

Market analysis: A letdown after the high
Montreux report: State of the art in TV engineering

Broadcasting Jun 20

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

THE WALTONS



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The Week in Brief

BUSINESS BAROMETER □ Leading financial analysts think the strong first-quarter reports will be hard to beat and that there will be spot softness ahead. Here's a track record of broadcast and allied stocks so far in 1977. **PAGE 27.**

KEYS TO PROMOTION SUCCESS □ BPA's annual seminar last week offered an impressive array of speakers with a wealth of tips and reports on trends. WEEK-TV's Roger Ottenbach was elected next BPA president. **PAGE 28.**

PUBLIC BROADCASTING'S FUTURE □ Carnegie Commission is formed to take a year-and-a-half look at what's ahead for that that medium. Study will be headed by Columbia University President William McGill and will use a \$1-million grant from the Carnegie Corp. **PAGE 33.**

STEPPING UP THE FIGHT □ The National Association of Broadcasters continues to oppose the House Communications Subcommittee's review of the Communications Act. NAB President Wasilewski calls for action on state level to lobby against it. **PAGE 33.**

CHANGING ITS MIND? □ FCC seems to be getting ready to reverse its position of different standards for religious and nonreligious applicants for educational FM frequencies. Wiley calls for "clarification." **PAGE 34.**

FIX ON PIX FOR STICKS □ In hearings before the House Communications Subcommittee, cable TV, translators and telco interests claim to be the ones to provide the best communications service to rural areas. **PAGE 35.**

ADVANCE NOTICE □ FCC tells its staff to develop a rulemaking or inquiry notice that would require 45-days notice prior to a station sale so that minority groups would have a chance to bid on the properties. **PAGE 38.**

DIFFERENCES IN INTERPRETATION □ FCC thinks yet-to-be-released report by the U.S. Commission on Civil Rights, which criticizes FCC's EEO efforts, would have commission getting involved in programing decisions. **PAGE 39.**

TRAVELERS' AID □ After two years of consideration, FCC approves establishment of new group of noncommercial stations at edges of the AM band to air road conditions, parking lot directions at airports and other information. **PAGE 40.**

NCAA'S BIG PACKAGE □ ABC picks up its option for a four-year TV contract for college football that will come to a total of \$118 million. **PAGE 44.**

BLACKOUT BLUES □ The FCC's annual report on the sports law finds that the football pros are suffering in some cities, but the benefits to the public outweigh that consideration. **PAGE 44.**

FOURTH NETWORK TALK □ Paramount, with ideas of reviving *Star Trek*, and Universal, with thoughts of made-for-TV movies, are still serious about that programing concept. **PAGE 45.**

PLOW BACK PROFITS □ Panelists at a Georgetown session on children and advertising think the networks should reinvest money cleared on such shows into even better programing. **PAGE 47.**

AAF'S PROBLEMS □ Association's annual convention in Washington assesses the need for industry to improve its image to meet challenges from regulatory agencies and consumer groups. **PAGE 49.**

CABLE'S FINANCIAL HEALTH □ The FCC releases its first tabulations for that industry and it puts revenues for year at nearly \$895 million. **PAGE 53.**

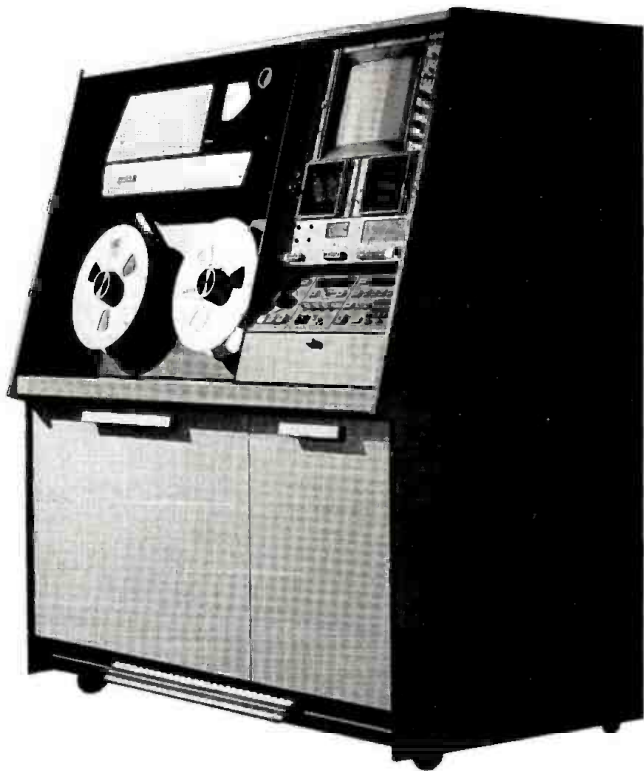


FRENCH, ENGLISH, GERMAN SPOKEN HERE □ The leading television engineers from 55 countries met in Montreux for an eight-day assessment of their art—and of its future prospects. **PAGE 56.**

ENERGIZER □ When Group W Productions began to lose some of its steam, a call went out to David Salzman, a youthful veteran who came up through the ranks. As chairman and chief executive officer since August 1975, his brisk, no-nonsense approach has revitalized the company. **PAGE 81.**

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Summertime

Will summer doldrums hit official Washington in this first year of Carter Presidency? While they won't be called hiatuses, Senate and House are scheduled to take leave from Washington's summery blasts from Aug. 6 through Sept. 6. And FCC, as in past, will slow down during August, suggesting month as desirable for leaves, with only skeletal staffs manning work centers. (That's one reason Chairman Richard Wiley may be kept on beyond his June 30 term expiration.)

While Senate and House may not be in session, committees will function as usual. This goes particularly for staff of House Communications Subcommittee, but probably without bombast of recent exchanges with Committee Chief Counsel Harry M. Shooshan III. Subcommittee, however, will function without presence of Howard Chernoff, veteran broadcaster and constituent of Chairman Lionel Van Deerlin, who left last Friday for his San Diego home. Ambassador Chernoff (he was U.S. envoy to World's Fair in Japan 1969-70) expects to return as committee broadcast consultant in September to pitch in on new communications draft having year-end target date.

Supply and demand

Latest example of soaring syndication prices: Los Angeles independent KTLA (TV) will pay record \$85,000 per title for MCA/Universal package of 50 movies (32 theatricals, 18 made-for-TV's). Insiders say it was first-come, first-served deal in which Universal set \$85,000 price and KTLA said yes quicker than anybody else. Titles include "Airport '77" (not available until fall 1983), "Midway," "Earthquake," "The Seven-Per-Cent Solution," "Two-Minute Warning" and "Jesus Christ Superstar." Sources say previous record for movie package was \$75,000 per title for 30 United Artists titles, paid by KTTV (TV) Los Angeles and WNEV-TV New York earlier this year.

How hard the line

With National Association of Broadcasters June board meeting just week away, association staff and key broadcasters are working behind scenes to effect reconciliation of TV board and TV code board on matter of sex and violence. Unwilling to accept code board's decision not to amend code with stronger guidelines, outgoing TV board chairman, Robert Gordon of WCPO-TV Cincinnati is expected to introduce his own guides at Williamsburg meeting (June 29), largely

reinstatements of code provisions retired years ago. It's believed outcome will be adoption by TV board of something closer to proposal now being prepared by code board chairman, Robert Rich of KBJR-TV Duluth, Minn.: statement rather than amendment directing code board to work with TV producers and networks for restraint in treatment of violence and sex.

Meanwhile, NAB TV code board already has commitment from NBC President Herbert Schlosser and CBS/Broadcast Group President John Schneider for second meetings to discuss sex and violence. ABC is expected to accept invitation, too. Code board is also proceeding with public meetings (similar to FCC's regionals) to discuss TV programming. Likely sites for meetings in October and November are Boston, Dallas, San Diego, Denver and San Francisco.

Supersufficiency

Arbitron Television has generated some heat among stations with plan to increase number of full reports in July measurement from 10 markets last year to top 75 markets this year (133 markets to get mini-reports, as all but top 10 did last year). Plan was announced in February. Some broadcasters got sore then, especially some who'd been agitating unsuccessfully for what they felt would be improvements in research. Others got sore more recently, when they received notices that July report could cost them \$500 extra.

Arbitron people say they expanded as competitive reaction to Nielsen Station Index. NSI sources, however, say their July book will be same as last year, with full report for only top three markets, abbreviated reports for 197 others. July books are used primarily for post-analysis of summer buys and for buying/selling and programming for next summer.

Question of cert

FCC this week will consider whether to seek Supreme Court review of appeals court decision that commission violated First Amendment in ruling that Pacifica Foundation's WBAI (FM) New York was guilty of indecent broadcasting when it aired George Carlin "seven dirty words" comedy record. General counsel's office is recommending against appeal, feels commission's case is neither strong nor kind high court would take. It also is concerned about weakening FCC's chances of persuading court to take crossownership and pay-cable cases by urging it to take this one.

However, some commission members

continue to feel strongly about issue. And, conceivably, narrowness of vote by which appeals court rejected commission's request for rehearing—5-to-4—could encourage majority to override counsel.

