robert Schneider, division director, national sales, Outlet Broadcasting, Providence, R.I., appointed sales manager, Metro TV Sales, Chicago.

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Chris Pfeiffer, associate research director for Kaiser Broadcasting Spot Sales, New York, named research director, replacing **Sarah Weber**, resigned.

Deborah Riedesel, sales assistant, Simpson/Reilly station representative firm, Seattle, named account executive.

Penny Bell, from Blair Television, joins Kelly, Scott and Madison media buying service, Chicago, as account executive.

James J. Smith and **Stephen Levin**, account executives, KRON-TV San Francisco, promoted to national sales manager and local sales manager, respectively.

Don Neil, salesman, WAPT(TV) Jackson, Miss., named sales manager.

Judith L. Jurisich, advertising/sales promotion manager, WSBK-TV Boston, named advertising/promotion manager, WJW-TV Cleveland. Both are Storer stations. Dennis Thatcher, account executive, WJMO(AM) Cleveland Heights, Ohio, joins WJW-TV in same capacity.

Ric Haley, account executive, KOWL(AM) South Lake Tahoe, Calif., promoted to sales manager.

Regina Cochran, from Katz Agency, San Francisco, and **Denise Marks**, from advertising department of Penny's department store, Chico, Calif., joins KOWL as account executives.

Rori Kleinstiver, from WDEE(AM) Detroit, joins WABX(AM) there as sales manager.

John H. Fitzpatrick, sales manager, WBZ(AM) Boston, joins WAPE(AM) Jacksonville, Fla., as commercial manager. **Mick Rizzo**, from

WAYS(AM) Charlotte, N.C., joins co-owned WAPE as account executive.

Diana M. Dawes, sales supervisor, WHWH(AM) Princeton, N.J., named local sales manager.

Jim Stovall, sales manager, KGMB(AM) Honolulu, promoted to general sales manager.

David Herald, salesman, KALE(AM) Richland, Wash., joins KWWV(AM) Wenatchee, Wash., as sales manager.

James B. Coffey, sales manager, WNTY(AM) Southington, Conn., named to same post, WIOF(FM) Waterbury, Conn.

Gayle Greco, sales assistant, KBHK-TV San Francisco, named account executive, KNTV(TV) San Jose, Calif.

Ellen Curran, New England sales manager, Christal Co., Boston, joins WHDH(AM) there as account executive.

Mack Higgins, account executive, KTRH(AM) Houston, and **Paula Winters**, account executive, KBAD(AM) Carlsbad, N.M., join KEYH(AM) Houston in same capacity.

Diane Tappen, radio sales coordinator, WHO(AM)-KLYF(FM) Des Moines, Iowa, named who regional account executive for Des Moines and eastern Iowa. **Chuck Jewell**, KLYF salesman, named who regional account executive for Des Moines, western Iowa and Nebraska.

Penny Miller, account executive, *Laguna Hills* (Calif.) *News Post*, joins KWIZ-AM-FM Santa Ana, Calif., in same capacity.

Harvey M. Adelberg, account executive, WPOR(AM) Providence, R.I., joins WPRI-TV there in same post.

Joseph L. Villarreal, account executive, WCIV-TV Chicago, named to same post, U.S. Spanish Television Network there.

Carroll Watkins, account executive, KTVU(TV) Oakland, Calif., named to same post, KPIX(TV) San Francisco.

Andy Uhr, account executive, WYTV(TV) Youngstown, Ohio, joins WPGH-TV Pittsburgh in same capacity.

John Augustus, account executive, KTVX(TV) Salt Lake City, named to same post, WISH-TV Indianapolis.

Frank Mack, salesman, WRET-TV Charlotte, N.C., joins WBTV(TV) there as account executive.

Dennis J. Holland, from WITH(AM) Baltimore, joins WBFF(TV) there as account executive.

Robert H. Stein, promotion assistant, WABC(AM) New York, joins WBZ(AM) Boston as account executive.

Will Francis, account executive, WMAR-TV Baltimore, and **Scott A. Simensky**, from Television Advertising Representatives, New York, join WJZ-TV Baltimore as account executive.

Julie Phillips McQuiston, account executive, KRIZ(AM) Phoenix, joins KRUX(AM) Glendale, Ariz. (same market), in same capacity.

Bob Adler, regional manager, Cleveland office, CKLW-AM-FM Windsor, Ont. (Detroit), and **Mary Eady**, account executive, Ad Department, Royal Oak, Mich., join WWJ-FM Detroit as account executives.

Pam Kallies, media buyer, Bloom Advertising, Dallas, joins KOAX(FM) there as account executive.

Programing

Frank Price, president of television division, and **Ned Tanen**, president of theatrical products division, both corporate VP's of MCA, Universal City, Calif., named directors. **Donald Sipes**, VP of television division, named corporate VP.

Sandra E. Landau, associate general counsel, Viacom Enterprises, New York, appointed VP, business affairs, East Coast. **Michael J. Lambert**, sales executive, named district manager, south central division, responsible for sales in Florida and Tennessee.



Gallagher



Schimmel

Barbara Gallagher, assistant to president, ABC Entertainment, New York, appointed VP there. Ms. Gallagher will be given added responsibility for artist relations. **Art Schim-**

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mel, VP, film and program marketing services, ABC Entertainment/VP, contracts, West Coast, appointed VP, worldwide sales and distribution, ABC Picture Holdings, full-service international distribution outlet, in New York, London and Los Angeles.

David Kuropatwa, assistant business manager, Metromedia's KTTV(TV) Los Angeles, named business manager, co-owned MetroTape West, production facility there.

George Crowell, freelance performer and former San Francisco and Los Angeles air personality, becomes owner/operator of Universal Sound, new radio program syndication firm marketing beautiful music stereo format. P.O. Box 8213 Universal City, Calif., 91608.

Frank Haniski, filmmaker/editor, joins Motion Picture Laboratories as manager of new office at Lake Ellenor Drive, Suite 120, Orlando, Fla., 32809.

Galen Daily, program manager, KRON-TV San Francisco, named executive producer, KPX(TV) there. **B. Ziggy Stone**, creative consultant, *Evening the MTWTF Show* at KPX. named pro-

ducer of that show.

Michael J. Conaway, freelance producer/writer/director, joins IFPA Film and Video Communications, Hollywood, as administrative director.

Gary Vaughn Brasher, news producer/director, Kansas State Network, named sports producer/director, WJZ-TV Baltimore.

Howard M. Meagle Jr., program manager, WVIR-TV Charlottesville, Va., joins WRDW-TV Augusta, Ga., in same capacity.

Steve Oakley, sports director, KAMR-TV Amarillo, Tex., named to same post, WDAF-TV Kansas City, Mo. **Jim Bonds**, sports director, WHNT-TV Huntsville, Ala., appointed sportscaster/sports reporter, WDAF-TV.

Bokara Legendre, president/producer, Bocara Films, New York, joins WTOP-TV Washington as producer of *Nine in the Morning*, public affairs program.

Jack Nott, director, KCMO-TV Kansas City, Mo., joins WXIX-TV Newport, Ky. (Cincinnati),

as production manager.

Linda Skiff, assistant sports editor, *Stuart* (Florida) *News*, joins WPEC(TV) West Palm Beach, Fla., as sports reporter.

Cal J. Bader Jr., program director, WCRV(AM) Washington, N.J., joins WNOW(AM) York, Pa., as music director/air personality.

Johnnie Hood, air personality, WPTF(AM) Raleigh, N.C., named farm director.

Broadcast Journalism



Benson

Bob Benson, general executive, Associated Press, New York, named to supervise administrative procedures in AP broadcast department.

Larry W. Price, assistant news director, WTVH(TV) Syracuse, N.Y., named executive news producer, WCMI(TV) Columbus, Ohio.

Ernie Mastroianni, news director, WJXT(TV) Jacksonville, Fla., resigns that post to return to his previous position there as investigative reporter.

Curtis O. Peters, reporter/photographer/writer/producer/editor, wsoc-TV Charlotte, N.C., joins wLos-TV Asheville, N.C., as news director.

Anne McGrath, reporter/anchor, WBZ-AM-FM Boston, named reporter, wCVB-TV there.

On board. Twenty-seven lay and professional public television representatives have been elected to Public Broadcasting Service's reorganized 52-member board of directors (BROADCASTING, Feb. 21). They join 21 incumbent lay directors who continue to serve on the new board. Ralph B. Rogers, of KERA-TV Dallas, continues as board chairman. PBS vice chairman, Hartford Gunn, and president, Lawrence Grossman, were appointed to the unitary board, whose other members follow: Two board seats are vacant.

Newly elected lay directors: Alfred Brown Jr., VP Brown's Velvet Dairy Products, New Orleans (wyes New Orleans); John R. Bunting, chairman-chief executive officer, First Pennsylvania Corp., Philadelphia (wmy Philadelphia); Ardath Burkhardt, chairman, Associated Colleges of Indiana, Indianapolis (wvi Indianapolis); Margaret E. Chisholm, VP for university relations and development, University of Washington, Seattle (kcts Seattle); Phyllis S. Denney, board member, Louisiana Educational Television Authority and chairperson, PBS Volunteer Advisory Council (LETA Baton Rouge); Stanley J. Evans, vice chairman, board of trustees, University of Maine (Maine Public Broadcasting Network); Teruo Ihara, board chairman, Hawaii Public Broadcasting Authority (Hawaii Public Broadcasting Network); Ira Koger, chairman, Koger Properties Inc., Jacksonville, Fla. (wjct Jacksonville); Russel I. Kully, partner in law firm of Kadison, Pfaelzer, Woodard, Quinn & Rossi, Los Angeles (kct Los Angeles); G. Tyler Miller, president emeritus, Madison College and former Virginia State Superintendent of Public Education (wvpt Harrisonburg, Va.); Dallin H. Oaks, president, Brigham Young University, Provo, Utah (wbyu Provo); Saralyn B. Oberdorfer, member, Georgia State Board of Education (Georgia Educational Television Network).

Newly elected professional directors: Bob Allen, executive director, Oklahoma Education Television Authority, Oklahoma City; George E. Bair, director of education television, University of North Carolina Television Network, Chapel Hill; Calvin F. Bastian, general manager, Virgin Islands Public Television System, St. Thomas, Virgin Islands; Frederick Breitenfeld Jr., executive director, Maryland Center for Public Broadcasting, Owings Mills; Martin P. Busch, executive director, South Dakota Educational Television Network, Vermillion; John T. Caldwell Jr., general manager, wgbv Springfield, Mass.; Henry J. Cauthen, president and general manager, South Carolina Educational Television Commission, Columbia; Ward B. Chamberlin, president and chief executive officer, WETA Washington; J. Michael Collins, president, WNEB Buffalo, N.Y.; Dona Lee Davenport, general manager, wtv Charlotte, N.C.; Dennis L. Falk, general manager, KFME Fargo, N.D.; Lawrence T. Frymire, executive director and general manager, New Jersey Public Broadcasting Authority, Trenton; O. Leonard Press, executive director, Kentucky Authority for Educational Television, Lexington; C. Gregory Van Camp, general manager wvu Morgantown, W.Va.; Charles W. Vaughan, president and general manager, WCET Cincinnati.

Incumbent lay directors re-elected to new three-year terms: M.M. Anderson, WOED Pittsburgh; Philip Heckman, Nebraska Educational Television Network; Richard E. Hodges Jr. WTV Atlanta; Newton N. Minow, WTTW Chicago; William B. Quarton, Iowa Educational Broadcasting Network; John W. Schwada, KAET Tempe, Ariz.; Don E. Weber KEDT Corpus Christi, Tex.

Incumbent lay directors who continue for the balance of their unexpired term: Edmund F. Ball, WBP Muncie, Ind.; Kendrick F. Bellows, Connecticut Public Television; William S. Frates, WPT Miami; John Lowell, WGBH Boston; Donald R. McNeil, KVI Sacramento, Calif.; Howard N. Nemerovski, KOED San Francisco; Dollie Cole, WTVS Detroit, Alfred C. Galloway, WDCN Nashville; A.A. Heckman, KTCB Minneapolis-St. Paul; George T. Piercy, WNET New York; Ralph B. Rogers, KERA Dallas; Barbara Roper, WMFE Orlando, Fla.; Ann Stranahan, WGTE Toledo, Ohio; John W. Ryan, WTV Bloomington, Ind.

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Sue Simmons, reporter/anchor of NBC's *Today* local news/cut-ins public affairs program host, NBC's WRC-TV Washington, named co-anchor of weeknight newscast.

Renee Ferguson, reporter/anchor, WTHR(TV) Indianapolis, and **Emery King**, anchor, WBBM(AM) Chicago, join WBBM-TV Chicago, as reporters. **Neal Rosenau**, editor of *Barrister* magazine, and **Phyllis Armstrong**, employed by city of New York, join WBBM-TV as news writers. **Michael Kertez**, from *Chicago Sun-Times*, named WBBM-TV overnight assignment editor.

David Andrews, reporter/anchor, WVII-TV Bangor, Me., joins WFTV(TV) Orlando, Fla., as Volusia county correspondent.

Rick Taylor, reporter/anchor, WNGE(TV) Nashville, joins WPEC(TV) West Palm Beach, Fla., as anchorman. **Jack Robertson**, from WCOV-TV Montgomery, Ala., joins WPEC as reporter.

Janet Volz, reporter, WWBT(TV) Richmond, Va., joins co-owned WBT(TV) Charlotte, N.C., as correspondent/co-anchor. **Don Goodwin**, from WKYT-TV Lexington, Ky., joins WBT as reporter.

Stacy Smith, weekend anchor/reporter, WHAS-TV Louisville, Ky., named co-anchor, WDAF-TV Kansas City, Mo.

Nancy Cathy Clark, reporter, WCKY(AM) Cincinnati, joins WCPO-TV there as reporter/writer.

John E. Lindgren, news director/anchorman, WKOW-TV Madison, Wis., joins WHAS-TV Louisville, Ky., as co-anchor/reporter.

Steve Tom, reporter, WMAQ(AM) Chicago, joins

WFYR(FM) there as news director.

Dave Walker, weekend news anchor, WLKY-TV Louisville, Ky., named to same post, WVUE-TV New Orleans, replacing **Tim O'Brien**, named ABC News correspondent, Washington.

Pamela Kern, news director, WENY-AM-FM-TV Elmira, N.Y., joins WROC(AM)-WPXY(FM) Rochester, N.Y., as anchor.

Jenny Lu Cromer, reporter, WTRE-AM-FM Greensburg, Ind., joins WLBJ-AM-FM Bowling Green, Ky., as director of news and public affairs.

Cable

Larry Allen, microwave technician, Micro Relay, Dublin, Ga., appointed engineering director of co-owned Clearview Cable TV there.

Julian Zukmann, from Eastern story department, 20th Century-Fox, New York, joins Viacom as promotion manager of Showtime pay cable subsidiary there.

Equipment & Engineering

Jack F. Underwood, division VP, RCA Mobile Communications Systems, Meadowlands, Pa., named VP, communications services, RCA American Communications, Piscataway, N.J. **L. A. Pinski**, Southwest region salesman, RCA TV studio equipment, named broadcast equipment sales representative, Northwestern U.S., based in Seattle.

John P. Donohue, general manager, Oak Holland B.V., Emmen, Holland, named VP, operations, Oak's switch division, headquartered in Crystal Lake, Ill.

Robert A. Miller, VP/general manager, Plastic Reel Corp. of America, audio/visual products, packaging, handling and storage equipment manufacturer, New York, appointed president.

Constantine A. (Gus) Spyrou, manager of broadcast division, AEL Industries, Landsdale, Pa., joins CCA Electronics, Gloucester City, N.J., as manager, engineering development.

Charles J. Nangle, controller, American Satellite Corp., Germantown, Md., elected finance VP/treasurer.

Dewey J. Heil, regional service manager, Panasonic, Chicago, joins Sharp Electronics Corp., Paramus, N.J., as national service manager.

Frank Santucci, senior product manager, Ampex Corp., Redwood City, Calif., joins Urban Associates, San Francisco, as marketing coordinator.

Paul Timpe, with Harris Corp., Washington office, joins McMartin Industries there as district sales manager.

David Underhill, engineer in charge of studio and post-production, WGBH-TV Boston, joins WCVB-TV there as engineering supervisor.

Steve Bassett, salesman for Harman International's (audio equipment manufacturer) Southern California audio team, named district manager, Rocky Mountain audio team, Denver.

John A. Cesaretti, advertising and sales promotion manager, Zenith Radio's service, parts and accessories division, Chicago, appointed field sales manager of special markets.

Carlton G. Nopper, VP/director of engineer-

ing, WMAR-FM-TV Baltimore, named VP/director of research and technical development.

John Nielson, operations supervisor, WKBD-TV Detroit, joins KBHK-TV San Francisco as engineering manager. Both are Kaiser Broadcasting stations.

Allied Fields

John M. Power, management representative, Vitti Media International, independent media service firm, New York, appointed VP/senior associate.

Pamela W. Person, national sales manager, Media Statistics, broadcast audience measurement/research firm, Silver Spring, Md., appointed general manager. **Robin MacArthur**, assistant to ascertainment division director, joins nonmonthly radio division as sales representative. **Jim Carnegie**, from KQV(AM) Pittsburgh, joins Mediastat as sales representative, Mediatrend division. **Thom Moon**, sales representative, nonmonthly radio division, appointed client services director, Mediatrend division.

Myron A. Hyman, general attorney, records section of CBS law department, New York, named associate general counsel, CBS/Records Group. **Anthony C. Caterino**, assistant general attorney, law department records section, named associate general counsel, CBS/Publishing Group. **W. Mallory Rintoul**, general attorney, litigation, CBS/Columbia Group, appointed associate general counsel there. **E. Thayer Drake**, general attorney, employe relations section, named associate general counsel, industrial relations and administration.

Joe Galante, manager, RCA Records, Nashville, named director, Nashville operations. **Jack Tessler**, director, international operations, Motown Records, New York, named manager, international marketing, RCA Records, New York.

Elton H. Rule, president, ABC Inc., will be honored by National Conference of Christians and Jews at dinner on April 21, Waldorf-Astoria Hotel, New York. Mr. Rule will receive NCCJ's Gold Medallion for his contributions to the cause of brotherhood.

Deaths

Lillian Bartlett, 82, co-founder of WSDR(AM) Sterling, Ill., died March 7 at Maria Manor nursing home, St. Petersburg, Fla. She and her late husband, Sam, put station on air in 1949 and she worked as VP and sales manager from that time until station was sold in 1969. Previously she had worked with Mr. Bartlett in producing two serials for Don Lee Network on West Coast during 1930's and with World Broadcasting in Chicago in early 1940's.

Charles DeYoung Thieriot, 62, editor/publisher, *San Francisco Chronicle*, for 22 years, died of cancer March 21 at Stanford hospital, Palo Alto, Calif. *Chronicle*, founded by Mr. Thieriot's great-uncle and owned by family descendants, owns Chronicle Broadcasting, licensee of KRON-TV San Francisco. Mr. Thieriot was station's first president. He was founder of Western Communications, cable television multiple system operator, San Francisco. (KRON-FM was sold in 1975.) Survivors include his wife, Barbara, and two sons.

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For the Record

As compiled by BROADCASTING for the period March 14 through March 18 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM license

■ **KMTX** Helena, Mont.—Broadcast Bureau granted license covering permit for new standard broadcast station (BL-14,233). Action March 3.

FM applications

■ **Forest City, Iowa**—Pilot Knob Broadcasting seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 504 W. Crawford, Luverne, Minn. 56156. Estimated construction cost \$52,319; first-year operating cost \$49,400; revenue \$60,000. Format: beautiful music. Principals: Anthony G. and Susan I. Coloff (married). Mr. Coloff is program director with KQAD(AM) Luverne. Mrs. Coloff is nurse. Ann. March 14.

■ **Folsom, Pa.**—Ridley School District seeks 88.5 mhz, 10 w. P.O. address: 1001 Morton Ave., Folsom 19033. Estimated construction cost \$8,100; first-year operating cost \$1,200. Format: educational. Applicant is public school district, Dr. Herbert Pless, administrative assistant. Ann. March 14.

■ **Greenfield, Mass.**—Green Valley Broadcasting Co. seeks 95.3 mhz, 250 kw, HAAT 878 ft. P.O. address: Box 910, Greenfield 01301. Estimated construction cost \$65,071; first-year operating cost \$31,380; revenue \$50,000. Format: variety. Principals: Edward W. Skutnick (78.7%) and Robert A. Cartledge (21.3%), both of whom are engineers with WHY-AM-FM-TV Springfield, Mass., and Mr. Skutnick is part-time engineer for *WGBY-TV Springfield. Ann. March 14.

■ **Pequot Lakes, Minn.**—Minnesota Christian Broadcasters Inc. seeks 100.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 745, Brainerd, Minn. 56401. Estimated construction cost \$42,932; first-year operating cost \$47,040; revenue \$80,000. Format: classical, religious. Applicant is non-stock corporation, Richard W. Beals, president. Ann. March 14.

■ **Herkimer, N.Y.**—WALY Enterprises Inc. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 511, Herkimer 13350. Estimated construction cost \$28,100; first-year operating cost \$5,205; revenue not relied on. Format: MOR. Principals: Robert E. and Frances L. Kassi (50%) and Charles A. Rosen (50%). Mr. and Mrs. Kassi own 50% of WALY(AM) Herkimer, where Mr. Rosen is vp and director. Ann. March 14.

■ **Beaufort, S.C.**—South Carolina Educational Television Commission seeks 89.9 mhz, 48 kw, HAAT 1100 ft. P.O. address: 2712 Millwood Ave., Drawer L, Columbia, S.C. 29250. Estimated cost \$129,700; first-year operating cost \$52,500. Format: educational. Applicant is state agency, William Hay, director of educational radio. Ann. March 14.

■ **Lubbock, Tex.**—Rex Broadcasting Corp. seeks 102.5 mhz, 99.7 kw, HAAT 749 ft. P.O. address: Box

50006, Tucson, Ariz. 85703. Estimated construction cost \$99,550.25; first-year operating cost \$120,000; revenue \$120,000. Format: adult contemporary. Principals: Jim Slone (49%), Thomas Chandler, his brother Robert (10.45% each), Mrs. Mary R. Nicholson (20.07%), and Philip D. Richardson (10%). Applicant owns KCUB(AM) Tucson, Ariz. Ann. March 14.

■ **Norfolk, Va.**—Norfolk State College seeks 91.1 mhz, 1 kw, HAAT 117 ft. P.O. address: 2401 Corprew Ave., Norfolk 23504. Estimated construction cost \$14,566; first-year operating cost \$1,500. Format: educational. Applicant is state institution of higher education, Dr. Stanley D. Tickton, department of mass communications. Ann. March 14.

FM actions

Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WJEE Jacksonville, Fla. (BMPH-15,038), Aug. 12; WKNG Tallapoosa, Ga. (BMP-14,362), July 1; *WPFW Washington (BMPED-1459), April 22; KXDD Richland, Wash. (BMPH-15,040), April 15; *WUSB Stony Brook, N.Y. (BMPED-1461), April 21; WRBK New Bern, N.C. (BMPH-15,044), Oct. 8; KLUK Atlanta, Tex. (BMPH-15,043), Aug. 24; WHGC Bennington, Vt. (BMPH-15,035), July 22; WBS Charlotte Amalie, St. Thomas, V.I. (BMPH-15,034), Aug. 1.

■ **Wrangell, Alaska**, Wrangell Radio Group—Broadcast Bureau granted 101.7 mhz, 10 w, HAAT 70 ft. P.O. address: Box 282, Wrangell 99929. Estimated construction cost \$23,450; first-year operating cost \$8,550. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station (BPED-2317). Action March 11.

■ **Oroville, Calif.**, Oroville Radio—Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT -47 ft. P.O. address: 2854 Olive Hwy., Oroville 95965. Estimated construction cost \$28,993; first-year operating cost \$3,600; revenue \$5,000. Format: C&W, MOR. Principal: Applicant is licensee of KORV(AM) Oroville (BPH-10,031). Action March 17.

■ **Gainesville, Ga.**, Brenau College—Broadcast Bureau granted 89.1 mhz, 10 w, HAAT 76 ft. P.O. address: Brenau College, Gainesville 30501. Estimated construction cost \$1,400; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is private, four-year college (BPED-2287). Action March 1.

■ **Rockville, Ind.**, Parke-Vermillion Broadcasting—Broadcast Bureau granted 104.9 mhz, 1.2 kw, HAAT 440 ft. P.O. address: RR 2, Box 138, Rockville 47872. Estimated construction cost \$56,700; first-year operating cost \$48,840; revenue \$96,000. Format: Soft rock, country & western, MOR. Principal: R. Keith Spencer

until recently had interest in Spencer and Freeland Broadcasting, licensee of WFWA-FM Sullivan, Ill., and presently is employe at WTHR-TV Indianapolis, Ind., and has farming interests (BPH-9975). Action Feb. 23.

■ **Derby, Kan.**, Tri-City Broadcasting Co.—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 200 W. Douglas, Suite 420, O.W. Garvey Bldg., Wichita, Kan. 67202. Estimated construction cost \$123,263; first-year operating cost \$40,000; revenue \$60,000. Format: Popular. Principals: Wallace B. Foster, et al., are area businessmen and investors (BPH-9445). Action March 11.

■ **St. Louis Park, Minn.**, Independent School District No. 283—Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: St. Louis Park 55426. Estimated construction cost \$4,025; first-year operating cost \$400. Format: Variety. Principal: Applicant is school district (BPED-2330). Action March 8.

■ **Jefferson Village, Ohio**, Ashtabula County Joint Vocational School Board—Broadcast Bureau granted 88.9 mhz, 1.6 kw, HAAT 211 ft. P.O. address: Rte. 167, Jefferson, Ohio 44047. Estimated construction cost \$21,247; first-year operating cost \$7,300. Format: Variety. Principal: Applicant is Ohio school board (BPED-2366). Action March 9.

■ **Goodwell, Okla.**, Panhandle State University—Broadcast Bureau granted 91.7 mhz, 0.376 kw, HAAT 121 ft. P.O. address: Panhandle State University, Goodwell, Okla. 73939. Estimated construction cost \$1,175; first-year operating cost \$2,500. Format: Popular music, public affairs. Principals: State supported educational institution (BPED-2344). Action March 11.

■ **Buckhannon, W.Va.**, West Va. Wesleyan College—Broadcast Bureau granted 89.9 mhz, 10 w. P.O. address: Buckhannon 26201. Estimated construction cost \$1,212; first-year operating cost \$500. Format: Variety. Principal: Applicant is education institution (BPED-2297). Action Feb. 28.

■ **Ethete, Wyo.**, Wind River Indian Education Association—Broadcast Bureau granted 89.7 mhz, 10 w., P.O. address: Wyoming Indian High School, Administration Building, Ethete 82850. Estimated construction cost \$3,470; first-year operation cost \$23,422. Principal: Ed Wallis, director (BPED-2073). Action Feb. 28.

FM licenses

Broadcast Bureau granted following licenses covering new stations: WKOG-FM Gordon, Ga. (BLH-7083); WDZQ Decatur, Ill. (BLH-7226); WKRA-FM Holly Springs, Miss. (BLH-7097); *WLHS West Chester, Ohio (BLED-1582); WRJB Camden, Tenn.

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Summary of Broadcasting

FCC tabulations as of Feb. 28

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4466 | 6 | 24 | 4496 | 40 | 4536 |
| Commercial FM | 2813 | 1 | 86 | 2900 | 147 | 3047 |
| Educational FM | 856 | 0 | 24 | 880 | 78 | 958 |
| Total Radio | 8135 | 7 | 134 | 8276 | 265 | 8541 |
| Commercial TV | 718 | 1 | 6 | 725 | 38 | 763 |
| VHF | 511 | 1 | 3 | 515 | 6 | 521 |
| UHF | 207 | 0 | 3 | 210 | 32 | 242 |
| Educational TV | 242 | 3 | 11 | 256 | 8 | 264 |
| VHF | 93 | 1 | 7 | 101 | 2 | 103 |
| UHF | 149 | 2 | 4 | 155 | 6 | 161 |
| Total TV | 960 | 4 | 17 | 981 | 46 | 1027 |

*Special temporary authorization

**Includes off-air licenses

(BLH-7102); KJNA Jena, La. (BLH-7168); KCHI-FM Chillicothe, Mo. (BLH-7166); WWOV Avalon, N.J. (BLH-7036); KNPT-FM Newport, Ore. (BLH-7171).

Ownership changes

Applications

- **KTMN(AM)** Trumann, Ark (1530 khz, 250 w-D)—Seeks assignment of license from Trumann Broadcasting Inc to Cate Communications Corp. for \$127,000. Seller: Nathan L. Poff, who has no other broadcast interests. Buyer is William N. Cate, who also owns KRLW(AM)-KCAO(FM) Walnut Ridge, Ark. (15%), and KFTW(AM) Fredericktown, Mo. (51%). Ann. March 14.
- **KWYT-FM** Salinas, Calif (100.7 mhz, 910 w)—Seeks assignment of license from Mount Toro Broadcasting Corp to Penmont Broadcasting Corp. for \$290,000. Plus \$110,000 consultant's contract. Seller is David A. Rodgers, who also has interests in KKZZ(AM)-KOTE(FM) Lancaster, Calif, and has bought, subject to FCC approval, WBIS(AM) Bristol, Conn. Buyer is wholly owned by Kilibro Broadcasting Corp., F. Robert Fenton (51%) and City Capital Corp. (49%). City Capital is principally owned by Morton A. Hiller and Howard Engelman (43.125% each). Remaining stock is held by three others, none of whom owns more than 5%. Kilibro also owns KTOM(AM) Salinas, KITA(FM) Modesto, Calif., and KCMX(AM) Ashland, Ore. It has applied for new FM at Ashland. City Capital, small business investment firm, is minority owner (2.2%) of Harriscope Broadcasting Corp., group owner with five TV's and two AM's in California and West. Mr. Hiller is trustee of Samuel W. Hiatt Trust, 49% owner of KTOM Salinas. Mr. Engelman, who votes all of City Capital's Kilibro holdings, has no other broadcast interests. Ann. March 14.
- **WXML(FM)** Savannah, Ga. (97.3 mhz, 100 kw)—Seeks assignment of license from Regency Broadcasting Inc. to WXML Radio for \$380,000. Seller is Russell L. Frederich, who has no other broadcast interests. Buyers are Robert A. Powers, his wife Mary, and Leonard A. Morton, who also own WQQT(AM) Savannah. Mr. Morton is also independent insurance agent. Ann. March 14.
- **WHD(AM)** McKenzie, Tenn. (1440 khz, 500 w-D)—Seeks assignment of license from Northwest Tennessee Broadcasting Co. to B&P Properties Inc. for \$283,250. Sellers: are Ben M. Gaines and Edgar R. Perkins. Mr. Perkins also owns WALR(FM) Union City, Tenn. Mr. Gaines has no other broadcast interests. Buyer is owned by William L. Pope and Dr. Harold D. Butler, who also own WBHT(AM)-WTBG(FM) Brownsville, Tenn. Ann. March 14.

Actions

- **KFRC-FM** San Francisco (106.1 mhz, 69 kw)—Broadcast Bureau granted assignment of license from RKO General Inc. to KIOB Inc. for \$1,150,000 plus \$350,000 covenant not to compete. Seller, subsidiary of General Tire & Rubber Co., owns six other FM's, six AM's and four TV's. Buyer is wholly owned subsidiary of Century Broadcasting Co. which owns WLOO(FM) Chicago, WABX(FM) Crestwood, Mo. Principals in

buyer are Howard Grafman, George A. Collias and Anthony C. Karlos (BALH-2405). Action March 16.