First Amendment escalation

National Association of Broadcasters is becoming more visible, less selective First Amendment protagonist under new (since last October) general counsel, Erwin Krasnow. He feels association should involve itself in First Amendment battles across board, those involving newspapers as well as broadcasters. And he doesn't shrink from possibly unpopular causes, such as Pacifica WBAI obscenity case.

As step toward toughening NAB's First Amendment stance, Mr. Krasnow, and David Scribner (Doubleday Broadcasting), head of NAB's First Amendment Committee, will meet on Wednesday with Jack Landau, of Reporters Committee for Freedom of the Press; Fred Graham, of CBS News, who was active in establishing that committee, and Christopher Little, general counsel of *Washington Post*. Purpose is to bring NAB up to date on First Amendment fights it can join. Mr. Landau, for one, is delighted NAB now has Mr. Krasnow aboard.

High stakes in helicals

Importance to manufacturers of decision on interchangeability standard for new generation of one-inch, nonsegmented helical video tape recorders—working group of Society of Motion Picture and Television Engineers has been at work on problem since January, held fourth meeting in Montreux, Switzerland, two weeks ago (BROADCASTING, June 13; see also page 58)—is underscored by size of target market. It's estimated 9,500 two-inch quadruplex VTR's have been sold since format was introduced by Ampex in 1956. Although each won't give way to helical machine, fact that so many are in use suggests similar number of new generation VTR's could be sold as old machines phase out. At, say, \$50,000 each, that would mean replacement market close to \$500 million.

Out of the past

Old radio drama series don't fade away completely. *Suspense* ended its run on CBS Radio in 1962 and *The Whistler* in 1955. Now Charles Michelson Inc., Beverly Hills, Calif., has acquired syndication rights to both vintage series from CBS Radio Network and plans to offer them for station sale shortly.

TV only

Malt O Meal □ Cereal company will feature its Malt O Meal hot wheat cereal in six-month TV push starting in early September. Cash Plus, Minneapolis, will slate spots in 80 markets during fringe and day time. Target: women, 18-49.

Firestone □ Tire and rubber company features its tires in 13-week TV push starting in mid-July. Sweeney & James, Cleveland, is placing spots in approximately 100 markets during fringe and prime periods. Target: men, 25-54.

Employers Insurance of Texas □ Insurance agency will feature its Employers Casualty company insurance in 13-week TV promotion starting in mid-September. Glenn, Bozell & Jacobs, Dallas, is mapping spots in 18 markets during prime and late fringe periods. Target: adults, 25-54.

Colgate □ Consumer goods company focuses on its Axion detergent in 11-week

TV drive starting in early July. Kenyon & Eckhardt, New York, will arrange spots in 70 markets in fringe periods. Target: women, 25-54.

American Can Co. □ Consumer products division features its Dixie Cup dispensers in two-four-and 10-week TV flights starting in early July. SSC&B, New York, will place spots in fringe time. Target: women, 25-49.

Arthur Treacher's □ Fast food chain will feature its Fish N' Chips in nine-week TV campaign beginning in early July. Bozell & Jacobs, New York, will buy spots in three markets. Target: total adults.

Union Oil Co. of California □ Union 76 division maps eight-week TV buy starting in early August. Leo Burnett, Chicago, will schedule spots in at least nine markets during fringe and day time. Target: men, 18-49.

Standard Oil Company of California □ Company will feature its Chevron oil products in seven-week TV drive starting in early July. BBDO, San

Francisco, will arrange spots during all dayparts in about 50 markets. Target: men, 25-54.

Standard Oil of Indiana □ Company features its Amoco Light oils in six-week TV buy beginning in mid-August. D'Arcy-MacManus & Masius, Chicago, is planning spots in about 50 markets during prime, sports and news time. Target: men, 18-49.

American Airlines □ Airline company schedules four-week TV flight beginning in late June. Doyle Dane Bernbach, New York, will place spots in 10 markets during fringe and prime time. Target: adults.

Carlisle □ Tire and rubber company features its bicycle tires in four-week TV promotion starting in August. Hood, Light and Geise, Harrisburg, Pa., will seek spots during all dayparts except prime. Target: adults, 25-49, and children, 6-11.

Peter Eckrich and Sons □ Subsidiary of Beatrice Foods arranges four-week TV push for its Eckrich meat products starting later this month. Benton & Bowles, New York, will place spots during day and fringe time. Target: women, 25-64.

Hollywood Bread □ Division of Bond Baking Co. plans four-week TV drive beginning early next month. William B. Tanner, Memphis, will map spots in approximately 25 markets during fringe time. Target: women, 35 and over.

Quaker □ Food company features its Aunt Jemima frozen waffles in three-week TV promotion starting in early July. J. Walter Thompson, Chicago, will gear spots in 32 markets during fringe time. Target: women, 25-54.

Plaskolite □ Company is placing two-week TV buy for its storm windows, to start in early October. Marcus Advertising, Cleveland, is buying spots in 11 markets during early fringe time. Target: adults, 25 and over.

Warner Lambert □ Company features its Certs candy-breath mint in 12-week TV flight starting later this month. Ted Bates, New York, will seek spots during fringe time in at least 100 top markets. Target: adults, 18-34, and teen-agers, 12-17.

Revlon □ Cosmetic company features its Mitchum anti-perspirant deodorant in 10-week TV campaign starting in early July. Marschalk, New York, is mapping

My Three Sons

Now you can get the best years of Fred MacMurray's all-family sitcom: 160 color episodes that averaged a 22 rating and a 35% share in prime time. 120 stations will tell you, Fred's family wins new friends fast!

Viacom

Source: NTA, Oct.-Apr. 1965-70 and Oct.-Dec. 11 (Wk. 1)1970 (excludes 12 non-report weeks. Audience estimates subject to qualifications available on request.

Most of the music played on radio and most of America's hits are licensed by BMI.

Heartly congratulations to these writers of the 103 most performed songs in the BMI repertoire during 1976.

Jerry Allison
Stig Anderson (STIM)
Benny Andersson (STIM)
Christine Authors (BMI C)
Willie Beck
Thomas Bell
Peter Bellotte (GEMA)
Chuck Berry
Leroy Bonner
Perry Botkin Jr.
David Bowie (PRS)
Bobby Braddock
Terry Britten (PRS)
Boudleaux Bryant
Martyn Buchwald
Billy Joe Burnette
Toy Caldwell Jr.
Eric Carmen
2 Awards
Vic Carstarphen
Harry Casey
2 Awards
Sam Cooke
2 Awards
Joey Covington
Douglas Cox
Linda Creed
Dash Crofts
Bobby Darin
Rick Dees
Barry De Vorzon
2 Awards
Vincent Edwards (PRS)
Don Everly
Robert Ezrin (BMI C)
Eric Faulkner (PRS)
Richard Finch
2 Awards
Charles Fox
2 Awards
Benny Gallagher (PRS)
Kenneth Gamble
2 Awards
Larry Gatlin
Barry Gibb (PRS)
5 Awards

Maurice Gibb (PRS)
4 Awards
Robin Gibb (PRS)
5 Awards
Norman Gimbel
2 Awards
Gerry Goffin
Bobby Goldsboro
Howard Greenfield
2 Awards
Daryl Hall
2 Awards
Johanna Hall
John Hall
Tom T. Hall
Ann Hamilton
Danny Hamilton
Linda Hargrove
Tommy Hill
Buddy Holly
Wayland Holyfield
Leon Huff
2 Awards
Jay Huguely
Mark James
Waylon Jennings
Will Jennings
George Johnson
Louis Johnson
Marshall Jones
Wayne Kemp
Richard Kerr (PRS)

Charles Kipps Jr.
Kris Kristofferson
Dennis Lambert
2 Awards
Dickey Lee
John Lennon (PRS)
Winfred Lovett
Graham Lyle (PRS)
Jeff Lynne (PRS)
2 Awards
Gene MacLellan (BMI C)
Richard Mainegra
Melissa Manchester
Curtis Mayfield
Linda McCartney (PRS)
2 Awards
Paul McCartney (PRS)
3 Awards
Bob McDill
2 Awards
Gene McFadden
Parker McGee
Christine McVie
2 Awards
Ralph Middlebrooks
Bob Montgomery
Earl Montgomery
Giorgio Moroder (SLISA)
Walter Murphy
Willie Nelson
Stephanie Nicks
John Oates
2 Awards

Kenny O'Dell
Barbara Ozen
Norman Petty
Marvin Pierce
David Pomeranz
Vini Poncia
Brian Potter
2 Awards
Billy Preston
George Richey
Richard Roberts
William Roberts
Dale Royal
Leon Russell
Senora Sam
Clarence Satchell
Harvey Scales
Jimmy Seals
John Sebastian
Neil Sedaka
4 Awards
Billy Sherrill
Paul Simon
Victor Smith
Red Sovine
Kenny St. Lewis
2 Awards
Donna Summer
Steve Tallarico
James Taylor
2 Awards
Allen Toussaint
Peter Townshend (PRS)
Pierre Tubbs (PRS)
Bjorn Ulvaeus (STIM)
Albert Vance
Rafe Van Hoy
Sterling Whipple
Maurice White
John Whitehead
Don Williams
James Williams
Lawrence Williams
Scott Wiseman
Stuart Woods (PRS)
Tammy Wynette

BMI

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performing rights organization.

spots in approximately 20 markets during fringe time. Target: adults, 18-49.

Ferrero U.S.A. □ Confectionary and bakery product firm is planning three-week TV drive for its Tic Tac candy starting in early July. SFM Media, New York, will place spots during prime and early fringe time in about 24 markets. Target: adults, 12-49.

Little Crow Foods □ Food company will start seven-week TV promotion for its CoCo Wheats cereal beginning in late September. CPM Inc., Chicago, is buying spots in about 43 markets during daytime and early fringe. Target: children, 2-11.

Tonka Toys □ Manufacturer is arranging five-week TV buy starting in late November. Carl Ally, New York, will space spots in about 11 markets during day and early fringe time. Target: children, 2-11.

Kerr-McGee □ Gasoline and chemical corporation places 15-week TV campaign for its branded gas, oil and accessories starting in early July. Lowe Runkle Co., Oklahoma City, is mapping spots in 27 markets during all day parts. Target: men, 18-49.

Radio only

All-Star sponsors □ Participating companies in CBS Radio's coverage of All-Star Baseball game on July 19 starting at 8:25 p.m. at Yankee Stadium in New York will include Budweiser Beer (D'Arcy-MacManus & Masius, St. Louis), Conwood Tobacco (Tucker Wayne & Co., Atlanta), Eastman Kodak (J. Walter Thompson, New York), General Motors Acceptance Corp. (Campbell-Ewald, New York) and National Association of Life

Rep appointments

- WTEV(TV) New Bedford, Mass. (Providence, R.I.): Katz American Television, New York.
- KGMB-TV Honolulu and WCEE-TV Freeport, Ill.: Katz Television Continental, New York.
- WHFT(TV) Miami and WYVU(TV) Naples (Fort Myers), Fla.: Avery-Knodel Television, New York.
- KGAR(AM) Vancouver, Wash.: Pro/Meeker Radio, New York.

Underwriters (VanSant Dugdale & Co., Baltimore).

Toyota □ Japanese car manufacturer arranges 13-week radio campaign beginning in early July. Dancer-Fitzgerald-Sample, San Francisco, will place spots in 19 major markets, including Denver, Los Angeles and Seattle. Target: adults, 18-34.

United Vintners □ Subsidiary of Heublein Inc. maps seven-week radio buy for its Zazy wine starting in mid-July. McCann-Erickson, San Francisco, will place spots in four test markets. Target: adults, 25-34.

Midas □ Automobile accessories company will place four-week radio flight for its Midas mufflers beginning later this month. Wells, Rich, Greene, New York, is handling spots in 150 markets. Target: men, 18 and over.

Kimberly-Clark □ Paper company launches three-week radio campaign beginning in late July. Sperry-Boom, Chicago, will place spots in 10 markets including New York and St. Louis. Target: women, 25-49.

General Electric □ Company will

place two-week radio flight starting in early July. Alford Advertising, Atlanta, will schedule spots in eight markets. Target: adults, 25-49.

General Mills □ Company will feature its Golden Grahams-honey graham cereal in two-week radio buy starting in late June. Campbell-Mithun, Minneapolis, will place spots in 30 markets including Atlanta, Houston, Milwaukee and Syracuse, N.Y. Target: women, 25-49.

Devoe & Reynolds □ Subsidiary of Grow Chemical Corp. launches one-week radio push for its Devoe Paints beginning in late June. Doe-Anderson Advertising, Louisville, Ky., will select spots in 70 markets including Atlanta and Houston. Target: adults, 25-49.

K-Mart □ Division of Kresge Co. will start one-week radio flight for its K-Mart pharmacies beginning in late June. Ross Roy, Detroit, will schedule spots in about 40 markets including Chicago and Kansas City. Target: adults, 18 and over.

Renfield Importers □ Wine and liquor importer is setting up four-week radio push for its Henkell wine starting later this month. Grey Advertising, New York, will place spots to reach adults, 25-49.

Bristol-Myers □ Company plans four to six-week radio buy beginning in mid-July. Foote, Cone & Belding, New York, will seek spots in about 25 markets including Philadelphia, Pittsburgh and Washington. Target: women, 18-34.

West Bend □ Affiliate of Dart Industries slots three-week radio flight for its West Bend humidifiers beginning in early November. Campbell-Mithun, Minneapolis, will select spots in 13 markets including Chicago, Milwaukee and Syracuse, N.Y. Target: adults, 25-54.

Greenbrier □ Resort hotel schedules four-week radio promotion beginning in early July. Mel Richman, Bala Cynwyd, Pa., is placing spots in Charleston, W.Va., Roanoke, Va., Pittsburgh and Washington. Target: adults, 35-54.

Radio-TV

Sambo's □ Family restaurant chain will place eight-week TV and radio campaign beginning in early July. Larson/Bateman, Santa Barbara, Calif., will schedule radio and TV spots in about 175 markets during all dayparts. Target: adults, 25-54.

United Artists □ Film company arranges one to two-week radio and TV promotion for Martin Scorsese's "New York, New York," starting later this month. RDR Associates, New York, will place radio and TV spots in major markets during fringe and day time. Target: adults, 18-49.

BAR reports television-network sales as of May 29

ABC \$492,296,500 (33.7%) □ CBS \$489,766,200 (33.6%) □ NBC \$477,789,100 (32.7%)

Day parts	Total minutes week ended May 29	Total dollars week ended May 29	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.	152	\$1,042,300	3,178	\$19,827,000	\$15,298,000	+29.6
Monday-Friday 10 a.m.-6 p.m.	1,014	15,544,800	21,004	317,507,700	260,710,600	+21.8
Saturday-Sunday Sign-on-6 p.m.	261	5,394,000	7,103	173,666,300	137,820,600	+26.0
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,770,700	2,163	81,944,200	63,243,600	+29.6
Sunday 6 p.m.-7:30 p.m.	18	876,000	466	24,199,200	20,565,100	+17.7
Monday-Sunday 7:30 p.m.-11 p.m.	445	34,866,800	8,973	746,271,300	602,680,400	+23.8
Monday-Sunday 11 p.m.-Sign-off	193	4,431,700	4,346	96,436,100	80,480,100	+19.8
Total	2,186	\$65,926,300	47,233	\$1,459,851,800	\$1,180,798,300	+23.6

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 the successful format proved by 30 years of
 fun and laughter, is back
 with more

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- Elaborate, zany hoaxes
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- Remotes for flexible location shooting

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 KRON San Francisco
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 KING Seattle
 WTVJ Miami
 KXTV Sacramento
 WSAZ Huntington
 KGW Portland, Ore.
 KREM Spokane
 KHON Honolulu
 WKRG Mobile
 WAGM Presque Isle
 WABI Bangor

WCSH Portland, Me.
 KVOS Bellingham
 WWL New Orleans
 WNEP Wilkes-Barre
 WFTV Orlando
 WTVH Syracuse
 WHIO Dayton
 WGR Buffalo
 WLOS Asheville
 WBIR Knoxville
 WITN Washington, N.C.
 WJRT Flint
 KMGH Denver
 KTAR Phoenix
 WDHO Toledo
 KOLD Tucson
 KTEW Tulsa
 WJAR Providence

WBTV Charlotte
 KFMB San Diego
 WCMH Columbus, Ohio
 WTNH New Haven
 WJAC Johnstown
 WPSD Paducah
 WTAR Norfolk
 KUTV Salt Lake City
 WROC Rochester
 KNDO Yakima
 WNGE Nashville
 WRGB Schenectady
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For information in your market call, write or wire



METROMEDIA PRODUCERS CORPORATION

485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 · (212) 682-9100 · CABLE METPROEAST

"The noblest motive is the public good."

It is an observation civilized men have made throughout the centuries. The Roman poet made it 2,000 years ago.

But before the public good can be pursued, it must be defined. This can best be done by an informed citizenry, exchanging ideas in a free and open forum.

Today, broadcasting provides such a forum—the widest, most powerful in history.

With broadcasting, the problems and dreams of a nation can be explored. False notions of the public good can be exposed, while valid ones can be debated and refined. And new ways to achieve a common goal can be devised.

As guardian of this forum, the broadcaster must keep it open to such discussion. Fresh viewpoints must be encouraged, and healthy argument stimulated.

For broadcasting, this is more than a noble motive. It is a continuing responsibility.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA - KOKA-TV
FORT WAYNE WWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

**THE
NOBLEST
MOTIVE
IS THE
PUBLIC
GOOD**

VERGIL

Monday Memo[®]

A broadcast advertising commentary from Dick Orkin and Bert Berdis, Dick & Bert, Chicago

The funny thing about some commercials

In the clatter and sometimes clutter of all-talk, all-rock, all-anything radio, our clients are always looking for a way to command attention. And more and more, agencies are recommending comedy as an advertising vehicle.