- **KUIC(FM)** Vacaville, Calif. (95.3 mhz, 2.85 kw)—Broadcast Bureau granted assignment of license from KPOP Radio to KUIC-Levin Radio Inc. for \$200,000. Seller is partnership of Don C. Reeves (73%), Gene Ragle (18%) and two others. They also own KPOP(AM)-KPIP(FM) Roseville, Calif. Buyer is owned by Harvey B. Levin, who is former vice president and general manager of KNEW(AM) Oakland, Calif. (BALH-2425). Action March 15.
- **KRNW(FM)** Boulder, Colo. (97.3 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Colorado Recording Co. to Centennial Wireless Inc. for \$285,000. Seller is owned by Robert N. Wilkinson, who has no other broadcast interests. Buyer is owned by Robert D. Greenlee and his wife, Diane M. (23%), Daniel Gawne and his wife, Marie S., Mrs. Greenlee's parents (22% each), and G. Lane Earnest (attorney) and David Margolin (5% each). Buyers also own KADE(AM) Boulder, and Mr. Margolin is music director there (BALH-2414). Action March 16.
- **WLOD(AM)** Pompano Beach, Fla. (980 khz, 1 kw)—Broadcast Bureau granted transfer of control of Sunrise Broadcasting Corp. from George T. Shupert (54.74%), Bernard Goodman (32.96%) and other to Don J. Speiker (68%), William Heaton (12%), William Dunn and George T. Shupert Jr. (10% each) for \$878,802. Sellers have no other broadcast interests. Buyers are all employees of WLOD. Mr. Shupert Jr. is son of principal in seller (BTC-8228). Action March 3.
- **KMVI-AM-TV** Wailuku, Hawaii (AM: 550 khz, 5 kw; TV: ch. 12)—Broadcast Bureau granted transfer of control of Maui Broadcasting Co. from Frances Baldwin Cameron, Colin Campbell Cameron, Mary Cameron Sanford and Bishop Trust Co., executors of Estate of J. Walter Cameron (voting rights vested in Frances Baldwin Cameron) to Frances Baldwin Cameron, Colin Campbell Cameron, Mary Cameron Sanford and Bishop Trust Co., trustees of J. Walter Cameron Trust (voting rights vested in Frances Baldwin Cameron) (BTC-8238). Action March 17.
- **WGIL(AM)-WAAG(FM)** Galesburg, Ill. (AM: 1400, 1 kw-D, 250 w-N; FM: 94.9 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Galesburg Printing and Publishing Co. from Burrell Barash, Charles M. Morrow and Lester Pritchard, trustees, to Lester Pritchard, Sally C. Day and John Pritchard, trustees (BTC-8164). Action March 7.
- **WGRG-AM-FM** Pittsfield, Mass. (AM: 1110 khz, 1 kw-D; FM: 95.9 mhz, 710 w)—Broadcast Bureau granted assignment of licenses from Radio Pittsfield Inc. to Allan W. Roberts for \$236,700. Principals of seller are Melvin Gordon and Gerry Graham who have no other broadcast interests. Mr. Roberts is principal owner of WARE(AM) Ware and WDEW(AM) Westfield, both Massachusetts (BAL-8872, BALH-2401). Action March 11.
- **KROA(FM)** Grand Island, Neb. (95.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Midwest Broadcasting Inc. to Grace College of the Bible for \$275,000. Seller has no other broadcast interests, and is principally owned by estate and family of Herbert P. Roszhart Sr. Buyer is nonstock religious corporation which also owns KGBI-FM Omaha. Rev. Dan Dalke is president of buyer, with 15 other members who are clerical, business and professional people

living mainly in Midwest (BALH-2362, BASCA-775, BALST-323). Action March 16.

- **WSSC(AM)** Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Sumter Inc. to Mid-Carolina Communications for \$195,000. Seller: C. Edward Damron (50%) and Kathryn Damron (50%), who have no other broadcast interests, excepting Ms. Damron's interest in Mid-Carolina. Buyer: Thomas J. Rogers, Kathryn Damron, and James V. Dunbar (33.3% each). Mr. Rogers owns Grand Strand Broadcasting Corp., licensee of WTGR(AM) and WKZQ-FM Myrtle Beach, S.C., and has interest in K and R Broadcasting Corp., licensee of WYRU(AM) Red Springs, N.C. Ms. Damron has interest in Radio Sumter, present licensee of WSSC. Mr. Dunbar is communications lawyer and has realty interests (BAL-8793, BALRE-3088). Action March 11.
- **KOGT(AM)** Orange, Tex. (1600 khz, 1 kw)—Broadcast Bureau granted assignment of license from Sabine Area Broadcasting Corp. to KOGT Inc. for \$488,000 plus \$80,000 noncompetition covenant. Seller is owned by Edwin T. Lovelace Jr., who has no other broadcast interests. Buyer is owned by Tolbert Foster (27.89%), Allan Shivers (27.89%), W.E. Dyché Jr. (20.42%), Edgar B. Younger (20.42%) and Ben L. Slack (3.38%). Buyers also own KVUE(TV) Austin, Tex., and all but Mr. Shivers have interests in KNET(AM) Palestine, Tex. Mr. Shivers is member of board of regents of University of Texas, licensee of educational KUT-FM Austin and KTEP(FM) El Paso. Mr. Foster is trustee of estate of his late brother, Thomas M. Foster, which owns 51% of KDET(AM) Center, Tex., and construction permit for new FM there (BAL-8805, BALRE-8090). Action March 3.
- **WCYB-TV** Bristol, Va. (ch. 5)—Broadcast Bureau granted transfer of control of Appalachian Broadcasting Corp. from Starr Broadcasting Group Inc. to DGH Co. for \$8,618,636. Buyer, principally owned by Peter H. Starr and William F. Buckley, began liquidating its holdings in 1975 with sale of WNCN(FM) New York. Other Starr stations sold recently are WLOK(AM) Memphis and KDTX(FM) Dallas (BROADCASTING, Jan. 31). Buyer is wholly owned by publisher of *Grit* weekly newspaper, and has no other broadcast interests (BTC-8256). Action March 17.

Facilities changes

TV application

- **WDXR-TV** Paducah, Ky.—Seeks CP to change ERP to vis. 153.2 kw, aur. 15.32 kw; change trans. location; change type trans.; type ant.; and HAAT 500 ft. Ann. March 16.

TV actions

- ***KYIN** Mason City, Iowa—Broadcast Bureau granted mod. of CP to change ERP to vis. 1740 kw (max.), aur. 513 kw; change type trans. and ant.; make changes in ant. structure; ant. height 1430 ft. (BMPET-869). Action March 9.
- **WCBS-TV** New York—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 6.31 kw (BMLCT-823). Action March 8.
- **WNEP-TV** Scranton, Pa.—Broadcast Bureau granted CP to change ERP to vis. 1268 kw, aur. 126.8 kw and make changes in transmitting equipment (BPCT-4959). Action March 8.
- **KORO** Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 182 kw; max. ERP 324 kw; ant. height 330 ft. (BMPCT-7668). Action March 2.

AM applications

- **WTMP** Tampa, Fla.—Seeks CP to change station location, add nighttime power with 2.5 kw; change hours of operation to unlimited. Ann. March 17.
- **KYET** Payette, Idaho—Seeks CP to increase daytime power to 1 kw; make changes in ant. system; change type trans. Ann. March 17.
- **WLUZ** Bayamon, P.R.—Seeks CP to increase power to 5 kw, DA-2. Ann. March 17.

AM actions

Following stations granted PSA for operation starting at 6 a.m. or sunrise at protected station shown, whichever is later: WLBQ Morgantown, Ky.; WKYY Amherst, Va.; WAQI Ashtabula, Ohio; KPRT Kansas

City, Mo.; WMGO Canton, Miss.; KSRB Hardy Ark.; WFHK Pell City, Ala.; WTCR Ashland, Ky.; WKPG Port Gibson, Miss.; WTOW Towson, Md.; WIZO Franklin, Tenn.; WKPM Princeton, Minn.; KKAY White Castle, La.; WGOW Chattanooga; KJET Beaumont, Tex.; WHOK Lancaster, Ohio; WIKI Chester, Va.; KBOP Pleasanton, Tex.; WABH Deerfield, Va.; KCHE Cherokee, Iowa; WEGG Asheboro, N.C.

■ KPOD Crescent City, Calif.—Broadcast Bureau granted CP to increase daytime power to 1 kw; change studio location and remote control to 267 1 St., Crescent City; change type trans.; remote control permitted (BP-20,167). Action March 11.

■ WNLK Norwalk, Conn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location while using directional ant.-night (BRC-3892). Action March 11.

■ WRNN Clare, Mich.—Broadcast Bureau granted mod. of license covering change of studio location to 415 McEwan St., Clare, and operate transmitter by remote control from studio location; conditions (BRC-3903). Action March 9.

■ WSML Graham, N.C.—Broadcast Bureau granted request for waiver to identify as Graham-Burlington, N.C. Action March 4.

■ KODL The Dalles, Ore.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans. (BP-20,149). Action March 4.

FM actions

■ WDJC Birmingham, Ala.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 110 kw (H&V), ant. height 550 ft. (H&V); remote control permitted (BPH-10,435). Action March 17.

■ KBBC Phoenix—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; ERP 115 kw (H&V), ant. height 1680 ft. (H&V); add circular polarization to ERP; remote control permitted (BPH-10,427). Action March 17.

■ KKH1-FM San Francisco—Broadcast Bureau granted mod. of CP to change ant. and trans.; ERP 8.6 kw (H&V), ant. height 1200 ft. (H&V); remote control permitted (BMPH-15,055). Action March 11.

■ KXX Denver—Broadcast Bureau granted CP to install new aux. trans. and ant.; ERP 9.6 kw (H&V), ant. height 710 ft. (H&V); remote control permitted; and granted mod. of CP to change ant. height to 750 ft. (H&V); conditions (BPH-10,423, BMPH-15,053). Action March 17.

■ WTAN-FM Clearwater, Fla.—Broadcast Bureau granted CP to change trans. location to 16th Ave., S.E., Largo, Fla., operate by remote control from studio site, 200 Pierce Blvd., Clearwater; install new trans.; install new ant.; make changes in ant. system (decrease height); ERP 100 kw (H&V); ant. height 450 ft. (H&V); remote control permitted (BPH-9968). Action March 3.

■ WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted CP to change trans. location; install new ant.; make changes in ant. system; ERP 90 kw (H&V), ant. height 570 ft. (H&V); install new trans. remote control permitted (BPH-10,360). Action March 11.

■ WKLS Atlanta—Broadcast Bureau granted CP to install new aux. ant. at main trans. location; ERP 7.4 kw (H&V), ant. height 850 ft. (H&V); remote control permitted (BPH-10,432). Action March 17.

■ WKIG-FM Glennville, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw (H&V), ant. height 300 ft. (H&V); remote control permitted (BMPH-15,057). Action March 17.

■ WPEH-FM Louisville, Ga.—Broadcast Bureau granted CP to install new trans.; add circular polarization to ant.; make changes in ant. system (increase height); change ant. height 300 ft. (H&V); ERP 3 kw (H&V) (BPH-10,304). Action March 3.

■ WRBI Batesville, Ind.—Broadcast Bureau granted mod. of CP to specify studio/remote control location as 12 E. Boehringer Street; make changes in ant. system; ERP 1.95 kw (H&V), ant. height 360 ft. (H&V) (BMPH-15,056). Action March 17.

■ WIGY Bath, Me.—Broadcast Bureau granted request for waiver to identify as Bath-Brunswick, Me. Action March 7.

■ WNJC Birmingham, Mich.—Broadcast Bureau granted CP to install new ant.; ERP 10 kw (H&V); ant. height 950 ft. (H&V); remote control permitted; conditions (BPH-10,359). Action March 3.

■ WRSV Rocky Mount, N.C.—Broadcast Bureau granted CP to change trans. location-studio location to

5.5 miles West of Rocky Mount, near Westry Cross Roads, Rocky Mount; install new ant.; make changes in ant. system (increase height); ERP 1.7 kw (H&V); ant. height 380 ft. (H&V); remote control permitted (BPH-9963). Action March 3.

■ *KTEC Klamath Falls, Ore.—Broadcast Bureau granted CP to change trans. location to Building 42, Hillside High Level Reservoir, Klamath Falls; install new trans.; make change in ant. system (decrease height); remote control permitted (BPED-2441). Action March 14.

■ WGTG Germantown, Tenn.—Broadcast Bureau granted mod. of CP to change trans. location to Mount Moriah Rd. and Hickory Hill Rd., near Germantown; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-15,026). Action March 2.

■ KNRO-FM Conroe, Tex.—Broadcast Bureau granted mod. of CP to change ant. for beam tilt/null fill; correct ERP; ERP 98 kw (H&V); ant. height 530 ft. (H&V); remote control permitted; conditions (BMPH-15,054). Action March 15.

■ KKDA-FM Dallas—Broadcast Bureau granted mod. of CP to change trans. location (same site); change trans.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 700 ft. (H&V); remote control permitted; conditions (BMPH-15,048). Action Feb. 28.

■ KVIL-FM Highland Park-Dallas, Tex.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 103.7 mhz; ERP 25 kw (H&V); ant. height 1570 ft. (H&V); remote control permitted (BPH-10,358). Action March 3.

■ Odessa, Tex., Tower Power Corp.—Broadcast Bureau granted mod. of CP to change studio location of FM station to 5 miles N.E. of Odessa; operate by remote control from proposed studio location (BMPH-14,987). Action March 3.

■ KSL-FM Salt Lake City—Broadcast Bureau granted mod. of CP (as reinstated) to change trans.; ERP 26 kw (H&V); ant. height 3740 ft. (H&V); remote control permitted (BMPH-15,058). Action March 14.

■ KEZX Seattle—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 96 kw (H&V); ant. height 1110 ft. (H&V); remote control permitted (BPH-10,303). Action Dec. 22, 1976.

■ KXXR-FM Spokane, Wash.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 56 kw (H&V); ant. height 2380 ft. (H&V); remote control permitted (BMPH-15,060). Action March 11.

In contest

Designated for hearing

■ Warrenton, Va., **FM proceeding:** Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21,112-3).

Case assignment

■ State College, Pa., **TV proceeding:** Nittany Communications Inc. for ch. 29 (Doc. 22,108)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick to serve as presiding judge and scheduled hearing for June 6. Action March 10.

Procedural rulings

■ WMJX(FM) Miami, **renewal proceeding:** Bartell Broadcasting of Florida (Doc. 20,826)—ALJ Thomas B. Fitzpatrick scheduled further hearing for June 14 in Miami. Action March 10.

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11,803, 17,339, 17,341-2, 17,344)—ALJ David I. Kraushaar rescheduled further hearing from March 14 to April 11. Action March 9.

Fines

■ KUPK(AM) Garden City, Kans.—Broadcast Bureau notified licensee it incurred apparent liability for \$1,500 for logging violations and over power operation. Action March 11.

■ WESX(AM) Quincy, Mass.—Broadcast Bureau ordered licensee to forfeit \$750 for repeated violation of various sections of rules including failing to have remote antenna ammeter calibrated to read within 2% of regular antenna current ammeter. Action March 8.

■ WKJR-FM Muskegon Heights, Mich.—Broadcast Bureau notified licensee it incurred apparent liability of \$200 for failing to maintain daily SCA program logs and daily operating logs of SCA operation from at least Feb. 1, 1976 to day of inspection. Action March 8.

■ WEXM(AM) Exmore, Va.—Broadcast Bureau notified licensee it incurred apparent liability of \$300 for repeated logging and technical violations. Action March 11.

■ WRPL(AM) Rainelle, W. Va.—Broadcast Bureau notified licensee it incurred apparent liability of \$200 for failing to conduct weekly EANS test transmissions at certain periods. Action March 8.

Other actions

■ KLEO(AM) Wichita, Kans.; KRMG(AM)-KWEN(FM) Tulsa, Okla.; KQEO(AM) Albuquerque, N.M.; KFJZ-AM-FM, Fort Worth.; KKYX San Antonio, Tex.; KKNG(FM), Oklahoma City; WBYU(FM) New Orleans—Broadcast Bureau granted mod. of CPs and/or licenses to change permittee and/or licensee name to Swanson Broadcasting Inc. (BML-2620, BMPH-15,075, BMLH-570). Action March 17.

■ KILA(FM) Henderson, Nev.—Broadcast Bureau granted mod. of license covering change in corporate name from Southern Nevada Communications Corp to Faith Communications Corp. (BMLH-566, BMLST-384). Action March 8.

Allocation

Action

■ Lubbock, Tex.—Chief of Broadcast Bureau denied petition by Western Broadcasting Co. proposing assignment of FM ch. 289 (RM-2754). Action March 10.

Cable

Certification actions

■ Cross Lanes, W. Va., Kanawha Cable Television Co.—Chief, CATV Bureau granted application for certification and request for special relief to add nonnetwork programming of WHIS-TV Bluefield and WDTV Weston, both West Virginia., to its existing cable television system (CAC-7502). Action March 11.

■ Commission granted certificates of compliance to Calvert Telecommunications Corp. (CALTEC) to add Stations WOR-TV and WPIX, New York to its cable television systems in 13 Baltimore county, Md. communities: Overlea, Owings Mills, Towson, Parkville, Perry Hall, Middle River, Rosedale, Essex, Dundalk, Lutherville-Timonium, Reisterstown and two specified unincorporated areas. On October 20, 1975, all the systems were authorized to carry the following stations: WMAR-TV, WBAL-TV, WJZ-TV, WBFF; WMPB Baltimore, Md. WWPB-TV Hagerstown, Md.; WITF-TV Hershey, Pa.; WPHL-TV Philadelphia, Pa., WTTG, WDCA, WETA-TV Washington; and WNVTV Goldvein, Va. Action March 8.