A funny commercial is an unexpected departure from the programming that surrounds it. And because of that, it's instantly at an advantage: Its very novelty captures the audience. Once the listeners are really listening, a humorous spot keeps them listening by presenting a zany character or an incongruous situation that tickles their imaginations.

Radio comedy creates images in the mind's eye, and we've learned that a well structured comedy spot uses these images to focus attention on the client's product or service. Comedy done well forces the listener to become involved; it impels the listener to think about what is being said. A humorous spot therefore, achieves "impact": It is memorable. And it sells.

Clients who have used comedy have discovered an important fringe benefit. They've acquired an image of being likable, of being people with a sense of humor.

But while comedy is an effective advertising device, it does not follow that all comedy is effectively done. During the past few years we've been producing comedy spots, we've found it helpful to ask ourselves these questions at the start of each new campaign:

■ Can we relate the spot to human experience? A successful comedy spot makes the audience empathize with the situation or characters; it has a strong point of identification. Either the characters must be real, recognizable people who react in a believably human way to an absurd or incongruous situation, or the situation must be ordinary and believable but involve slightly daffy characters whose reactions are amusing, even ironic. If we can get our audience to say, "Yeah, I know that guy—he's acting like me," or, "Hey, I've been in that boat before," we've got them hooked.

■ Is it really funny? What makes something truly entertaining might be an elusive quality, but one vital element is to start off with good material. A funny voice doesn't make a spot funny. What makes a spot funny is a real voice saying funny things or reacting to a funny premise. Nothing is more tedious—or a greater "tune out"—than copy that tries to be humorous and isn't.

Then there's the production or technical side of it. To make a spot funny when we transfer the script to the tape, we need a



Bert Berdis (l) and Dick Orkin are producers, writers and talent for comedy radio features and commercials. They formed their partnership, Dick & Bert, a division of Dick Orkin Creative Services, Chicago, in 1973. In addition to their work as creators of comedy radio commercials, Messrs. Orkin and Berdis have developed a number of syndicated radio miniseries. Dick & Bert recently has ventured also into television with commercials for Jays potato chips and Big Boy restaurants.

highly developed sense of comedy timing and pace—for example, a knowledge of where an exclamation or pause will work. Our actors and our editor are equally responsible for making the commercial succeed. The fusion of their skills, for example, adding music and sound effects to punctuate the dialogue, is what pulls off the whole spot.

■ Does the comedy sell the product? Humor is, after all, merely a vehicle. If our client gets lost in a chuckle or belly laugh, if his product is obliterated by the comedy, our commercial has flopped. The product may not be the object of the humor, but it should always be the object of the spot, the pivotal element.

One of our *Time* magazine spots revolves around a man, who, unable to sleep because he hasn't read his *Time*, rushes out in the middle of the night to buy a copy. In his haste, he dons his wife's pink, puffy-sleeved bathrobe. A policeman stops him, and the man proceeds to explain at length why he needs *Time*'s fascinating features. The humorous situation makes you pay attention to the product.

Product awareness is the key. It's a sure sign of failure when the listener laughs uproariously and later repeats the spot's hilarious lines, but cannot remember what the product was.

■ Does the spot treat the product with respect? When we use humor in selling a product, it does not imply that we perceive

the client's product as funny or silly. A humorous commercial does not—or should not—make fun of a product; rather, it should have fun with the product. With tasteful creative treatment, even so-called "straight" products lend themselves to a comedy campaign.

■ Does the spot appeal to the right group? Knowing our target audience is fundamental. Some rare talents may be able to sell refrigerators to Eskimos, but it's hardly productive for the client. We research our prospective audience—its tastes, its aspirations, its particular sense of humor—before we put any creative gears in motion.

■ Is the spot honest? Today's consumer demands believable claims. When we meet with a client, we ask him to identify what is most significant about his product and what sets it apart from the competition. Sometimes these sessions stimulate the best campaigns. We spent hours with Rockwell International executives, kicking around the factors that distinguish their minicalculator from the others, which also are efficient, pocket-sized and well-engineered.

After a long analysis, someone suggested, "Well, only Rockwell calculators have large, green-colored digits and they rest on cushioned rubber pads that we call 'feet.'" That settled it—and Rockwell enjoyed considerable sales increase when the public responded to our original music with the lyrics, "We've got big green numbers and little rubber feet."

■ Does the campaign have enough variety? Because humor does capture interest and does make the audience pay close attention, a comedy spot may become very familiar more quickly. We try to develop at least three or four spots for every campaign so the commercials can be rotated. That helps keep the material fresh and the impact strong.

■ Is it simple and direct? A commercial that tries to do too much is confusing. Creating an effective spot is a tall enough order without complicating it with unnecessary clutter. A good spot must capture attention, pique concentration, create a set-up, develop and resolve the concept, be funny, and sell the product. That's no simple task. But it's vital that the commercial be simple.

■ Is comedy right for every client? Yes. Anyone with something to sell can profit by good humor. However, you have to customize the comedy to the client. In some cases, this tailoring is a result of trial and error. For example, the closing line in one of our very first commercials—for a cemetery in Ohio: "... and Forest Gardens is conveniently located—just six feet under Cleveland." That was a trial. And an error.



When We Deliver Your RADIO ARTS FORMAT "We've Only Just Begun."

Creative Excellence

"THE ENTERTAINERS has given us the quality, professional sound to compete in a major market."

WEDO—McKeesport, (Pittsburgh), Pa.

Sound That Is Alive

"THE ENTERTAINERS sounds so live that we have had people ask where we found our great new announcers."

WQAW—Parkersburg, West Virginia

Music Consistency & Control

"With Radio Arts, the music is always consistent in both sound and lyrical content."

WVIP—Mt. Kisco, New York

Technical Quality

"THE ENTERTAINERS tapes are of the highest technical quality we've seen in the program service industry."

KEXO—Mexico, Missouri

Continuing & Reliable Service

"The service we get from all you folks at Radio Arts is truly fantastic!"

KVBR—Brainerd, Minnesota

Format Salability

"We have had nothing but billing increases since we began programming THE ENTERTAINERS."

KHSL—Chico, California

If You're Interested in a Program Service That Serves, Send For Your Demo Today!

"The Entertainers" Reel Cassette "Easy Country" Reel Cassette

Name _____ Title _____

Station _____ Present Format _____

Address _____ City _____

State _____ Zip _____ Telephone _____



For further information call collect to Phillip Koener, Radio Arts' General Sales Manager.

Radio Arts, Inc.

Suite 104, 210 North Pass Avenue, Burbank, California 91505 (213) 841-0225

This week

June 19-21—*National Association of Broadcasters* communications seminar for broadcast managers. Airlie House, Airlie, Va.

June 19-21—*New Jersey Broadcasters Association* annual convention. Tamiment Country Club, Pennsylvania Poconos.

June 19-22—*The Business/Professional Advertising*

Association 55th annual conference. Holiday Inn, Rochester, N.Y.

■ **June 20**—*FCC's* deadline for comments, on petition by Motion Picture Association of America and seven major program producers for declaratory ruling in commission's inquiry into television network practices. FCC, Washington.

June 21—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Baton Rouge.

June 21—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn-Northwest, Columbia, S.C.

June 21—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

June 21—*Association of National Advertisers/Radio Advertising Bureau* radio workshop. Waldorf hotel, New York.

June 21-23—*Armed Forces Communications and Electronics Association* 31st annual convention. Sheraton Park hotel, Washington.

■ **June 22-23**—*Television Bureau of Advertising* financial workshop. Hotel Billmore, New York.

June 22-24—*Florida Association of Broadcasters* annual convention. FCC Commissioner James H. Quello and Representative Lou Frey, (R-Fla.) will be luncheon speakers. Ponte Vedra Club.

June 22-24—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention. Sheraton Fountainsbleau Inn and Spa, Ocean City, Md.

June 23—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott, Denver.

June 23—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Inn, Greensboro, N.C.

June 23—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott, Philadelphia.

June 23-24—Hearings by *Senate Subcommittee on Communications* on S.1547, a bill to amend the Communications Act with respect to forfeitures and to authorize the FCC to regulate utility pole attachments for cable television. Room 235, Senate Office building, Washington.

June 23-25—Southeastern regional convention of *National Religious Broadcasters*. Choo-Choo Hilton, Chattanooga.

June 24-25—*Tennessee Associated Press Broadcasters Association* annual convention. Glenstone Lodge, Gatlinburg.

June 25-29—*Georgia Association of Broadcasters* convention. Lowell Thomas will be keynote speaker. Lake Lanier Islands.

June 26-28—*Florida Cable Television Association* annual convention. The Breakers hotel, Palm Beach.

June 26-28—*Montana Cable Television Association* meeting. Outlaw Inn, Kalispell.

June 27—*FCC's* new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

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

■ **June 28**—*Federal Communications Bar Association* luncheon address by Chairman Richard E. Wiley. Army-Navy Club, Washington, FCC.

June 28—*Radio Advertising Bureau* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 28—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Des Moines, Iowa.

June 28—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Watergate, Toledo, Ohio.

June 28—*Radio Advertising Bureau* Idearama for radio salespeople. Oak Hills Motor Inn, San Antonio, Tex.

June 28-29—*Department of State* National Foreign Policy Conference for editors and broadcasters. Policy-making officials will make available the maximum possible information on current foreign-policy issues. New Department of State building, Washington. Invitations for domestic media available on written request to director, Office of Media Services, Department of State, Washington 20520.

June 29—*Radio Advertising Bureau* Idearama for

The Best!

That's what they're calling us in the Charleston-Huntington market. Why? Because the WSAZ NewsCenter at 6 PM has been named the best regularly scheduled newscast in the state by the West Virginia Associated Press. The AP also honored the NewsCenter with best spot news coverage for the past year. And, our five part report on teenage alcoholism has been singled out as the best television broadcasting in the interest of youth by the West Virginia American Legion Auxiliary.

Charleston-Huntington viewers know we're the best. In fact, viewer loyalty is the reason WSAZ television 3 is the NBC network's number one affiliate in total day TSA and ADI shares (47 and 43, respectively). It's all very impressive. No wonder they're calling us the best.

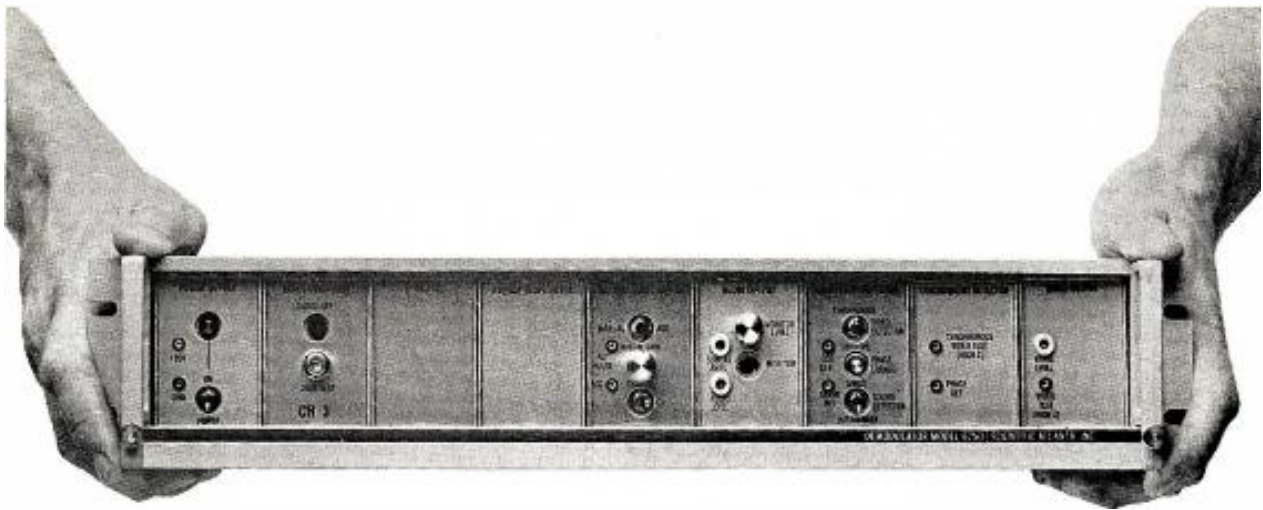
WSAZ television 3

Charleston-Huntington, West Virginia

a Lee Enterprises station
represented by Katz American

KGMB-TV, Honolulu KEYC-TV, Mankato KGLO-TV, Mason City
KHQA-TV, Quincy WSAZ-TV, Huntington

Source: Arbitron, Feb.-Mar., '77. Subject to qualifications.



Our new demod. \$1700 and a zero chopper too.

If you've been looking for a good, basic demodulator, Scientific-Atlanta can show you one that's more than just basic for the same money.

With our classy new 6250 you get an envelope detector to closely match the characteristics of the average home television receiver, but with high video fidelity. There's a handy zero chopper built right in so you can accurately measure the depth of modulation of the transmitted signal.

And just take a look at these specs: 100 uv input sensitivity; video response ± 0.5 dB to 4.18 MHz; $\pm 2.5\%$ differential gain and $\pm 1\%$ differential phase. Audio response ± 0.5 dB, 30 Hz to 15 KHz. All for no more than \$1700.

The new 6250 also brings you an optional synchronous detector to provide superior transient response free of quadrature distortion.

No wonder after comparative bench tests with a unit costing \$5000 more, one engineer wrote, "We are amazed at your demod's performance."

Call Harry Banks at (404) 449-2000 or any of our 8 sales and service offices for your free demonstration. We think you'll be more than impressed too.

Scientific Atlanta

radio salespeople. Sheraton Portland, Portland, Ore.

June 30—Radio Advertising Bureau Idearama for radio salespeople. Inn of the Six Flags, Dallas.

June 30—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn of Fargo, Fargo, N.D.

June 30—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Richmond, Va.

June 30—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Seattle.

June 30—Radio Advertising Bureau Idearama for radio salespeople. Hospitality Motor Inn, Grand Rapids, Mich.

June 30—FCC's new deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

June 30—Public meeting on proposed schedule for the implementation by media and others of "National Weather Service Metrication Plan" of National Oceanic and Atmospheric Administration/National Weather Service. American National Metric Council is cooperating in proposal. Department of Commerce Auditorium, Washington.

July

■ **July 1**—FCC's deadline for reply comments on petition by Motion Picture Association of America and seven major program producers for declaratory ruling in commission's inquiry into television network practices. FCC, Washington.

July 1-4—Radio seminar, "Another Perspective: Alternatives in Radio Journalism," sponsored by WYSO(FM) Dayton, Ohio. Antioch College, Yellow Springs, Ohio.

■ **July 3**—Awards banquet for 1977 winners in National Press Photographers Association TV competition. Eastman-Kodak Co. will be host. Vail, Colo.

■ **July 6**—Open meeting of National Association of Educational Broadcasters board of directors. Brookings Institute building, Washington.

Major meetings

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. 20-22: 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 4-8, 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.

April 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 12-14, 1978—National Association of Broadcasters radio program college. Las Vegas.

April 30-May 3, 1978—Annual convention of the National Cable Television Association. New Orleans.

June 1-3, 1978—Associated Press Broadcasters annual meeting. Stouffer's Twin Towers. Cincinnati.

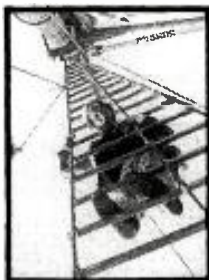
June 17-20, 1978—Broadcast Promotion Association 23d annual seminar. Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

■ **July 6-8**—Hearings before the Copyright Office of the Library of Congress on whether there should be copyright protection for record performers and manufacturers. Room 910, Crystal Mall building No. 2, Arlington, Va.

July 6-Aug. 12—Institute in Broadcast Sports as part of Boston University's summer term. Guest lecturers will include Boone Arledge, ABC vice president, news and sports; Chet Simmons, vice president, NBC

Sports; Barry Frank, vice president and executive producer, CBS Sports; Baseball Commissioner Bowie Kuhn and Harry M. (Chip) Shooshan, chief counsel, House Subcommittee on Communications, Boston University, Boston. Information: David Klatell, institute director, (617) 353-3491, or Boston University's summer term, 725 Commonwealth Avenue, Boston 02215.

July 10-11—South Carolina Broadcasters Association summer convention. Holiday Inn, Hilton Head.



SPEND YOUR SUMMER IN PORTLAND

Spending time with KOIN-TV this summer means joining the viewers who enjoy first-run programs such as "The Onedin Line," the Emmy-award winner "Donahue" and "The Merv Griffin Show."

Access time is brightened with "The Odd Couple," "Candid Camera," "The Price Is Right" and "The Gong Show."

Summertime is HOT on
TELEVISION'S BRIGHT SPOT... **6** KOIN-TV
Portland

Represented nationally by Harrington, Righter and Parsons ARB information on request

July 10-12—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N. H.

July 10-12—*New York State Broadcasters Association* 16th annual executive conference. Saratoga Springs.

July 10-13—*National Association of Farm Broadcasters* summer meeting. L'Enfant Plaza hotel, Washington.

July 11—Start of *House Communications Subcommittee* hearings on the broadcasting chapter of the option papers in connection with the rewrite of the Communications Act. Proceedings to run that week and week of July 18. Washington.

■ **July 12-15**—*National Association of Business and Educational Radio* annual meeting, Lake Lanier, Ga.

July 13—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Ramada Inn, Logan Airport, Boston.

July 13-15—*Wisconsin Broadcasters Association* summer meeting. Olympia-Princess Resort, Oconomowoc.

July 13-18—*Colorado Broadcasters Association* summer convention. Steamboat Springs.

July 15—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton, Airport, Memphis.

July 18-17—*United Press International Broadcasters of Louisiana* annual convention and awards banquet. Marriott hotel, New Orleans.