Other actions

■ Commission granted petition by Lamesa Cable TV Co., operator of system at Lamesa, Tex., and waived its rules so that LCTV need not provide network non-duplication protection to KMID-TV Midland, Tex. (NBC), against the signal of KCBT-TV Lubbock, Tex. Action March 10.

■ Commission denied Rust Craft Broadcasting Co., licensee of WSTV-TV Steubenville, Ohio, waiver of cable-broadcast crossownership rule. Rust Craft owns 2.8% of publicly held Tele-Communications Inc. common stock and 4.2% of voting stock. Commission granted Rust Craft until Aug. 10 to divest itself of proscribed interests. Action March 9.

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RADIO

HELP WANTED MANAGEMENT

General Manager for major California black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

Growing Young Corporation looking for a general manager with strong sales experience to manage contemporary 100 KW FM. Only experienced pro need reply. If you're the right person, part ownership possible. Send resume and salary requirements with first letter to Box C-133, BROADCASTING.

Join an all new FM station that's beyond decription in healthy radio market. Have growing pains. Willing to sell stock to a working partner. Perfect time to stop dreaming and start owning. Box C-149, BROADCASTING.

Group broadcaster seeks General Manager for ethnic radio station in major southeast market. EOE. Send resume to Box C-156, BROADCASTING.

Fiscal Affairs Manager—Boston University's public radio station, WBUR-FM, is seeking a qualified individual to assume the position of Fiscal Affairs Manager. Responsibilities: assists in the preparation of income and expense budgets; monitors and controls all expense budgets; develops, improves, and implements systems for control of receivables and disbursements; acts as liaison with other University departments. BS, BA and accounting background necessary; supervisory experience desirable; broadcasting/communications background helpful. Please send resume to Office of Personnel, Boston University, 881 Commonwealth Avenue, Boston, MA 02215. An Affirmative Action/Equal Opportunity Employer.

Attn Management Personnel. Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

HELP WANTED SALES

Radio Time Salesperson—Growing tri-state group needs additional salesperson for its central Pennsylvania outlet. Great earning potential-1st year. You will be representing area's No. 1 and No. 2 stations. AM-rock; FM-good music. Resume and salary requirements. Opportunities to grow within group. Guaranteed future for right person. An equal opportunity employer. Box C-129, BROADCASTING.

Regional Colorado Station needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We don't want to kill you with work; we're looking for an Instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166, BROADCASTING.

If you really enjoy selling, are eager to earn, work hard, are creative and always consider your client's needs; then you will really enjoy working with us, a growth minded AM/FM in Illinois. If qualified, send resume, sales record and references. Box C-185, BROADCASTING.

Aggressive Salesperson. Sports play-by-play experience. Street-fighter. No drifters. 25% commission to right person. Virginia FM station. Box C-193, BROADCASTING.

Would Like To Discuss Future employment with experienced sales person. Must have been in present position several years and successful. We offer ideal climate, peaceful living, good schools. Central California, we think the best spot to live in USA. Equal Opportunity Employer. All replies confidential. Box C-217, BROADCASTING.

HELP WANTED SALES CONTINUED

Sunny, warm and exciting south Texas. 5000 watt AM and soon FM looking for two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins., gas allowance, live where oranges and grapefruit grow. KRIO Radio, Box 3097 Mc Allen, TX, 78501. 512—686-5454.

Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916—441-2345.

Looking for Top Biller for local sales department. Let's talk money. WBNR, Beacon-Newburgh, NY 12508. 914—831-1260.

Sharp, aggressive, self motivated salesperson wanted to join sharp, aggressive, self motivated staff in beautiful Western Maryland. Send complete resume with references or call for more information David N. Aydelotte, WCBC, PO Box 1290, Cumberland, MD 21502. 301—724-5000. An Equal Opportunity Employer.

Write your own check!!! That's right, write your own check in our sales department. If you are aggressive and want to sell, we want you... now! Resumes or call, Rich Styles, Sales Manager, WDBR, Springfield, IL 217—753-5400. Equal Opportunity Employer.

Experienced Salesperson For No. 1 contemporary station in Gainesville, Florida. Must be an aggressive, self-starter. Contact Elsie Mercer, WGGG, 904—376-1234.

Experienced account representative FM adult rock station, established account list, fantastic potential! Send resume to Ray Reich, WIBZ, 703 Market St. Parkersburg, WV 26101.

Sales Manager for Northern Michigan resort area. Permanent position for aggressive, experienced salesperson. Send resume to Don Angelo, WIDG, Box 1, St. Ignace, MI 49781.

Great AOR Station in Chicago market wants GREAT sales people. Proven track record, good references and desire to succeed all musts. Must know progressive radio and love it. Quality operation with one of metro Chicago's finest stereo signals offers advantages of suburban living. Send all details, including work history, sales record, references first letter. No phone calls. EOE. Write: Rachard Jakle—President, WJKL, PO Box 117, Elgin, IL 60120.

If you are ready for that first sales job, let's talk. Growing aggressive young group seeks motivated individual as an addition to our staff. Call Tom Manley at WKCY 703—434-1777. EOE.

Sales Manager for WKWK-FM, Wheeling, West Virginia. Beautiful music format already tremendous audience success. Sales management experience essential. Salary commensurate with ability. Good growth opportunity for future station manager. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call.

Aggressive, self starter types needed to join group-owned AM/FM Buffalo. New York sales team. Experience helpful but not essential—contact Mike Plunstead, General Manager, or Ken Dodd, General Sales Manager, WWOL, 716—854-1120. WWOL, an equal opportunity employer.

Afraid?, of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. EOE. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512—782-3515.

HELP WANTED SALES CONTINUED

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609—447-4311 or write Box 349, Newport, WA 99156.

Sales Manager for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

Midwest, FM Soul is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317—923-1456.

Custom Jingle House seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215—525-9873.

Sales Manager Wanted for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits ... salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.

Sales Executive—energetic college grad preferably now working sales with ambitions to head local sales of a prestigious major university community station. Apply PO Box 10, Ithaca, NY 14850.

HELP WANTED ANNOUNCERS

4 or more years experience? Handle both country and rock? Ability to move up to program director? We need you. Box C-163, BROADCASTING.

North Alabama Station seeks announcer. Modern Country Format. Good pay. Pleasant working conditions. Equal Opportunity Employer. Box C-174, BROADCASTING.

Combination air shift MOR & Sales for small market AM/FM in Illinois. Must have experience in BOTH. Creativity, hard working attitude, eagerness to grow as we expand our operation. All carry weight in our decision. Send resume, sales record, and references. Box C-186, BROADCASTING.

Beautiful music station in Tampa, Florida needs experienced announcer with smooth voice, good production ability and 3rd endorsed. Send letter and resume to Box C-192, BROADCASTING.

Sports Active AM station in the Southeast seeks an experienced combination play-by-play local sports and aggressive, self-starter in sales. Send resume, Box C-194, BROADCASTING.

Wanted a full time radio announcer to host night time Rock Show for KNPT AM & FM located at Newport in the center of the Beautiful Oregon Coast. One of Oregon's finest Salmon Fishing and Tourist Recreational Areas. Salary commensurate with experience. Send resume Attn: Bob Spangler, P.O. Box 1028, Zip Code 97365.

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

Beautiful Music WBNY, Buffalo has immediate opening for announcer with production talent. Send tape, resume, salary requirements to Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. Minorities are encouraged to apply. EOE.

Immediate opening for experienced morning drive personality with strong production. Contemporary format. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.

**HELP WANTED ANNOUNCERS
CONTINUED**

We are looking for a fulltime summer-replacement personality. Must have experience in Top-40. Tape and resume to: Program Director—WHYN 1300 Liberty St., Springfield, MA 01101 EOE.

Two top quality adult MOR Country air personalities. Morning drive and PM drive. New programming starting June 1, 1977. An equal opportunity employer. Contact Charles Blake, WIKY AM, Evansville, IN. 812-424-8284.

WIRL needs a strong 7-midnight rock personality. Superior working conditions. If you're creative, bright, dedicated, and talented, with decent pipes, send tape, resume, salary: Bill McClugage, WIRL, Box 3335, Peoria, IL 61614. No Calls! Equal Opportunity Employer.

Immediate Opening: Morning personality. Must be top-notch production pro. Can move into PD slot. Adult contemporary format, number 1 in market. Send tape, resume, and salary requirements to G.M., WITY, Box 142, Danville, IL 61832. EOE.

Air personality needed for evenings on 1000 watt rock stations on Florida's East Coast. Send air check, resume and salary expectation to Dave Brewer, WOVV Radio, PO Box 3192, Ft. Pierce, FL 33450. EOE.

MOR Personality Station has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

Beautiful Music Station in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St., Pekin, IL 61554.

Wanted ... Announcer for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

Illinois top rated C & W station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg. Springfield, IL 62701. EOE.

Smooth CW announcer—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

Leading New England AM/FM Country Combo needs a couple of pros. Tight board. Good pipes—Salary open. Call 401-438-6110.

South Arkansas AM-FM needs experienced announcer with proven stable background. Play-by-play desirable but not essential. Call collect. Bill Bigley, 501-234-5862.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation, Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

Asst. Chief Engineer for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

**SITUATIONS WANTED TECHNICAL
CONTINUED**

San Juan, Puerto Rico. Chief Engineer. Must know and have work experience in automation and digital technology, directional antennas. \$18,000 plus full benefit package. Immediate opening. EOE. Box C-157, BROADCASTING.

Chief Engineer, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country, 40 miles from San Francisco. T. Young KVON-KVYN, 707-252-1440.

ABC O&O has an opening for a qualified technician. Requires a minimum of 2 years experience in RF, Stereo, Studio Maintenance and DA's. First Phone. An Equal Opportunity Employer. Send complete resume and salary requirements to Chief Engineer, KXYZ, 1602 Fannin Bank Building, Houston, TX 77030.

Chief engineer/Announcer for non-directional AM. Must be an experienced trouble shooter in studio audio and transmitter maintenance. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.

Chief Engineer-experienced and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH, 419-289-2605. EOE.

Chief Engineer for WPAZ, Pottstown, Pa. Ability more important than experience. A Great Scott Station. Phone 215-326-4003.

Kentucky-AM/FM looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

Chief Engineer for a large, small-market operation in Oregon's Cascade Mountains. Must be responsible and dedicated to quality sound, and motivated to learn and grow with an expanding operation who expect to construct directional antennas. EOE. For interview, call Mr. Smith, 503-882-8833, or Mr. Reese, 916-926-2124.

Chief Engineer for AM-FM Iowa station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas and automation system's essential. Box 886, Carroll, IA 51401.

Christian Radio Format oriented broadcast operator. Must have First class license. Experienced—resume needed. Contact David Johnson, Christian Broadcasting Association, Inc., 619 Peoples Merchants Trust Building, Canton, OH 44702.

Immediate—Chief Engineer, WEIR, Weirton, West Virginia. 1kw, DA-2. Station part of a small but growing group operation. Must be maintenance minded. \$175.00 per week, plus fringe benefits. Phone or write immediately. Joe Jarrett, Div. CE 814-943-1136, PO Box 2005, Altoona, PA. An Equal Opportunity Employer.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

Our News Department is No. 1, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

News person wanted. Small central California market. Deluxe AM & FM installation. Must have some experience in radio news reporting with good air personality. News director position open if qualified. Salary negotiable depending on qualifications. Write Box C-146, BROADCASTING.

News Person for leading 50KW California Country station. Must be able to gather and deliver news in top professional style. Good pay and fringe benefits. Send tape and resume to: Walt Shaw KRAK Sacramento, CA 95860. Equal opportunity employer.

News Director for top rated Mpls. suburban station. No board work, full time news. Good Salary & car included. KRWC Radio, Buffalo, MN 55313.

**HELP WANTED NEWS
CONTINUED**

Radio Network Assignments EDITOR: After reviewing hundreds of resumes over the past six months, we're still looking for an assignments editor for our small staff of reporters, based principally in Washington, DC. We're looking for an experienced journalist (five years) with substantial broadcasting experience; a sensitive editor who can work with program producers and translate their needs into assignments to reporters, then work with reporters on their stories right up to airtime. Above all, we're looking for an individual who understands Washington and national public affairs reporting, and who believes that a small, well-focused reporting team can produce excellence in spot, interpretive, and investigative journalism. If you are all of the above, we'll trade you a job with long hours, endless hassles, a talented and ambitious staff, \$20,500-\$25,000 starting salary, and a chance to do something meaningful in broadcast journalism. Women and minorities are encouraged to apply. An Equal Opportunity/Affirmative Action Employer. Send resumes with references, supporting materials to Box C-197, BROADCASTING.

Personality newscaster wanted! If you can inject drama, wit and even humor into a newscast and do it with good taste, we need you! Send tape, background and salary requirement today. KWEN Radio, 1502 So. Boulder, Tulsa, OK 74119.

News Director All News station in top 30 market needs aggressive News Director with strong radio news background. All News experience a plus. Full credentials and references in first letter. Equal Opportunity Employer. Mr. William Devine, III, Station Manager, WEBR, 23 North Street, Buffalo, NY 14202.

General Assignment Reporter, major market all news. Position requires experience, strong delivery, strong writing skills. Credentials, including references, writing sample, audition tape to William Devine III, Manager, WEBR, Drawer A, 23 North Street, Buffalo, New York 14202. Tapes returned request only. An Equal Opportunity Employer.

Ambitious, Hard-hitting reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A Mid-West Family Station.

Assistant News, Public affairs director for 50KW public radio station. Produces weekly documentary/magazine. Must be capable interviewer, experienced in producing long and short features. Requires bachelors degree or equivalent experience, 3rd phone. Resume, audition tape by April 10, 1977. Mike Lazar, 815-753-0213, WNIU-FM, Northern University, DeKalb IL 60115.

WOAI Radio has openings for 2 conversational drive-time news anchors. All-news experience preferred. WOAI is a 50,000-watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio TX 78205. EOE.

Newsperson—WOAI Radio has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

Newsperson needed for 3-member AM-FM department. Resumes, non-returnable tapes to News Director, WTRC, Box 699, Elkhart, IN 46514. EOE.

Director of News, public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

Regional-Network Flagship, converting from NIS, mid experienced broadcasters for anchor/reporter assignments. Applications must include: Full resume, photo, news/sports audition (on cassette-5 inch reels only), original audition scripts and specific salary requirements. Applications must be received NLT April 8; immediate availability required. Empire State Network, Box 1221, Albany NY 12201. No phone calls. EOE/AEE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Bus Mgr/Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

New England prep school seeks teacher of psychology, psychology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. Equal opportunity/affirmative action employer. Resume to Box B-173, BROADCASTING.

Distinguished Eastern University Graduate School of Journalism seeks visiting professor or professional for one-year appointment in broadcast journalism. Send application or nomination by April 10. Equal opportunity employer. Box C-184, BROADCASTING.

Modern Country Program director. Must be top jock. Only creative leaders need apply. EOE. Resume to Box C-200, BROADCASTING.

Farm Program Director. EEO Employer. WIBX-CBS Utica, NY. 315-736-9313. Fred Bowen.

Graduate Student teaching assistant—Radio-Television. Halftime position for M.A. candidate offers \$3195 for 9 months. Production experience necessary. Write: Head, Journalism Dept., Kansas State University, Manhattan, KS 66506.

Are You a Copywriter? Want To Move Up? We are an international company looking for a bright copywriter who thinks in terms of strong-sell image lines or slogans. Pay commensurate with ability and experience. A working knowledge of TV scripts and print could put you ahead of the other applicants. Sell Us! Include with application—resume, 3 examples of on-air copy (may be on tape) and examples of jingles you have written. PO Box 12184, Memphis, TN 38112.

Teaching Position fall 1977 instructor video & film production, mass comm theory/history—MA/MFA minimum degree—send resume by April 30 to Sister Judine Mayerle, Media Arts Chairman, College of St. Schotastica, Duluth MN 55811. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Combo Chief Engineer, program director and salesman looking for small market operations or station manager position. Box C-44, BROADCASTING.

Success demands Stability... Reliability ... Dependability! These, and more from 18 year pro, experienced all phases radio, 15 with top chain. Seek management small/medium market. Box C-164, BROADCASTING.