July 17-19—*California Broadcasters Association* general membership meeting. Speakers will include FCC Commissioner Margita White and ABC Inc. President Elton Rule. Del Monte Hyatt House, Monterey.

July 17-23—*National Association of Broadcasters* sales management seminar. Harvard University Graduate School of Business Administration.

July 20—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters*

Association. O'Hare Hilton, Chicago.

July 21—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. Marriott at Kansas City Airport.

July 21-22—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Fairmont hotel, Dallas.

July 23—Region two and three workshop of *Radio Television News Directors Association*. Snow Bird Resort. Salt Lake City.

■ **July 26-28**—Hearings before the *Copyright Office of the Library of Congress* on whether there should be copyright protection for record performers and manufacturers. Monaco suite, Beverly Hilton hotel, Beverly Hills, Calif.

July 28-31—Annual conference of the *National Association of Black Journalists*. FCC Commissioner Benjamin Hooks, who also is executive director-designate of the National Association for the Advancement of Colored People, will be keynote speaker. Baltimore Association of Black Media Workers will be host. Lord Baltimore hotel, Baltimore.

July 29-30—Annual MPL seminar of *Motion Picture Laboratories*, produced in conjunction with the *Nashville section of Society of Motion Pictures and Television Engineers and Memphis State University*. Memphis. Information: MPL seminar, Box 1758, Memphis 38101; (901) 774-4944.

July 30—Deadline for entries in the 1977 Ondas Awards (12 for radio and five for TV in Spain, five for radio and five for television in other countries). Awards for programs organizations and individuals for accomplishments in the year prior to March 1. Awards will be given in Barcelona Nov. 14. Information: Premios Ondas, *Radio Barcelona*, Barcelona, Spain.

August

Aug. 1-4—Washington-based *National Commission on Cooperative Arrangements* conference on com-

munity colleges and telecommunications. Crown Center, Kansas City, Mo.

Aug. 4-7—*Rocky Mountain Broadcasters Association* convention. Sun Valley, Idaho.

Aug. 9—*American Bar Association* public hearing on updating and revising ABA standards on fair trial and free press. Chicago. Information on testifying: Deborah van Peski, communications division, American Bar Association, 77 South Wacker Drive, Chicago 60606; (312) 947-4177.

Aug. 17-19—*Rocky Mountain Cable Television Association* summer meeting. Ramada Show King Inn, Jackson.

■ **Aug. 17-19**—*Arkansas Broadcasters Association* summer convention. Speakers will include Harry Boyle, chairman, Canadian Radio-Television Commission; Julie Hoover, ABC-TV director of standards, and FCC Commissioner Benjamin Hooks. Indian Rock Resort, Fairfield Bay.

■ **Aug 18-21**—*National Federation of Community Broadcasters* national conference. Augsburg College campus, Minneapolis.

Aug. 21-23—*Southern Cable Television Association* 17th annual convention. *Southeastern chapter of Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

Aug. 22—*Association for Education in Journalism's* plenary session. "Freedom vs. Control: The U.S. and World News Flow" School of Journalism and Mass Communication, 5115 Vails Communication Hall, University of Wisconsin, Madison.

Aug. 22—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va., Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Sept. 22 (Docket 20418). FCC, Washington.

Aug 22—FCC's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or

Increase Your Modulation...



...with the new
MSP-100



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

MAXIMUM signal loudness and performance...
minimum distortion...with Harris MSP-100 AM/
FM/TV Audio Processor.

Extremely flexible, the MSP-100 optimizes your signal no matter what the format. A tri-band AGC processes separate segments of the audio spectrum.

A sophisticated limiter program sampling circuit automatically selects the proper attack/recovery times.

Ease of adjustment and repeatability of settings is assured by use of precision step switches.

Peak reading output...rugged modular construction...simplified maintenance...LED's for monitoring and troubleshooting.

The MSP-100 has it all, and packs a powerful sound. Write: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

acquired stations (Docket 20548). Replies are due Sept. 1 FCC, Washington.

Aug. 25-28—Second annual Chicano Film Festival, with *Centro Video of Oblate College* as host. San Antonio, Tex.

Aug. 25-28—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 26-Sept. 4—*International Radio and TV Exhibition 1977 Berlin*, Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

September

Sept. 10—Region 13 workshop of *Radio Television News Directors Association*. Washington.

Sept. 11-13—*Illinois Broadcasters Association* fall convention. Marriott Lincolnshire Resort, Chicago.

■ **Sept. 11-14**—*National Association of Broadcasters* seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

Sept. 14-15—*Ohio Association of Broadcasters* fall convention. Columbus Sheraton, Columbus.

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco.

Sept. 18-20—*Nebraska Broadcasters Association* convention. Scottsbluff.

Sept. 18-20—Annual convention of *National Religious Broadcasters Western chapter*. International Marriott hotel, Los Angeles.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago.

Sept. 18-21—*Pacific Northwest Cable Television Association* meeting. Ridpath hotel and motor inn, Spokane, Wash.

Sept. 19-21—Western Electronic Show and Con-

vention, organized and managed by nonprofit *Electrical and Electronics Exhibitions Inc.* Brooks Hall and San Francisco Civic Auditorium.

Sept. 25-27—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26-Oct. 1—"Teletronica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

October

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Hannibal.

Oct. 3-4—Southwestern regional convention of *National Religious Broadcasters*. Southwest Radio Church, Oklahoma City.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5-7—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; (213) 874-2266.

Oct. 5-10—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.

Oct. 9-11—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

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

Oct. 10-13—*Electronic Industries Association* 53d annual convention. Fairmont hotel, San Francisco.

Books

Big Story: How the American Press and Television Reported and Interpreted the Crisis of Tet 1968 in Vietnam and Washington, by Peter Braestrup. Westview Press, Boulder, Colo. Two volumes, 1,500 pp. \$50.

This massive work provides a detailed study of the press and television at work in what was perhaps the decisive battle of the Vietnam war. Indeed, it is a thesis of the book that the battle achieved its rank of importance as a result of the coverage given it, in the press and on television. The book is not kind in its assessment of that coverage, although it contains examples of superb reporting. Rather, it is critical, talking of the major media being overwhelmed by an event. But the coverage which helped persuade a President not to seek reelection and an administration to begin considering withdrawal from Vietnam was not the result of a conspiracy.

The study, seven years in preparation, goes beyond ideology and the conditioned reflexes critics and backers of the media developed in the 1960's. It reflects, instead, the sensitivity and understanding of a journalist who was the *Washington Post's* Saigon bureau chief at the time of Tet and who in the past few years has had the opportunity to perform as a scholar, to review the record from the perspective offered by time and distance. And it is a perspective that includes not only Tet but the context of Vietnam war coverages in which Tet figures.

What caused the media to create the impression that, in the face of evidence to the contrary, Tet was "an allied disaster"? To Mr. Braestrup, Tet was an "extreme case" of media malfunction. "We saw at Tet, the first show of the more volatile journalistic style—spurred by managerial exhortation or complaisance—that has become so popular since the late 1960s," he writes. "With this style came an often mindless readiness to seek out conflict, to believe the worst of the government or of authority in general, and on that basis to divide up the actors on any given issue into the 'good' and the 'bad.'"

Television reporting does not come off well in the book. The bits and pieces of war coverage "buttressed by a reporter's hasty 'analysis' or a lame interview, did not lend themselves to information but to vignettes or 'short stories' which were often represented as 'microcosms' of the whole war." Mr. Braestrup says, adding: "Television's show-business tradition put little premium on breadth of coverage, fact-finding or context."

Mr. Braestrup is not sanguine about such limitations and biases being overcome in the future. Media managers, he says, do not suffer criticism easily. As a result, he says, "the prospect is for a continuation of current volatile styles, always with the dark possibility that, if the managers do not themselves take action, then outsiders—the courts, the FCC or Con-

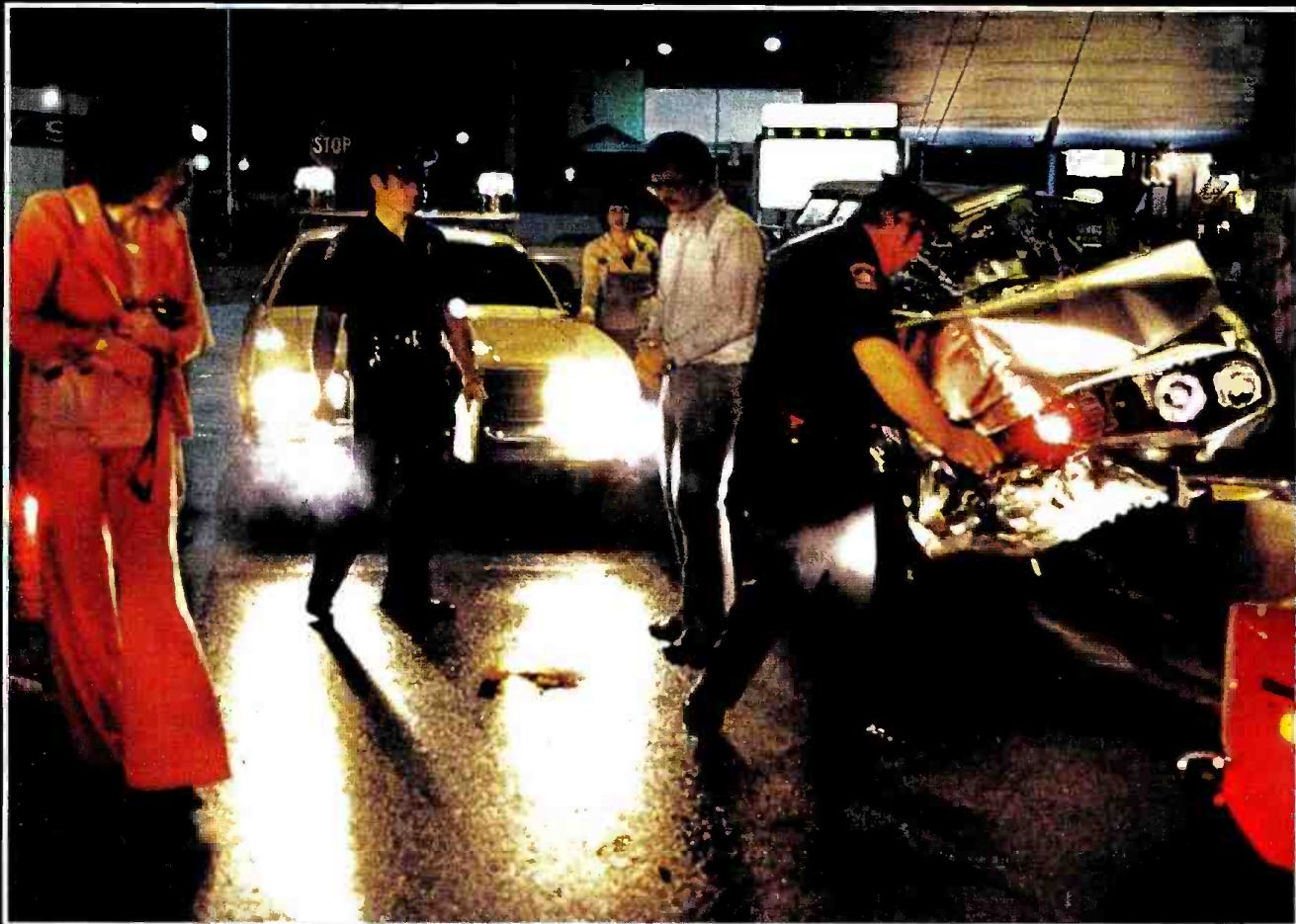


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gress—will seek to apply remedies of their own. But a free society deserves better.

The study was conceived and funded by Freedom House, a nonprofit, nonpartisan organization concerned with political and civil rights. Mr. Braestrup is editor of the Woodrow Wilson International Center for Scholars at the Smithsonian Institution, Washington.

Creating Reality: How TV News Distorts Events, by David L. Altheide. Sage Publication, Beverly Hills, Calif. 221 pp., \$11 hardback, \$6 paperback.

David Altheide, assistant professor of sociology at Arizona State University, states in the preface that his discussion also applies to print journalism, and in his analyses of how the Thomas Eagleton resignation as Democratic vice presidential nominee in 1972 and Watergate were covered tends to dwell on newspaper coverage.

Mr. Altheide spent three years researching the material for his book and worked for more than one year in a network affiliate to ascertain current news practices. He concludes that TV news coverage is biased, and traces the foundations of this "powerful bias" through commercialism, scheduling, technology and competition.

To correct this bias, he says that news watchers must watch "defensively" and journalists must understand what impact news coverage has on the audience, and that news should be reported only

when relevant and within the context in which it occurs.

Mass Communications Law in a Nutshell, by Harvey L. Zuckman and Martin J. Gaynes. West Publishing Co., St. Paul. 431 pp., \$6.

Harvey Zuckman, professor of law at Catholic University of America and adjunct professor of communications at the American University, and Martin J. Gaynes, a partner in the Washington communications law firm of Cohn & Marks and a lecturer in law at Temple University, have produced a text designed for both law school students facing their first course in communications law and for journalism and communications students who feel a need to know some of the basic law governing the profession they plan to enter. The book contains basic stuff—on the background and development of law surrounding the First Amendment, for instance. But, in chapters dealing with such matters as defamation, free press-fair trial, FCC control of broadcast operations, and cable television, it is as current in its discussion as the deadline of book publishing permits. Its inability to include such recent developments as the court of appeals' reversal of the FCC's pay cable rules underscores the author's contention that one generalization regarding the mass communications law that can be made with confidence is that the field "will continue to change and grow with remarkable speed."



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Vol. 92 No. 25

Top of the Week

First-quarter reports will be hard to beat

Analysts see spot softness ahead; records were set in early going

Broadcast and broadcast-related companies have been churning out first-quarter financial reports showing gains in revenues and earnings that are impressive, often of record proportions and in many cases believed unlikely to be duplicated or even approached again any time soon.

"The second quarter won't be good [for broadcast companies] because of the weakness in spot [television]," said Dennis Leibowitz of the Wall Street firm of Donaldson, Lufkin & Jenrette. He expects the weakness to continue in the third quarter. Revenues for both the second and third periods will be up, he said, "but not much."

For many companies Mr. Leibowitz expects TV profits to be down in the second quarter. If they show corporate gains, he said, "it'll be because of their nonbroadcast operations."

Mr. Leibowitz sounds like one of the bleaker analysts, but actually many agree with his basic appraisal.

The problem is not only the weakness in spot, it is also the fact that last year's second and third quarters showed huge growth, about 40% each. To retain all of that and then top it with another 20% or so would verge on the incredible.

This year's first quarter did not suffer as much from either of those handicaps. The spot slowdown did not settle in until about midway through the quarter, and the 1976 first quarter, though exceptionally strong by most standards, showed "only" about a 30% rise over the preceding year and thus provided an easier comparison for this year's first.

If spot gains strength as station reps and other sales leaders seem confident it will, this year's fourth quarter could be the best-looking of the year. Last year's fourth, though still strong by normal standards, achieved the smallest increase of 1976 (about 25%). The fourth is normally one of the biggest billing quarters of any year.

William P. Suter of Merrill Lynch, Pierce, Fenner & Smith estimates that national spot billings this year will add 5%-8% to the approximately 34% increase