Twelve years management experience is yours for GM or GSM post, top 100 markets, solid situation and opportunity very important. A selling manager, thirties, a team builder with many success stories. Write for them Box C-179, BROADCASTING.

Announcer with Four year's metro experience seeks program management. In good operation. Single, degree with good, stable track record. Box C-203, BROADCASTING.

MGR—C.E.—Automation pro. Looking for stable operation ready to move up to automation. Only creative, sales minded organizations need contact, in confidence. Looking west. Box C-231, BROADCASTING.

South preferred. Young, aggressive, creative, versatile broadcaster seeks GM slot in small to medium market. Degree. Experienced in sales, programming, engineering 1st, sports and news. Ability to develop top staff and sales at low cost. 205-353-7802.

General Manager available immediately. 10 years experience as GM in medium size markets plus 6 years as radio/TV consultant overseas. Thorough knowledge all phases of radio station operation including FCC. Know and possess the requisites for motivating people to increase your bottom line figure. Local interview can be arranged during Convention by calling 573-3727. Ted Barkley.

SITUATIONS WANTED SALES

Jock, PBP, Sales, sales manager, station manager, general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

Mature Account Executive 7 years Broadcast experience including direct & agency level accounts for major market AM & Contempo stereo-FM. Seeking East Coast major market FM. With growth potential. Box C-181, BROADCASTING.

Aggressive Radio Salesman seeks new challenge. I will create, write and sell campaigns. Management opportunities a must. South East. Box C-228, BROADCASTING.

Solid pro, experience all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management, (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

Sales Manager desires a better major market opportunity. 26, 5 years major market experience. Call nights, 717-675-4016.

Award Winning Major market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215-638-9425.

Manager or salesman, announcer, MD, PD, ND, CE (1st Phone), Talkmaster (15 years progressive experience). Writing awards, PR/community service & U.S. Senatorial campaign management experience. 39 Kensington, Newark, DE 19713. 302-738-3270.

Seeking stations wanting to run spots on percentage of mail-order basis, 40%. Hours Co. Box 633A Detroit, MI 48232.

Beginning saleswoman wants first opportunity. Graduate college May. Want to learn and work hard. Lisa Miller, 102 East University, Bloomington, IL 61701. 309-556-2345.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

Country announcer/music director. Looking. Experienced. Third. Box B-101, BROADCASTING.

Dependable announcer with experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

DJ 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904-255-6950 or Box C-153, BROADCASTING.

Well Trained Broadcast school grad looking for first job. 3rd endorsed. Box C-173, BROADCASTING.

3rd Endorsed seeking position in Columbus, Ohio vicinity. DJ, News, Production. Mid-Market Experience. Box C-183, BROADCASTING.

Music Director/jock now employed seeking new small-medium market, professionally oriented, stable midwest station. Good production/excellent programming ability. Adult contemporary/Top-40/modern country experience. Box C-201, BROADCASTING.

Southeastern & Florida Stations. Put fifteen years of experience all phases announcing, news and weather in radio & TV in major market to work for you. Somewhere there is a station that believes in quality announcing and news production. Let's get together. Box C-216, BROADCASTING.

DJ 3rd, 21 mature, highly trained all phases, looking for 1st break. Will go anywhere. Box C-230, BROADCASTING.

DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212-446-8694.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Northeast Adult Top/40 Personality, 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

Good pipes, looking for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

Looking for employment in S.E. USA. Prefer small or med. market, MOR progressive rock. Top 40, or out-law country. J. W. Harvey, 32117 Annapolis, Wayhe, MI 48184. Phone: 313-729-1279.

1st phone—Broadcast Grad—Some experience. Can write—talk—sell. Greater Chicago area. 312-736-2306. Tom Clark, 4716 W. Byron, Chicago, IL 60641.

Experience, first phone, DJ. News, production. Michael B. Ryan, 4731 Muir St., San Diego Ca 92107. 714-224-2336.

South Florida: PD/MD/B.A./Law, AM-FM-TV, 7 years 3rd endorsed, announcing, news, production, now learning 24-track audio engineering at Criteria Studios. Call: Bob Parna, 305-595-6848.

Sportscaster—Experienced play-by-play man & interviewer, also music announcing & production experience. College grad with 3rd ticket looking for break in small or medium market, willing to relocate. For tape & resume write: S.K. Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103 or call 213-681-4165.

Experienced professional, knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

We have the right person for your job vacancy: all have training in on air work, copy, FCC rules, etc. and have obtained their 3rd endorsed tickets. Call us at 716-834-4457. No Fee.

Announcer 12 Year pro seeking position in SF Bay Area. Ernie Birch 408-248-9619. 2143 Aza Dr. Nr. 5 Santa Calra, CA 95050.

D.J., Music director, 3rd endorsed. BA Degree, college & commercial exp. PD & copy potential. Ken, 712-325-0777, after 6. Prefer MO.

Nostalgia, anyone? Knowledgeable radio vets available to create/host nostalgic music-talk show; or consultant/hosts for radio/TV syndication. Box 53, Westminster, MD 21157.

FREE With every box of Fred Missman: BA, Voice, Production, Writing, Experience, and heckuva nice guy. 6917 Willowtree, Palos Verdes, CA 90274. 213-377-0039.

Truth In Advertising! I left seven jobs in five years for bigger bucks, market or both. But a funny thing happened on the way to the bank. I left my happiness behind. Experience includes: PD, ND, talk, PBP, jock and sales. If your community is 15,000 population or less and not in Metro area call Jerry Hedlund in Fresno. Nights and weekends. 209-237-6507.

Eight Year Sign on pro ready to handle your morning slot programming good country music. Tape, resume. Dave Scott. Box 499. Cape Girardeau MO 63701. 1-314-334-8080.

DJ experienced all formats looking in medium market California or Arizona. Good delivery, copywriting, and music programming. Call or write: Jeff Baskin 136 Remington Ave, Syracuse NY 13210, 315-474-3075.

Dependable, community minded, Personality with music background 50's to present, 3rd endorsed. Looking for start in all aspects on East Coast. Will relocate. Tom Gillan 301-422-4261.

Attention Midwest... Professional over twenty years all round experience. Finest background, references. Very strong news, writing and beat. Knows production. Third endorsed. Prefer interview. Telephone 512-997-3680.

Creative DJ Five years experience. Have done rock, jazz progressive formats. Good production. 2nd phone. Will relocate. Have tapes and resumes. Jeremy Savage, 227 27th St., Del Mar, CA 92014, 714-755-7808.

SITUATIONS WANTED TECHNICAL

Labor Relations/Engineering responsibility wanted with major market TV or group operation. Credentials in both areas with record of success in dual assignment. Reply to Box C-220, BROADCASTING.

James E. Peoples 40-31C, West Mosholu PKway Bronx NY 10468. 212-364-2050. Anytime Anyplace Anywhere.

Eight years in broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

SITUATIONS WANTED NEWS

Female sports director. MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Adv'tg spot. Northeast. Box A-275, BROADCASTING.

News Director of top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

I'm ready to move. Currently audio wire service reporter in Los Angeles, 3 years News Director background. BA Political Science, reported Capitol Hill and State Capitol. Box C-135, BROADCASTING.

PBP Baseball, Hockey and basketball. Will also do news. Available immediately. 4 years experience as announcer. BA, 3rd endorsed. Will relocate anywhere. Box C-155, BROADCASTING.

Reporter/Anchorman with UPI Audio, AP Radio and ABC affiliate news experience. Major markets. Hard driving. Box C-182, BROADCASTING.

Sportscaster. Experienced young pro. Reporting, writing, all sports. Have done major college play-by-play. Degree. Will relocate, but prefer southwest. Box C-198, BROADCASTING.

Mold Mel Young, experienced news director seeks staff position, middle or major market, radio or television. Dedicated, dependable, and willing to work long hours. Box C-211, BROADCASTING.

Med. Mkt. ND seeks position at news-conscious station. BA journalism PBP, 512-787-0786. Box C-218, BROADCASTING.

Reporter with state capitol and all-news experience seeks reporting or management position. Box C-222, BROADCASTING.

Washington DC Correspondent available for full or part time assignments. Female, MS Degree, experienced radio & TV reporter. Can interview during NAB Convention. Jean 202-966-1838 or Box C-232, BROADCASTING.

Qualified, experienced, industrious degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

News writer with 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

Hard-nosed, serious, experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

Detroit, Philadelphia or Northeast: Seeking relief from sunshine and no pay; 13 years experience, radio-TV news, seeks reporter-anchor spot, call 305-667-8108.

SITUATIONS WANTED NEWS CONTINUED

Experienced outside reporter NIS, major political, air traffic, pilot, FCC first. Family man, 29. Dick Gideon, 1410 Bower Hill Rd., Mt. Lebanon, PA 15243. 412-276-7689.

Personable trial attorney, age 36, in midst of career change looking for innovative station interested in capitalizing on 11 years of trial experience to provide in depth coverage of "public affairs." Excellent investigative skills, resonant voice, 3rd class FCC license, others pending. Tape provided on request. Charles Finney, 14 Carr Street, Watsonville, CA 95076. 408-724-4725.

Experienced newsmen looking for stability. Authoritative, calm delivery. 25. Good references. Gregg Mysko 312-625-7637.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive, first phone production person desires new challenge. Creative producer; commercials, promos and specials. Added extra-tight on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

Medium market caliber top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

BA Broadcasting Purdue, 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

Attention Mr. Contemporary GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. Together we can plan and implement a polished format keyed to your desired audience, complete with promotions and production. If you're shopping for a PD, I'd like to talk to you. Box C-92, BROADCASTING.

Professional Program Director for contemporary station seeking similar in a competitive market. First phone, BS Broadcasting, management. We can communicate at Box C-131, BROADCASTING.

Top 100 Markets. Top flight production artist. Campaign development, copy/production, promotion. Solid air. Contemp/Top 40, MOR. Growth opportunity. Box C-151, BROADCASTING.

11 years with broad background, wanting PD or MD in medium or small market. If you can afford a pro send inquiries to Box C-223, BROADCASTING.

WANTED, Rewarding Challenge. Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

Promotion Person. Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let's talk. Major mkt. preferred. Don Cohen 704-526-2102 mornings or 4947-12 Central, Charlotte, NC 28205.

Major Market Aft drive jock wants to Program AC or Top 40 in South. Med or small mkt. Married with 8 years exp. Available immediately. Looking for stability back home. D. Blair, 4735 Gov't Apt. 212, Baton Rouge, LA 70806 or 318-992-2392 afternoons.

Not Afraid To Work Hard. 3 1/2 years of experience in major market working up from sweeping floors. Experienced in Traffic, Production, and Engineering. P. Chin, 216-226-8587.

TELEVISION

HELP WANTED MANAGEMENT

TV Production Manager West Coast. 5 years experience producer director required/previous manager preferred. Experience directing live sports programming, studio scheduling, personnel supervision, budgeting. Know FCC/NAB requirements. EOE. Resume Box C-127, BROADCASTING.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast equipment maker looking for radio or TV transmitter, operating and maintenance people, with first class, phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

Transmitter Supervisor for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

Director--Experienced directing fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

Broadcast Engineer--Southeast UHF. License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

Video Tape Editing engineer... Experienced only need apply. must have working knowledge of digital circuits, analog, video and audio circuits and ability to evaluate video and audio signals. Familiar with RCA VTR 600-A, TR-700, TCR-100, TK-27. Grass Valley Switcher. Box C-224, BROADCASTING.

Sunshine, Gulf Breezes and Opportunity for combination operations/maintenance engineer. Experience and 1st a must. New studio-CR. Aged UHF Xmtr. Resume to Chief Engineer, KORO-TV, 600 Leopard Suite 102, Corpus Christi, TX 78401.

Chief Engineer Responsible for the administration of engineering personnel and supervision of technical facilities of a university licensed non-commercial television station. Strong emphasis on management skills. Salary competitive. Contact KTXT-TV, Box 4359, Lubbock, TX 79409. Equal Employment, Through Affirmative Action.

Maintenance/Installation Eng. Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200. CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Broadcast (TV) Engineers for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

Studio maintenance engineer. Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

Chief all phases. Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**HELP WANTED TECHNICAL
CONTINUED**

Broadcast TV Maintenance Engineers for the Middle East, 25K plus housing. 5 years equipment maintenance experience. Tech. School diploma or degree. Submit resume to: Beta Service International, Suite 1340, 600 South County Rd. 18, Minneapolis, MN 55426.

Television Maintenance Technician: Immediate opening for a person with digital, video, and videotape maintenance experience and a current FCC first class license. Excellent salary and benefits. Send resume to: PBS, Personnel Department, 475 L'Enfant Plaza West, SW Washington, DC 20024.

Merlin Engineering needs a field engineer. Duties include final factory test and installation. Send your resume or see us at NAB Booth 534. Merlin Engineering Works, 1880 Embarcadero, Palo Alto, CA 94303.

The South Carolina Educational Television Network has positions open for qualified TV technicians experienced in the maintenance and operation of television broadcast equipment including video tape recorders and color cameras. Three weeks annual vacation, state holidays, free insurance plan and other benefits. Apply Personnel Director, S.C. ETV Network, 2712 Millwood Avenue, Columbia, SC 29250. Salary range \$9,107-12,568. An Equal Opportunity Employer. Available until April 30, 1977.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256. BROADCASTING.

Northeastern top-50 market station seeks newscast producer with experience. Forward resumes and references. Box C-187. BROADCASTING.

Medium market station on the move needs weekend anchor. Anchor and reporting experience required. Box C-188. BROADCASTING.

Anchor/Reporter with sports background preferred. Reporter who wants to switch to anchor will be considered. Pacific Northwest, great skiing. Box C-213. BROADCASTING.

We're tired of losing our News Anchors to larger markets! Somewhere, there's an experienced anchor/producer who has it all—and has had it with their present situation! If that ideal small market is your dream, you could be the person we're looking for. We can offer 118th market diversified, growth economy (oil-gas, banking, medical, diverse ag., university), VHF ABC affil with only CBS competition, a Joie de Vivre lifestyle in the heart of the Cajun Country in Southwest Louisiana, ENG, dedicated staff (including owners and management), and a future that may astound you. We're KATC(TV) in Lafayette, LA. Who are you and what can you offer? Why don't you send resume, cassette, and salary requirements to ND Joe Holstead, P.O. Box 3347, Lafayette, LA 70502. He'll even talk to major market types! EOE.

Person with radio and TV experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio news, film shooting and editing, and ENG experience. Prefer someone from Southwest. Audio tape, small snapshot photo, and resume to Bill Hoover, Information Director, Texas Farm Bureau, Box 489, Waco, TX 76703. Telephone 817-772-3030.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Sports director/sports anchorman who can produce lively package for 6 p.m. and 10 p.m. newscasts. Top field work a must with ENG camera and interview ability. Sports emphasis on local high school and three colleges. One to five years experience ideal. Equal opportunity employer. Contact WCBI-TV, Columbus, MS 39701.

**HELP WANTED NEWS
CONTINUED**

Experienced professional reporter-anchorman for market leader, great place to live. Prompt and confidential resume, audition to Mr. Shane WISC-TV, PO Box 4432 Madison WI 53711. Tele: 608-271-4321, EOE.

Sports assistant to handle daily TV sports anchor and produce sports film features. Also radio sportscasts. No play-by-play. Must have VTR and audio tape with resume. No phone calls. Must have TV experience. Send to: Sports Director, WMT, Box 2147, Cedar Rapids, IA 52406.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Experienced Highly Creative TV Production Director/Production Manager for large NW market. Must be experienced in all phases of commercial production plus ability to work closely with agencies. Emphasis on creativity. EOE. Resume and salary requirements. Box C-114, BROADCASTING.

ENG Program/Production Editor, candidate must currently be an extremely creative, production oriented, deadline conscious, film and/or film/ENG editor. Person will have the major editing responsibility for a daily prime-time magazine. Minimum three years heavy production editing experience. Top ten major market net affiliate. An EOE. Box C-199, BROADCASTING.

Studio cameraperson with minimum of two years commercial production experience for top market independent. Knowledge of studio lighting techniques, set design and construction required. An Equal Opportunity, Affirmative Action, M/F Employer. Send resume and salary requirements to Box C-206, BROADCASTING.

Audio production person for top ten independent. Must have minimum of two years in commercial audio production engineering. Knowledge of all audio techniques as well as operation of latest equipment required. M/F, Affirmative Action, Equal Opportunity Employer. Send salary requirements and resume to Box C-207, BROADCASTING.

Producer/Director for top market UHF with independent production facility. Minimum of five years commercial production experience required. Must have complete knowledge of state of art equipment and all video tape/film production techniques. Affirmative Action, M/F, Equal Opportunity Employer. Send resume and salary requirements to Box C-208, BROADCASTING.

Producer/Director for top 20 group owned station. Must be creative and innovative with switching experience. Some news involved. EOE. Send resume and references to Box C-214, BROADCASTING.

Producer-Director with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

TV Director for Public station. Applicant should have at least two years of fulltime TV directing experience at a broadcast station. Send resume and cassette sample of work to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, New York 14213. WNED is an Equal Opportunity Employer.

Had Enough Ice, snow and bone chilling weather? Then pack up your golf clubs, water skis and suntan lotion and become program director of WCBD TV in warm, sunny Charleston, South Carolina. This person will have full, overall responsibility for what goes on our ABC affiliated station. Benefits are excellent and salary is negotiable. Send resume to Jay Mullen, Business Manager, Box 879, Charleston, SC 29402. An Equal Opportunity Employer.

Television: To teach mass communication and basic television courses. Duties may include production and direction of TV programs for closed circuit distribution. Applications accepted to April 11, 1977. Send resume to: Affirmative Action Committee, Office of the Academic Vice President, Drawer R, Morrison Hall, William Paterson College of NJ, 300 Pompton Road, Wayne, NJ 07470. An equal opportunity employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Broadcast Communication instructor or Assistant Professor. M.A. desired plus professional experience in radio including news, sales and management. Courses selected from radio production, broadcast news and other general broadcast courses. Salary competitive and is dependent upon training and experience. Send application to: Dr. Randall Capps, Head Department of Speech and Communication, Western Kentucky University, Bowling Green, KY 42101.

Outstanding Promotion Position. Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

Writer-producer needed for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits, Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

SITUATIONS WANTED MANAGEMENT

General, national, regional, local Sales Mgr available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186. BROADCASTING.

Christian TV Station/General Manager seeks same. Superior references from current employer. Box C-145. BROADCASTING.

Young Broadcaster. I want to make your station profitable and exciting. Degree and seven years commercial experience in production, operations, programming, and promotion; recently as Promotion Manager in top 50 market. 919-782-7699 after 3 pm EST. Box C-175. BROADCASTING.

SITUATIONS WANTED SALES

Experienced TV Network Executive seeks sales position, PR placement or station representation work—willing to relocate. Excellent references Radio-TV. Box C-52. BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

1st Phone Major Market experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing, Box B-68. BROADCASTING.

Dir. of Eng. seeks growth opportunities with group or large facility. 18 years TV/AM/FM, college, Ch. Eng., Group Executive exp. Southeast preferred, any location considered. Available for interview NAB. Box C-86. BROADCASTING.

First Phone, B.A. TV/Radio, experience with ENG systems—seeking position as operational engineer. Box C-226. BROADCASTING.

SITUATIONS WANTED NEWS

TV News Director immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244. BROADCASTING.

Experienced Reporter, Dynamic, creative, strong journalism background including Masters Degree cand. Seeks position as TV reporter, will consider anchor. Top references, VTR & resume. Box C-79. BROADCASTING.

Field Reporter/Photographer. Solid professional with 7 years experience in medium market. Visually oriented self-starter with news savvy and production skills. Box C-148. BROADCASTING.

Meteorologist: personable, innovative, attractive. Very graphic presentation. Currently weekends medium Eastern market, seeking Western station. Degree, AMS. Box C-190. BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

News Writer. I'm one of the best. I'll send you proof. You've got nothing to lose. Box C-210, BROADCASTING.

Anchorman with high ratings seeks move up to on-air news director. Tape on request. Box C-215, BROADCASTING.

Med. Mkt. Radio ND seeks TV reporter anchor, sports. BA journalism, BPP 512-787-0786. Box C-219, BROADCASTING.

Experienced reporter: six years radio, TV, wires. Will be June MSJ graduate, Mediil. Looking for growth opportunity as reporter, anchor or writer in TV or combination. Excellent voice and presence. 312-935-3250 evenings or Box C-221, BROADCASTING.

Seeking ND, Anchor, producer slot. 8 years exp. Family, currently employed. Box C-225, BROADCASTING.

Studio or Street-news is my beat. My audience is my only concern. From anchor desk or ENG remote, I'm aggressive, dedicated, enterprising. Currently, top-rated newscast morning drive anchor and part-time TV in 4th market. Young, attractive, 14 years experience. Box C-229, BROADCASTING.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

Wanted: Entry into TV news! I'm 23, 7 years radio and CATV, 3 years ND, BA Economics. I'll trade years for right position. Will relocate—prefer Eastern U.S.—Gary Scott, 7 Bennington Rd., Havertown, PA 19083; 215-446-8823.

I'm not just a plain Jayne! Enthusiastic young woman seeking broadcast opportunity. BA, radio and TV; major market AM/FM/TV experience. VTR available. Dependable, talented, willing to relocate. Excellent references. Jayne Jeffery, 535 E. Laverne Drive, Oak Creek, WI 53154. 414-762-8836.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director: BA Radio/TV/Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcasting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

I Write, I Produce what I write. I shoot, edit, call and switch what I produce. Please, send for my tape. My specialty: TV promotion and commercials. Box C-195, BROADCASTING.

Creative, young producer/director with three years experience in all phases of production: news, talk shows, promos, commercials, ENG desires more challenging position in larger market. Box C-202, BROADCASTING.

Experienced, innovative, and hardworking producer with major market experience seeks a creative position with a public or commercial station. Masters Degree, writing, film, VTR, and directing experience. Strong interest in scientific and children's programming. Box C-205, BROADCASTING.

Energetic self starter desires 1st broadcasting position. Directing is career objective, switching and audio exp. 3rd class radio. Call 714-284-6392 or write Ralph Hicks, 2444 30th St. Nr. 22, San Diego, CA 92104.

WANTED TO BUY EQUIPMENT

Gates Executive Console wanted. Will consider any condition or price. WNOE, New Orleans. 504-523-4753.

FOR SALE EQUIPMENT

GE BF2A, 3kw FM Amplifier, FCC approved 6076 tube modification. On air last year. Second unit for spare parts. \$750.00. Two unused 6076 tubes, \$120.00 each. Marti 950 mhz M3/STL. complete, \$125.00. GE BF3A, 10kw FM Amplifier, complete—no tubes, \$150.00. Buyer pays freight any item. Call Boss 415-687-4721, KVHS Concord, CA 94521.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

2-Akai VTS-150B complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

Eastman Model 285 no. 1766, only 52 hours since new. \$5900.00 will take part trade. International 13843 NW 19th Avenue Miami, FL 33054. 1-305-681-3733.

Jameson Compac 16/8 Processor, MacBeth TD-504 Densitometer, Oscar Fisher 30 Gallon Jet Mixer, other equipment. Production Supervisor, WXXI-TV, Box 21, Rochester, NY 14601. 716-325-7500.

Gates "President" 8 channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

Collins 5KW transmitter, 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

UHF TV Transmitter—12 KW by GE. Call 815-964-4191 or 815-965-9600.

Switcher—American Data ADC 556 with Chroma Key. Call 815-965-9600 or 815-964-4191.

Spare Color Tubes for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

RCA Switchers—two Custom RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

Audio—Ampex 601 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable. RCA studio monitor-speaker. Call 815-965-9600.

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UHF Transmitter—30 KW GE television transmitter call 815-964-4191 or 815-965-9600.

(2) RCA TR-22 Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

(22) Motorola MV30 Transmitters; (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

(3) RCA TK-42 Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound \$495 312-956-1548.

FOR SALE EQUIPMENT CONTINUED

Two Schafer 1200, Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

An Oldie but a Goodie. Collins 21B transmitter 51 KW. Complete. Recently removed from service. Call 503-882-2551.

O'Conner Hydro-ped, model 102-B with case and wheels. Good condition. KCET, 4401 Sunset Drive, Los Angeles, CA 90027 213-666-6500.

1 kw FM Transmitter, 3 kw FM Transmitter. Electro-sound 2 track stereo (never used-half price), MCI 2 Track Stereo. CBS Audimax (like new). McMartin 4500A. Marti Compressor/Limiters. Call: 404-876-7123.

Color Remote Van-2-IVC500A cameras, RHL switcher, Conrac & Tek monitoring. Self contained power. Ready to roll or install equipment in studio. Phone Bob Schmitt, 918-663-8330, Ext. 43.

Late model Grass Valley Switcher. Dual Mix-Effects Amps w/Pgm-Pvw mixer w/auto fade. Dual Chroma Key. Downstream Keyer with Border/Shadow/Outline and colorizers. Quad Split. Twenty inputs with four aux. buses timed for full reentry. Model 1400-9 loaded with extras. For details call 213-655-8134 or write Pacific Video Industries, 8721 Sunset Blvd., Los Angeles, CA 90069.

Gates SP-10 with logging, new decks and more priced below \$10,000.00. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

Eastman Model 275 16mm Chain Projector Perfect \$3995.00, Eastman 350 Chain Projector \$1500.00, GPL-Teleprompter Large Screen TV Projector \$595.00 RCA TRT Quad VTR Updated & Operational \$1950.00 Ampex VR1000 C AS IS \$995.00. Other Video Equipment. International, 13843 NW 19th Avenue, Miami FL 33054. 305-681-3733.

2 IGM 500 one dual-MOS 3 voice, 3 music, new reels, fully guaranteed. Great buy! Contact Broadcast Specialties, 206-577-1681.

Stereo FM Transmitters: Gates FM-20H-20KW, Gates FM-20B-20KW, Collins 831-G1B-20KW, GEL FM-15A-15KW, AEL FM-12K-12KW, Collins 830F-1A-10KW, Collins 830F-1B-10KW, CCA FM-1000DS-10KW, Visual FM-1000-KA-10KW, Gates FM-5B-5KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, Collins 830E-1B-1KW, ITA FM-1000-C-1KW, Collins 830-D1A-1KW, ITA FM-250B, Gates FM-250B. Communication Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314-334-6097.

5KW AM Transmitters: Gates BC5-P2, Collins 21E, RCA BTA-5F, RCA BTA-5G, RCA BTA-5H, Collins 820E-1, ITA AM-5000-C. Communication Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314-334-6097.

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100 Watt Translators—Three Emcee models U-HTU-100D. Excellent condition. All tubes brand new, tuned to your channels. Possible delivery—\$4,500 ea. 408-354-1984.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

Original comedy for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

Knockers! A great set of funny recorded bits for your show. Sample. Fuller, 44304 Olina Kaneohe, HI 96744.

COMEDY CONTINUED

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

Free Catalog...Everything for the deejay! Write: Command, Box 26348, San Francisco 94126.

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Southwest market station of group owner needs direction from an aggressive, experienced radio professional. Successful candidate will have the ability and desire to make this FM station a leader in the community. Compensation plan will include a percentage of the profit. Please send resume to Box C-143, BROADCASTING.

Help Wanted Management Continued



broadcast district sales managers

Rapid growth in the Broadcast Market requires the addition of several Broadcast District Sales Managers. These positions offer you an excellent compensation package, a chance to travel and sell quality products at competitive prices. Send your resume now to McMartin Industries, attn: Bob Anderman, or visit with us at NAB, booth 200A, Sheraton Park Hotel, Washington, D. C., March 27-30

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WOAI Radio has openings for 2 conversational drive-time news anchors. All-news experience preferred. WOAI is a 50,000-watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio, TX 78205. EOE.

Help Wanted Technical



project engineers

Immediate opening for EE project engineers in low power VHF RF design and high-quality audio circuit design. Please send your resume to McMartin Industries, attn: Charlie Goodrich, or visit with us at NAB, booth 200A, Sheraton Park Hotel, Washington, D. C., March 27-30.

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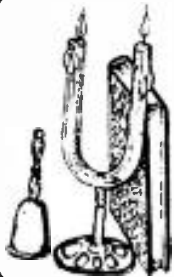
Management Consultant formerly associated with leading Radio/TV consulting firm is seeking an executive relationship with expansion oriented broadcaster. Extensive experience with station appraisals; including financial and market analyses. B.A., M.B.A., Top References. Reply In Confidence to Box C-106, BROADCASTING.

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LOOKING FOR A NEWS DIRECTOR?

Stable, dedicated professional in major market seeks challenge as No. 1 in a medium market news operation. I'm currently No. 2 man and upward movement is unlikely due to recent company policy revisions. I've got 10 years in management, on air and in the field, in some of the largest markets in the country. I've helped build a number 1, award winning news operation ... I'd like to do it again ... reply Box C-204, BROADCASTING.

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Television Technician position wanted. Has First Class License and five yrs. experience as an Engineer. Seek tech. position as switcher, camera, audio, and VTR operations. Also possess Associate Degree in Electronics. Interested in working in Washington D.C. Will relocate. Box C-136, BROADCASTING.

Public Notice

The City of New York, acting through its Board of Estimate, on March 10, 1977 adopted a resolution seeking applications for cable television franchises in the City of New York. Copies of the Request for Proposals are available on request from Mr. Morris Tarshis, Director, Bureau of Franchises, City of New York, 1307 Municipal Building, New York, N.Y. 10007, telephone number (212) 566-2654. Applications must be submitted in writing in the form specified in the Request for Proposals and must be received no later than June 6, 1977. All applications received will be available for public inspection during regular business hours at the Bureau of Franchises, 1307 Municipal Building, Chambers and Centre Streets in Manhattan.

Morris Tarshis
Director of Franchises

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| S | Maj | Fulltime | \$725K | \$211K |

CONTACT

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|---------------|----------------|
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| Art Simmers | (617) 837-6711 |
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| John King | (216) 871-0614 |
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Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

| Stock symbol | Exch. | Closing Wed. March 23 | Closing Wed. March 16 | Net change in week | I change in week | 1977 | | PIE ratio | Approx. shares out (000) | Total market capitalization (000) | |
|---------------------|-------|-----------------------|-----------------------|--------------------|------------------|--------|--------|-----------|--------------------------|-----------------------------------|------------------|
| | | | | | | High | Low | | | | |
| Broadcasting | | | | | | | | | | | |
| ABC | N | 41 7/8 | 42 1/8 | - 1/4 | - .59 | 42 3/8 | 37 | 17 | 17,625 | 738,046 | |
| CAPITAL CITIES | CCB | N 47 1/4 | 50 1/4 | - 3 | - 5.97 | 57 | 47 1/4 | 10 | 7,739 | 365,667 | |
| CBS | N | 56 7/8 | 58 7/8 | - 2 | - 3.39 | 59 1/4 | 55 | 10 | 28,395 | 1,614,965 | |
| COX | N | 29 1/2 | 29 3/8 | + 1/8 | + .42 | 33 5/8 | 29 1/2 | 9 | 5,872 | 173,224 | |
| GROSS TELECASTING | GGG | A 15 1/2 | 15 7/8 | - 3/8 | - 2.36 | 15 1/2 | 13 5/8 | 8 | 800 | 12,400 | |
| KINGSTIP COMMUN. | KTVV | O 3 7/8 | 4 | - 1/8 | - 3.12 | 4 5/8 | 3 7/8 | 7 | 461 | 1,786 | |
| LIN | O | 19 1/8 | 20 | - 7/8 | - 4.37 | 19 1/8 | 16 3/4 | 8 | 2,615 | 50,011 | |
| MOONEY | O | 2 | 2 | | .00 | 2 1/4 | 1 7/8 | 3 | 425 | 850 | |
| RAHALL | O | 14 1/4 | 14 1/2 | - 1/4 | - 1.72 | 18 1/2 | 8 5/8 | 17 | 1,281 | 18,254 | |
| SCRIPPS-HOWARD | SCRP | O 35 | 34 1/2 | + 1/2 | + 1.44 | 35 | 31 1/2 | 8 | 2,589 | 90,615 | |
| STARR** | SBG | M 4 1/2 | 4 5/8 | - 1/8 | - 2.70 | 5 | 3 1/2 | 8 | 1,202 | 5,409 | |
| STORER | SBK | N 24 1/2 | 25 1/2 | - 1 | - 3.92 | 26 7/8 | 23 5/8 | 9 | 4,876 | 119,462 | |
| TAFT | N | 30 1/4 | 30 | + 1/4 | + .83 | 33 7/8 | 29 | 8 | 4,070 | 123,117 | |
| | | | | | | | | | TOTAL | 77,950 | 3,313,806 |

Broadcasting with other major interests

| | | | | | | | | | | | |
|---------------------|-------|----------|--------|---------|--------|--------|--------|----|--------------|----------------|------------------|
| ADAMS-RUSSELL | AAR | A 4 3/4 | 5 | - 1/4 | - 5.00 | 5 1/8 | 3 3/4 | 8 | 1,265 | 6,008 | |
| AVCO | AV | N 14 3/4 | 14 5/8 | + 1/8 | + .85 | 16 5/8 | 13 3/8 | 3 | 23,792 | 350,932 | |
| JOHN BLAIR | BJ | N 15 7/8 | 16 1/4 | - 3/8 | - 2.30 | 15 7/8 | 11 1/8 | 6 | 2,407 | 38,211 | |
| CHRIS-CRAFT | CCN | N 4 7/8 | 5 | - 1/8 | - 2.50 | 7 3/8 | 4 7/8 | 6 | 4,395 | 21,425 | |
| COMBINED COMM. | CCA | N 23 | 22 7/8 | + 1/8 | + .54 | 23 | 19 | 9 | 6,644 | 152,812 | |
| COWLES | CWL | N 13 1/4 | 13 | + 1/4 | + 1.92 | 13 5/8 | 12 1/2 | 16 | 3,969 | 52,589 | |
| DUN & BROADSTREET | DNB | N 29 | 29 3/8 | - 3/8 | - 1.27 | 30 1/2 | 26 1/4 | 16 | 26,544 | 769,776 | |
| FAIRCHILD IND. | FEN | N 9 3/4 | 9 7/8 | - 1/8 | - 1.26 | 11 1/4 | 9 5/8 | 9 | 5,708 | 55,653 | |
| FUQUA | FQA | N 10 1/4 | 10 | + 1/4 | + 2.50 | 13 | 10 1/4 | 7 | 8,844 | 90,651 | |
| GANNETT CO. | GCI | N 34 1/4 | 35 1/2 | - 1 1/4 | - 3.52 | 40 3/4 | 34 | 15 | 21,629 | 740,793 | |
| GENERAL TIRE | GY | N 27 | 27 3/8 | - 3/8 | - 1.36 | 28 5/8 | 24 3/4 | 6 | 22,258 | 600,966 | |
| GLOBE BROADCASTING | GLBTA | D 4 | 3 3/4 | + 1/4 | + 6.66 | 4 3/8 | 2 1/8 | 5 | 2,783 | 11,132 | |
| GRAY COMMUN. | O | 10 1/2 | 10 1/2 | | .00 | 10 1/2 | 8 | 5 | 4,987 | 4,987 | |
| HARTE-HANKS | HHN | N 28 3/8 | 28 1/4 | + 1/8 | + .44 | 29 3/8 | 27 5/8 | 12 | 4,383 | 124,367 | |
| JEFFERSON-PILOT | JP | N 28 1/2 | 29 1/4 | - 3/4 | - 2.56 | 32 3/8 | 28 1/2 | 10 | 24,079 | 686,251 | |
| KAISER INDUSTRIES | KI | A 18 | 16 3/4 | + 1 1/4 | + 7.46 | 18 | 14 3/4 | 9 | 28,119 | 506,142 | |
| KANSAS STATE NET. | KSN | D 6 | 5 1/2 | + 1/2 | + 9.09 | 6 | 4 3/4 | 12 | 1,716 | 10,296 | |
| KNIGHT-RIDDER | KRN | N 34 | 34 7/8 | - 7/8 | - 2.50 | 38 3/8 | 33 3/8 | 12 | 8,305 | 282,370 | |
| LEE ENTERPRISES | LNT | A 25 | 24 1/2 | + 1/2 | + 2.04 | 28 1/8 | 23 1/4 | 12 | 5,010 | 125,250 | |
| LIBERTY | LC | N 18 5/8 | 19 | - 3/8 | - 1.97 | 19 3/8 | 18 | 6 | 6,762 | 125,942 | |
| MCGRAW-HILL | MHP | N 17 3/8 | 17 5/8 | - 1/4 | - 1.41 | 17 5/8 | 15 5/8 | 11 | 24,626 | 427,876 | |
| MEDIA GENERAL | MEG | A 17 1/4 | 18 3/8 | - 1 1/8 | - 6.12 | 20 | 17 1/4 | 8 | 7,292 | 125,787 | |
| MEREDITH | MOP | N 17 1/2 | 18 5/8 | - 1 1/8 | - 6.04 | 20 1/4 | 17 1/2 | 4 | 3,067 | 53,672 | |
| METROMEDIA | MET | N 30 1/4 | 29 3/4 | + 1/2 | + 1.68 | 30 5/8 | 27 1/8 | 7 | 6,745 | 204,036 | |
| MULTIMEDIA | MMED | O 22 3/4 | 23 3/4 | - 1 | - 4.21 | 23 1/2 | 21 1/2 | 10 | 4,391 | 99,895 | |
| NEW YORK TIMES CO. | NYKA | A 15 3/4 | 16 3/8 | - 5/8 | - 3.81 | 17 3/8 | 15 3/4 | 8 | 11,206 | 176,494 | |
| OUTLET CO. | OTU | N 23 | 23 1/8 | - 1/8 | - .54 | 23 | 17 3/4 | 7 | 1,440 | 33,120 | |
| PDST CORP. | PDST | O 18 | 18 1/2 | - 1/2 | - 2.70 | 19 1/4 | 16 1/4 | 8 | 878 | 15,804 | |
| REEVES TELECOM** | RRT | A 2 1/2 | 2 1/2 | | .00 | 3 | 1 3/4 | 4 | 2,376 | 5,940 | |
| ROLLINS | ROL | N 18 3/4 | 19 1/4 | - 1/2 | - 2.59 | 24 1/4 | 18 3/4 | 11 | 13,404 | 251,325 | |
| RUST CRAFT | RUS | A 11 1/2 | 12 3/8 | - 7/8 | - 7.07 | 11 1/2 | 8 1/2 | 8 | 2,291 | 26,346 | |
| SAN JUAN RACING | SJR | N 8 | 8 3/4 | - 3/4 | - 8.57 | 9 3/8 | 8 | 6 | 2,500 | 20,072 | |
| SCHERING-PLOUGH | SGP | N 38 3/4 | 40 1/4 | - 1 1/2 | - 3.72 | 44 3/4 | 37 7/8 | 13 | 54,047 | 2,094,321 | |
| SONDERLING | SDB | A 10 | 10 1/4 | - 1/4 | - 2.43 | 10 7/8 | 9 3/8 | 5 | 1,096 | 10,960 | |
| TECH OPERATIONS** | TO | A 2 5/8 | 2 3/4 | - 1/8 | - 4.54 | 3 3/8 | 2 5/8 | 8 | 1,344 | 3,528 | |
| TIMES MIRROR CO. | TMC | N 20 7/8 | 20 1/2 | + 3/8 | + 1.82 | 23 | 20 7/8 | 10 | 33,911 | 707,892 | |
| WASHINGTON PDST CO. | WPO | A 23 1/8 | 22 3/8 | + 3/4 | + 3.35 | 25 1/8 | 23 1/8 | 9 | 9,019 | 208,564 | |
| WOMETCO | WOM | N 11 | 11 1/2 | - 1/2 | - 4.34 | 12 3/4 | 11 | 7 | 8,623 | 94,853 | |
| | | | | | | | | | TOTAL | 397,352 | 9,317,038 |

Cablecasting

| | | | | | | | | | | | |
|----------------------|-------|----------|--------|---------|---------|--------|--------|----|--------------|---------------|------------------|
| ACTON CORP. | ATN | A 4 | 4 1/8 | - 1/8 | - 3.03 | 4 3/4 | 3 1/8 | 13 | 2,676 | 10,704 | |
| AEL INDUSTRIES | AELBA | O 3 7/8 | 3 3/4 | + 1/8 | + 3.33 | 4 | 2 3/8 | 18 | 1,672 | 6,479 | |
| AMECO** | ACO | O 1/2 | 1/2 | | .00 | 1/2 | 1/2 | 1 | 1,200 | 600 | |
| AMERICAN TV & COMM. | AMTV | O 25 1/4 | 26 1/4 | - 1 | - 3.80 | 25 1/4 | 19 3/4 | 18 | 3,369 | 85,067 | |
| ATHENA COMM. ** * | O | 1/8 | 1/8 | | .00 | 1/8 | 1/8 | 1 | 2,125 | 265 | |
| BURNUP & SIMS | BSIM | O 3 5/8 | 3 1/2 | + 1/8 | + 3.57 | 4 1/8 | 3 5/8 | 24 | 8,319 | 30,156 | |
| CABLECOM-GENERAL | CCG | A 10 | 9 3/4 | + 1/4 | + 2.56 | 10 | 5 7/8 | 9 | 2,562 | 25,620 | |
| CABLE INFO. | O | 1/2 | 1/2 | | .00 | 3/4 | 1/2 | 3 | 663 | 331 | |
| COMCAST | O | 4 1/4 | 4 | + 1/4 | + 6.25 | 4 1/4 | 3 3/4 | 12 | 1,708 | 7,259 | |
| COMMUN. PROPERTIES | COMU | O 5 | 4 1/8 | + 7/8 | + 21.21 | 5 | 3 5/8 | 15 | 4,761 | 23,805 | |
| COX CABLE | CXC | A 22 1/4 | 22 5/8 | - 3/8 | - 1.65 | 22 1/4 | 16 1/2 | 21 | 3,563 | 79,276 | |
| ENTRON | ENT | O 1 3/4 | 1 3/4 | | .00 | 2 | 1 3/4 | 2 | 979 | 1,713 | |
| GENERAL INSTRUMENT | GRL | N 21 | 21 3/4 | - 3/4 | - 3.44 | 21 3/4 | 18 1/2 | 23 | 7,178 | 150,738 | |
| GENEVE CORP. | GENV | O 8 | 8 | | .00 | 9 1/4 | 8 | 53 | 1,121 | 8,968 | |
| TELE-COMMUNICATION** | TCOM | O 4 1/4 | 3 3/4 | + 1/2 | + 13.33 | 4 1/4 | 2 7/8 | 61 | 5,281 | 22,444 | |
| TELEPROMPTER** | TP | N 7 7/8 | 8 1/4 | - 3/8 | - 4.54 | 9 3/8 | 7 | 7 | 16,646 | 131,087 | |
| TIME INC. | TL | N 36 | 37 1/2 | - 1 1/2 | - 4.00 | 38 1/4 | 33 3/4 | 11 | 20,192 | 726,912 | |
| TOCOM | TOCM | O 3 | 3 | | .00 | 3 | 2 1/4 | 11 | 617 | 1,851 | |
| UA-COLUMBIA CABLE | UACC | O 17 1/2 | 17 1/2 | | .00 | 17 1/2 | 15 1/2 | 13 | 1,700 | 29,750 | |
| UNITED CABLE TV** | UCTV | O 4 1/8 | 4 1/4 | - 1/8 | - 2.94 | 4 5/8 | 3 7/8 | 8 | 1,879 | 7,750 | |
| VIACOM | VIA | N 14 | 14 1/4 | - 1/4 | - 1.75 | 15 5/8 | 9 1/2 | 14 | 3,707 | 51,898 | |
| | | | | | | | | | TOTAL | 91,918 | 1,402,673 |

| Stock symbol | Exch. | Closing Wed. March 23 | Closing Wed. March 16 | Net change in week | % change in week | 1977 | | PIE ratio | Approx. shares out (000) | Total market capitalization (000) | | | |
|--------------------|-------|-----------------------|-----------------------|--------------------|------------------|-------|-----|-----------|--------------------------|-----------------------------------|----------------|------------------|-----------|
| | | | | | | High | Low | | | | | | |
| Programming | | | | | | | | | | | | | |
| COLUMBIA PICTURES | CPS | N | 10 1/4 | 10 5/8 | - | 3/8 | - | 3.52 | 11 3/4 | 7 3/8 | 4 | 6,748 | 69,167 |
| DISNEY | DIS | N | 36 | 38 7/8 | - | 2 7/8 | - | 7.39 | 47 5/8 | 36 | 15 | 31,917 | 1,149,012 |
| FILMWAYS | FWY | A | 9 3/8 | 10 1/2 | - | 1 1/8 | - | 10.71 | 9 3/8 | 6 7/8 | 8 | 2,397 | 22,471 |
| FOUR STAR | | | 3/4 | 7/8 | - | 1/8 | - | 14.28 | 1 | 3/4 | 8 | 667 | 500 |
| GULF + WESTERN | GW | N | 14 5/8 | 15 | - | 3/8 | - | 2.50 | 18 3/8 | 14 1/2 | 3 | 45,162 | 660,494 |
| MCA | MCA | N | 38 5/8 | 38 | + | 5/8 | + | 1.64 | 42 1/2 | 36 1/2 | 7 | 17,974 | 694,245 |
| MGM | MGM | N | 20 1/8 | 18 1/2 | + | 1 5/8 | + | 8.78 | 20 1/8 | 16 | 9 | 13,102 | 263,677 |
| TELETRONICS INTL. | O | | 5 1/2 | 5 1/2 | - | | - | .00 | 5 1/2 | 5 1/2 | 8 | 968 | 5,324 |
| TRANSAMERICA | TA | N | 14 | 14 1/4 | - | 1/4 | - | 1.75 | 15 1/4 | 13 3/4 | 8 | 65,148 | 912,072 |
| 20TH CENTURY-FOX | TF | N | 10 1/4 | 10 5/8 | - | 3/8 | - | 3.52 | 12 1/4 | 10 | 7 | 7,583 | 77,725 |
| WARNER | WCI | N | 27 5/8 | 29 | - | 1 3/8 | - | 4.74 | 29 5/8 | 26 1/4 | 7 | 16,752 | 462,774 |
| WRATHER | WCO | A | 5 7/8 | 6 3/8 | - | 1/2 | - | 7.84 | 5 7/8 | 4 1/2 | 15 | 2,244 | 13,183 |
| TOTAL | | | | | | | | | | | 210,662 | 4,330,644 | |

Service

| | | | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---|-----|---|------|--------|--------|---------------|------------------|---------|
| B800 INC. | BB00 | O | 25 | 25 | | | | .00 | 25 | 22 1/2 | 8 | 2,513 | 62,825 |
| COMSAT | CO | N | 35 5/8 | 35 1/4 | + | 3/8 | + | 1.06 | 35 5/8 | 29 3/8 | 9 | 10,000 | 356,250 |
| DOYLE DANE BERNBACH | DOYL | O | 19 | 19 1/2 | - | 1/2 | - | 2.56 | 19 | 16 3/4 | 7 | 1,816 | 34,504 |
| FOOTE CONE & BELDING | FCR | N | 16 5/8 | 16 1/2 | + | 1/8 | + | .75 | 16 5/8 | 14 3/4 | 8 | 2,304 | 38,304 |
| GREY ADVERTISING | GREY | O | 18 3/4 | 18 1/4 | + | 1/2 | + | 2.73 | 19 3/4 | 16 1/2 | 5 | 729 | 13,668 |
| INTERPUBLIC GRDUP | IPG | N | 34 | 34 3/8 | - | 3/8 | - | 1.09 | 34 | 28 1/2 | 8 | 2,387 | 81,158 |
| MARVIN JOSEPHSON | MRVN | O | 12 1/2 | 12 3/4 | - | 1/4 | - | 1.96 | 14 | 10 1/4 | 6 | 1,871 | 23,387 |
| MCI COMMUNICATIONS** | MCIC | O | 2 1/4 | 2 1/8 | + | 1/8 | + | 5.88 | 2 1/2 | 1 3/4 | | 19,985 | 44,966 |
| MOVIELAB | MOV | A | 1 1/2 | 1 5/8 | - | 1/8 | - | 7.69 | 2 | 1 1/4 | 6 | 1,409 | 2,113 |
| MPO VIDEOTRONICS | MPO | A | 7 | 7 3/4 | - | 3/4 | - | 9.67 | 9 | 4 | 4 | 520 | 3,640 |
| NEEDHAM, HARPER | NDHMA | O | 11 5/8 | 11 5/8 | | | | .00 | 11 5/8 | 11 1/8 | 7 | 823 | 9,567 |
| A. C. NIELSEN | NIELR | O | 21 1/4 | 21 3/4 | - | 1/2 | - | 2.29 | 22 1/8 | 20 1/8 | 13 | 10,762 | 228,692 |
| OGILVY & MATHER | OGIL | O | 33 1/2 | 33 1/4 | + | 1/4 | + | .75 | 33 1/2 | 31 | 8 | 1,805 | 60,467 |
| J. WALTER THOMPSON | JWT | N | 17 | 17 | | | | .00 | 18 1/2 | 15 1/8 | 8 | 2,649 | 45,033 |
| TOTAL | | | | | | | | | | | 59,573 | 1,004,574 | |

Electronics/Manufacturing

| | | | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|------------------|-------------------|------------|
| AMPEX | APX | N | 8 1/4 | 8 3/4 | - | 1/2 | - | 5.71 | 9 3/8 | 7 3/8 | 11 | 10,885 | 89,801 |
| ARVIN INDUSTRIES | ARV | N | 16 7/8 | 17 1/4 | - | 3/8 | - | 2.17 | 19 1/4 | 16 1/2 | 5 | 5,959 | 100,558 |
| CCA ELECTRONICS* | CCA | O | 5/8 | 5/8 | | | | .00 | 5/8 | 1/8 | 3 | 897 | 560 |
| CETEC | CEC | A | 2 1/4 | 2 1/4 | | | | .00 | 2 3/8 | 1 3/4 | 12 | 2,244 | 5,049 |
| COHU, INC. | COH | A | 2 1/2 | 3 1/8 | - | 5/8 | - | 20.00 | 3 1/8 | 2 1/8 | 23 | 1,617 | 4,042 |
| CONRAC | CAX | N | 24 7/8 | 24 7/8 | | | | .00 | 26 1/2 | 23 3/4 | 7 | 1,428 | 35,521 |
| EASTMAN KODAK | EASKD | N | 70 | 73 7/8 | - | 3 7/8 | - | 5.24 | 86 3/4 | 70 | 17 | 161,347 | 11,294,290 |
| FARINON ELPTIC | FARN | O | 8 1/4 | 8 1/2 | - | 1/4 | - | 2.94 | 12 | 8 1/4 | 10 | 4,267 | 35,202 |
| GENERAL ELECTRIC | GE | N | 50 7/8 | 51 1/2 | - | 5/8 | - | 1.21 | 55 7/8 | 49 3/4 | 12 | 184,581 | 9,390,558 |
| HARRIS CORP. | HRS | N | 34 1/2 | 34 1/8 | + | 3/8 | + | 1.09 | 34 7/8 | 28 | 13 | 12,216 | 421,452 |
| HARVEL INDUSTRIES* | HARV | O | 3 1/8 | 3 1/8 | | | | .00 | 5 1/2 | 3 1/8 | 8 | 480 | 1,500 |
| INTL. VIDEO CORP.** | IVCP | O | 1 1/8 | 2 1/4 | - | 1 1/8 | - | 50.00 | 2 1/4 | 7/8 | | 2,701 | 3,038 |
| MICROWAVE ASSOC. INC | MAI | N | 23 1/4 | 23 7/8 | - | 5/8 | - | 2.61 | 24 1/2 | 20 1/4 | 11 | 1,320 | 30,690 |
| 3M | MMM | N | 51 7/8 | 53 7/8 | - | 2 | - | 3.71 | 57 | 48 1/2 | 18 | 115,265 | 5,979,371 |
| MOTOROLA | MOT | N | 46 7/8 | 48 1/2 | - | 1 5/8 | - | 3.35 | 56 7/8 | 43 1/2 | 16 | 28,353 | 1,329,046 |
| N. AMERICAN PHILIPS | NPH | N | 33 | 34 | - | 1 | - | 2.94 | 36 | 33 | 7 | 12,033 | 397,089 |
| OAK INDUSTRIES | OAK | N | 17 5/8 | 16 3/4 | + | 7/8 | + | 5.22 | 17 5/8 | 9 5/8 | 15 | 1,639 | 28,887 |
| RCA | RCA | N | 29 3/4 | 29 3/8 | + | 3/8 | + | 1.27 | 29 3/4 | 25 3/8 | 13 | 74,753 | 2,223,901 |
| ROCKWELL INTL. | RDK | N | 33 5/8 | 34 1/8 | - | 1/2 | - | 1.46 | 34 5/8 | 30 7/8 | 9 | 32,300 | 1,086,087 |
| RSC INDUSTRIES | RSC | A | 1 3/4 | 1 3/4 | | | | .00 | 2 | 1 5/8 | 9 | 2,690 | 4,707 |
| SCIENTIFIC-ATLANTA | SFA | A | 16 3/4 | 16 7/8 | - | 1/8 | - | .74 | 21 1/8 | 16 3/4 | 11 | 1,668 | 27,939 |
| SONY CORP. | SNE | N | 10 3/8 | 10 1/4 | + | 1/8 | + | 1.21 | 10 3/8 | 8 1/8 | 22 | 172,500 | 1,789,687 |
| TEKTRONIX | TEK | N | 59 3/4 | 59 3/4 | | | | .00 | 68 1/2 | 56 1/2 | 15 | 8,671 | 518,092 |
| TELEMATION | TIMT | O | 5/8 | 5/8 | | | | .00 | 3/4 | 1/2 | 1 | 1,050 | 656 |
| VARIAN ASSOCIATES | VAR | N | 17 5/8 | 17 7/8 | - | 1/4 | - | 1.39 | 19 3/8 | 14 3/4 | 13 | 6,838 | 120,519 |
| WESTINGHOUSE | WX | N | 17 1/4 | 18 1/4 | - | 1 | - | 5.47 | 18 5/8 | 16 1/4 | 7 | 87,492 | 1,509,237 |
| ZENITH | ZE | N | 25 1/4 | 26 7/8 | - | 1 5/8 | - | 6.04 | 28 | 23 | 12 | 18,818 | 475,154 |
| TOTAL | | | | | | | | | | | 954,012 | 36,902,633 | |
| GRAND TOTAL | | | | | | | | | | | 1,791,467 | 56,271,368 | |

Standard & Poor's Industrial Average 111.4 111.4 00.0

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Heavyweight on the Hill: Senator Ernest F. Hollings

Like the stock brokerage advertised on television, when Senator Ernest F. Hollings ("Fritz" to all) speaks, people listen. And among those listening most attentively, since Mr. Hollings was named chairman of the Senate Communications Subcommittee last month, are broadcasters.

The senator demonstrated his stature in the Senate most recently in an unusually strong—albeit losing—bid for the majority leadership—unusual because his has a relatively brief tenure (10 years) to be a serious contender for the Senate's top job. And he has been in the foreground on some of the most pressing issues in Congress. People who know him say he is fair-minded, a straight shooter, ambitious but not pompous.

Broadcasters who know him say he is by no means an industry partisan, but they are delighted with him anyway.

The senator has a way of commanding attention. Tall (6 feet, 2 inches), white-haired, he speaks in sonorous bass tones and rolls the words out slowly, emphasizing his South Carolina accent. The effect is what Capitol Hill watchers call "senatorial."

Despite four years on the Communications Subcommittee, Mr. Hollings has limited background in the field, a fact he is quick to volunteer. "I'm the only one ready to admit I don't know anything about it," he says. Nevertheless he gave up the chairmanship of another Commerce Committee subcommittee, Oceans and Atmosphere, to put himself on Communications. The other subcommittee had more relevance to his home state, hence more political value to him, but the field was one he had pretty well mined.

Mr. Hollings feels that in communications, by contrast, there is much to be done. "I've been into the field of shortage [with the energy area]. Now I'm into the field of abundance. You've got more communications and innovative approaches—wire lines and electronic transfer, cable TV, telephones—a lot of things to look at... I just figured here was something where you could get a lot more done working in this particular committee perhaps than any other."

Broadcasters may recall Mr. Hollings's involvement two years ago on behalf of a license-renewal bill that narrowly missed passing Congress. An amendment he introduced led to a bill, adopted by the Senate, that would give the broadcast incumbent a preference over challengers if he had substantially fulfilled his license commitments. "Tie goes to the runner," Mr. Hollings said, and he still adheres to



Ernest Frederick Hollings—member, U.S. Senate (D-S.C.); b. Jan. 1, 1922, Charleston, S.C.; BA, The Citadel, 1942; LLB, University of South Carolina, 1947; U.S. Army, 1942-45, discharged as captain with seven campaign stars; South Carolina House of Representatives, 1948-54; South Carolina lieutenant governor, 1955-59; governor, 1959-63; active partner, Hollings & Hawkins law firm, Charleston, S.C., 1963-66; U.S. Senate, 1966-present (elected to fill unexpired term of late Olin D. Johnston [D], elected to first full term, 1968); m. Rita Liddy (Peatsey), 1971; children (by previous marriage)—Michael, 25; Helen, 24; Sally, 20; and Ernest F. III, 18.

the proposal. He supports a license-renewal bill with the license term lengthened from three to five years, and has made it an item on the subcommittee's hearing agenda this year.

Mr. Hollings says he appreciates the power of broadcasting. When asked what he is known for back in South Carolina, he says, "getting elected by the broadcasters." He is convinced that without access to broadcasting, he could not have won his campaign for South Carolina governor in 1958, a campaign opposed by nearly all the newspapers in the state. "I got in on the equal-time provision," he says. Nobody understands the value of that provision better than he does, he adds, and nobody would likely put up a stronger fight than he would to keep it. "Nosiree."

Mr. Hollings has a moderate's voting record in the Senate, slightly unusual for a representative of the same state that put the extremely conservative Strom Thurmond (R) in the Senate. Several years ago he voted for the resolution against U.S. involvement in Cambodia (back home, "they thought I was joining the Communists"), but, more conservatively, he votes for a strong defense and a balanced budget.

It is pointed out by some that the last two are popular stances with the South Carolina constituency, which is reason,

they say, to believe Mr. Hollings might take a similar popular stance against TV violence. In fact, he does disapprove of the level of sex and violence on TV, and he disagrees with the decision of the U.S. court of appeals in overturning the FCC's decision against the airing of the allegedly indecent programing by WBAI(FM) New York (BROADCASTING, March 21).

"I don't like it," Mr. Hollings says, "but I know there's got to be a freedom-of-speech adherence constitutionally. So you can't do too much about it." He would prefer the problem be handled by pressure against the TV industry from groups such as the National Parent Teachers Association and the American Medical Association. He suggests, for example, a boycott of offensive programs by viewers or advertisers. "That'd be better than us trying to pass an unconstitutional law," he says.

Among Mr. Hollings's admirers is Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. Mr. Hollings says the feeling is mutual and that he looks forward to a good working relationship. But Mr. Hollings sticks to his earlier opposition to Mr. Van Deerlin's rewriting of the entire Communications Act. Things simply are not bad enough to warrant that, he said in his first subcommittee hearing (on common carriers) last week.

The senator says he would just as soon handle communications problems one by one as they come up—but, even at that, he favors legislating as little as possible. "I'm not looking to pass a bunch of laws just because I've got a Communications Subcommittee. I don't think there's a crisis, a Chicken-Little sky is falling."

People familiar with the senator look for him to be a strong chairman. He has already started to act like one, making preparations for an increased staff to handle the ambitious schedule the subcommittee has already sketched ("Closed Circuit," March 21). When he is not working, which he says is rarely, Mr. Hollings can usually be found at home reading or on the tennis court. A strong tennis player, his opponents say, he has been known to skip or be late to social functions to get in another set. Opponents marvel at his will to win (they find it suspicious that one of his frequent doubles partners is also one of the best players in the city), but the senator says he just outlasts people.

As to the future, Senator Hollings acknowledges that he is still thinking about the majority leadership, and others predict that, even without that title, he is going to have a strong role in this Congress—in communications and other areas. "He's a heavyweight. That's all," said one.

Benchmark

Broadcasters who profess admiration for the First Amendment and the no-censorship provision of the Communications Act have been curiously silent since the appellate court overturned the FCC's standards on indecency (BROADCASTING, March 21). A court has unequivocally told the FCC to keep its hands off programming. Why aren't broadcasters dancing in the streets?

Well, it wasn't one of them who took the FCC to court. It was the nonconformist, noncommercial WBAI(FM) New York which was rebuked by the FCC for playing a George Carlin comedy record that no commercial broadcaster would think of playing, except perhaps at a stag party some Saturday night. It would sit better with the broadcasting establishment if the court had issued its decision in a case involving, say, Walter Cronkite or Mary Tyler Moore.

It is a stunning blow that the court has delivered to an FCC that asked for it. The FCC issued its WBAI ruling as its definition of indecency to be prosecuted under the federal criminal code provision that prohibits obscene or indecent broadcasts. At the issuance, the agency invited court appeal.

WBAI accepted the challenge, and the court has obliged with a ruling that the FCC violated the Communication Act's Section 326, which prohibits the commission from censoring broadcasts. Chief Judge David Bazelon, in a concurring opinion, found a violation of the First Amendment as well.

It is not a dirty record that the court endorsed, but a basic principle of editorial independence. It is worth repeating a phrase from the court's opinion: "To whatever extent we err or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste." That is suitable for framing in the lobby at headquarters of the National Association of Broadcasters.

The opinion also said: "We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes." That's one to be hung in every station, including WBAI.

Waiting for the word

Once a year the nation's broadcasters get together for an event that bears the mixed trappings of trade show, business forum, class reunion and public whipping. It is called the annual convention of the National Association of Broadcasters, and this year's episode is being played in Washington this week.

As the schedule appearing elsewhere in this magazine indicates, the diligent delegate will be able to fill his days from dawn to dawn. He may shop a huge hardware exhibit scattered over three hotels. He may attend a profusion of workshops and general sessions covering topics ranging from station promotion to political affairs. He will be offered as much entertainment as his system can tolerate. And he may dutifully submit to the lecturing of government officials who habitually use the NAB convention for the venting of grievances and advancement of causes that are apt to spark the interest of the attending press.

Sometimes conventions make news.

In 1961 the convention was opened by a young, new President, John F. Kennedy, who had in tow America's first astronaut, Alan Shepard, just landed after the first space flight. The cheers had hardly died before a young, new FCC chairman, Newton Minow, was lambasting television programming, and "vast wasteland" entered the language.

In 1968 the convention was visited by an older and war-worn

President, Lyndon B. Johnson, on the morning after he had announced his decision not to run for re-election. Mr. Johnson, a once-removed broadcaster with a family ownership in radio and television stations, upbraided his colleagues for negative reporting of the Vietnam War, which was costing him his job.

In 1974, after Watergate, the convention was selected by a faltering President, Richard M. Nixon, as a rescue station. By White House arrangement, Mr. Nixon appeared on a stage otherwise occupied by the members of the NAB board, applauding the President and looking like a claque. Not the high-water mark of journalistic independence, but a way point on Mr. Nixon's descent toward resignation five months later.

What of the convention of 1977? With his demonstrated knack for off-the-cuff newsmaking, President Jimmy Carter could turn this convention into another news event, if he deigns to appear. At press time there had been no response to an NAB invitation sent weeks ago.

The broadcasters' interest in Mr. Carter and his thoughts is intense. The President has the power to change the tone of broadcast regulation when he appoints an FCC chairman to succeed Richard E. Wiley and a commissioner to succeed Benjamin Hooks.

Mr. Wiley will be making a farewell address at today's luncheon, three years after he promised, in his first NAB address as chairman, to get the lead out of the bureaucracy, conduct even-handed regulation but deal sternly with violators of FCC rules. Mr. Wiley has delivered what he promised.

The President would be the broadcasters' hero if he chose a successor in the Wiley mold.

A beginning

The House of Representatives has begun a 90-day trial of closed-circuit television coverage of proceedings on the floor. The experiment employs an unsophisticated system that falls far short of the quality that modern color cameras and monitors can provide, but it is at least a start.

This may be the way to accustom congressmen to the televising of their deliberations. In 90 days the presence of cameras will seem natural in the general environment of the House chamber. The members will go about their business with no more or less theatricality than before. Whether he meant it or not, Speaker Thomas P. (Tip) O'Neill (D-Mass.) may be proved a prophet for his forecast that television broadcast originations from the Capitol are inevitable.



Drawn for BROADCASTING by Jack Schmidt

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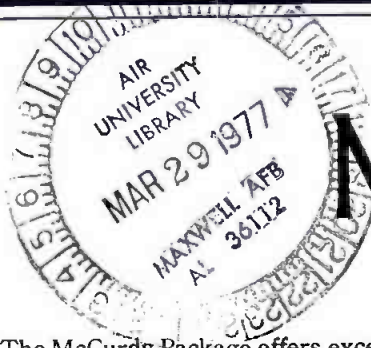
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