First Quarter Track Record

BROADCASTING	Revenues			Earnings		
	1977	1976	% Change	1977	1976	% Change
ABC	\$ 337,997,000	\$ 313,691,000	+7.7	\$18,901,000	\$ 9,731,000	+94.2
Capital Cities	63,034,000	46,207,000	+36.4	8,339,000	6,847,000	+21.7
CBS	634,374,000	516,323,000	+22.9	32,973,000	27,800,000	+18.7
Cox Broadcasting	29,797,000	27,642,000	+7.7	3,802,000	3,224,000	+17.9
LIN Broadcasting	8,624,000	7,500,000	+14.9	1,089,000	801,000	+35.9
Scrpps-Howard	10,823,000	10,131,000	+6.8	2,178,000	2,074,000	+5.0
Storer	29,116,000	25,421,000	+14.5	2,002,000	2,261,000	-11.5
Taft***	20,266,398	15,941,323	+27.1	2,168,644	1,960,427	+10.6
BROADCASTING WITH OTHER MAJOR INTERESTS						
John Blair & Co.	31,747,000	24,163,000	+31.3	1,634,000	689,000	+137.1
Combined Communications	51,724,000	46,498,000	+11.2	3,175,000	1,519,000	+109.0
Cowles Communications	2,520,000	2,328,000	+8.2	720,000	1,220,000	-41.0
Dun & Bradstreet	154,691,000	145,598,000	+6.2	12,451,000	10,748,000	+15.8
Fairchild Industries	86,896,000	53,752,000	+65.3	1,195,000	769,000	+55.3
Fuqua	137,845,000	124,870,000	+10.3	3,411,000	2,834,000	+20.3
Gannett	104,358,267	94,859,561	+11.0	10,066,250	8,880,368	+13.3
General Tire & Rubber	474,064,000	398,960,000	+18.8	21,792,000	14,962,000	+45.6
Harle Hanks	32,034,000	24,372,000	+31.4	2,301,000	1,903,000	+20.9
Lee Enterprises***	18,410,000	15,893,000	+15.8	2,017,000	1,487,000	+35.6
Liberty Corp.	44,020,000	38,445,000	+14.5	4,943,000	4,249,000	+15.1
McGraw-Hill	132,743,000	117,904,000	+12.6	6,868,000	3,671,000	+82.1
Media General	45,243,000	48,923,000	-7.6	3,227,000	3,147,000	-2.5
Meredith***	63,770,000	55,629,000	+14.6	3,491,000	3,917,000	-10.9
Metromedia	73,534,513	59,389,984	+23.8	5,873,908	5,127,832	+14.5
Multimedia	19,717,907	15,419,102	+27.8	2,035,784	1,602,423	+27.0
New York Times	116,544,000	104,481,000	+11.5	5,378,000	2,693,000	+99.7
Post Corp.	7,165,621	5,408,182	+32.4	454,312	163,097	+178.5
Rollins	61,865,037	55,831,142	+10.8	6,673,567	6,181,230	+7.9
Schering-Plough	238,317,000	220,894,000	+7.9	45,424,000	40,518,000	+11.0
Sonderling	6,019,000	5,454,000	+10.3	203,000	189,000	+7.4
Technical Operations**	24,079,000	19,126,000	+25.8	86,000	(221,000)	.
Times Mirror	232,010,000	202,203,000	+14.7	17,676,000	11,538,000	+53.1
Washington Post	94,559,000	79,960,000	+18.2	5,019,000	3,812,000	+31.6
Wometco	45,806,000	42,854,000	+6.8	2,453,000	2,643,000	-7.2
CABLECASTING						
American TV & Comm.***	13,791,701	10,670,327	+29.2	1,636,139	1,067,976	+53.1
Comcast	2,823,378	2,431,820	+16.1	138,261	141,583	-2.4
Cox Cable	10,792,861	8,693,166	+24.1	1,130,634	823,680	+37.2
Telepromper	27,782,000	23,925,000	+16.1	1,118,000	(1,247,000)	.
Time Inc.	267,950,000	228,798,000	+17.1	15,045,000	10,627,000	+41.5
UA-Columbia**	5,812,000	4,969,000	+16.9	627,000	511,000	+22.7
Viacom	13,282,000	11,761,000	+12.9	1,160,000	840,000	+38.0
PROGRAMING						
Columbia Pictures***	94,472,000	74,829,000	+26.2	5,990,000	956,000	.
Walt Disney	139,996,000	139,502,000	+3	29,514,000	29,198,000	+1.4
MCA	197,939,000	217,119,000	-8.8	16,018,000	23,886,000	-32.9
Transamerica	742,564,000	636,613,000	+16.6	36,630,000	23,436,000	+56.2
20th Century-Fox	89,635,000	83,515,000	+7.3	2,571,000	(1,585,000)	.
Warner	253,241,000	181,975,000	+39.1	18,032,000	15,537,000	+16.0
SERVICE						
BBOO	22,300,000	18,900,000	+17.9	2,300,000	2,100,000	+9.5
Comsal	41,953,000	37,276,000	+12.5	6,880,000	10,104,000	-32.0
Doyle Dane Bernbach	15,182,000	13,130,000	+15.6	858,000	568,000	+50.7
Foote Cone & Beiding	17,462,000	14,369,000	+21.5	1,157,000	599,000	+93.1
Grey Advertising	14,544,000	12,354,000	+17.7	961,000	392,000	+145.2
Interpublic Group	50,463,000	41,433,000	+21.8	1,028,000	854,000	+20.4
Marvin Josephson***	7,299,400	7,251,200	+6	1,058,200	1,010,700	+4.6
Ogilvy & Mather	31,275,000	24,178,000	+29.4	1,043,000	24,178,000	+32.0
ELECTRONICS/MANUFACTURING						
Conrac	34,028,000	27,626,000	+23.1	1,623,000	1,145,000	+41.7
Eastman Kodak	1,197,390,000	1,142,856,000	+4.7	94,173,000	118,067,000	-20.3
Harris***	169,949,000	130,643,000	+30.0	10,525,000	6,937,000	+51.7
3M	935,200,000	827,900,000	+12.9	86,700,000	68,900,000	+25.8
Motorola	409,861,000	346,996,000	+18.1	22,810,000	16,898,000	+34.9
Oak Industries	39,370,353	35,673,286	+11.9	709,145	774,477	-8.5
RCA	1,372,900,000	1,256,500,000	+9.2	48,500,000	34,300,000	+41.3
Rockwell	2,793,500,000	2,494,300,000	+11.9	65,500,000	54,900,000	+19.3
Scientific Atlanta***	36,317,000	32,562,000	+11.5	1,885,000	1,360,000	+38.6
Westinghouse	1,428,270,000	1,443,096,000	-1.1	53,193,000	47,229,000	+12.6
Zenith	238,600,000	223,100,000	+6.9	6,000,000	7,700,000	-22.1

* - Change too great to be meaningful.

** - First three months of calendar year 1977 make up company's fiscal second quarter.

*** - First three months of calendar year 1977 make up company's fiscal third quarter.

**** - First three months of calendar year 1977 make up company's fiscal fourth quarter.

Locally speaking. The typical, or median, TV station had its best year ever in 1976, according to the National Association of Broadcasters annual financial survey—so good that NAB for the first time subtracted taxes from the profit figure so the typical TV profit margin wouldn't look so big to critics. Before taxes, the typical TV station (VHF and UHF) made a profit of \$760,900 or 26.78% before taxes on total broadcast revenues of over \$2.8 million. After taxes, which NAB estimated, the profit is 12.59%. NAB said that more than 90% of the over 400 stations participating in the survey reported profits.

	1976	1975	% change
Profit (before taxes)	\$ 760,900	\$ 435,800	+74.6
Profit (after taxes)	357,600	—	—
Profit margin (before taxes)	26.78%	18.9%	+41.7
Profit margin (after taxes)	12.59%	—	—
Total time sales	3,207,600	2,505,100	+28.0
From:			
Networks	340,000	333,200	+ 2.0
National, regional	1,360,000	1,024,600	+32.7
Local advertisers	1,507,600	1,147,300	+31.4
Total broadcast revenue	2,841,300	2,301,200	+23.5
Nonbroadcast revenue	74,600	62,500	+19.4
Trade-outs, barter	62,900	58,800	+ 7.0
Total broadcast expense	2,080,400	1,865,400	+11.5
From:			
Technical	264,200	244,400	+8.1
Program	726,100	673,400	+ 7.8
Selling	301,600	257,400	+17.2
General, administrative	788,500	690,200	+14.2
Selected expense items			
Total salaries	790,600	724,400	+ 9.1
From:			
Technical	158,900	154,300	+ 3.0
Program	311,500	292,700	+ 6.4
Selling	188,200	160,100	+17.6
General, administrative	132,000	117,300	+12.5
Cost of outside news service	18,200	16,900	+ 7.7
Music license fee	58,500	44,800	+30.6
Depreciation, amortization	171,700	153,900	+11.6
Interest	10,200	5,500	+85.5
Film, tape rental expense	160,200	166,600	-3.8

they achieved in 1976 (BROADCASTING, June 13). He estimates the first quarter was up 12%-13% but that the gain will drop to 2%-6% in the second quarter and 2%-5% in the third, then advance to 5%-8% in the fourth.

Mr. Suter figures local TV billings to average but about 7%-11% ahead of 1976, so that total spot revenues would be up 6%-9%. Considering that they rose about 30% last year, this would mean a 36%-39% rise in two years or an average of 18%-19% a year.

While broadcasters for the most part have been turning in solid first-quarter gains, their publicly traded stocks in many cases have gone virtually nowhere in the past year. Or, as Anthony Hoffman put it, "some have gone up and come back down again."

Mr. Hoffman, of Shields Model Roland, sees the apathetic state of many broadcasting stocks as reflecting the market's "knee-jerk reaction to a declining demand for spot."

"People accepted last year's figures as a trend when it wasn't," in Mr. Hoffman's view. He points out that there was "a sub-

stantial amount of nonrecurring revenues in spot in 1976"—not only for the Olympics, the Bicentennial and the elections but also "an unusual volume of new-product introductions."

Mr. Hoffman was telling clients eight months ago that new products, for example, which historically are introduced via spot TV, would in many cases rotate their dollars out of spot and into network this year if they proved successful. His reservations about 1977's living up to then current expectations were circulated last October in a commentary titled "Spot Television in 1977—A Trap for the Unwary?"

Actually, he said last week, spot TV's growth this year will probably be about 5%-6% above 1976's actual spot levels. But if 1976's nonrecurring revenues were factored out, 1977's growth would be about 15% and nobody would be worrying.

"We never had a year like 1976 before," Mr. Hoffman said. "And the second and third quarters were tremendous."

He anticipated about a 4% further growth in this year's second quarter and said some companies "feel they'll be lucky to break even in the third." But the fourth quarter, he noted, should bring "easier comparisons."

Others, like Harvey Sandler of Goldman-Sachs & Co., considered the status of broadcast stocks to be, as Mr. Sandler put it, "not so much a reflection of the broadcast business but of the stock market—it's been flat from nine months to a year."

"My gut feeling," he added, "is that broadcast stock performance has been pretty good." CBS and ABC stocks, he noted, are at or near their all-time highs. The networks, he said, certainly should have good results through the end of this year, while results for other companies may vary with their own circumstances. In the case of Capital Cities Communications, for instance, Mr. Sandler said that though spot may be soft, the company's publishing operations are very strong.

Among the broadcast and broadcast-related companies reporting January-March results thus far, failure to increase revenues has been rare and declines in earnings have been few. Generally, advertising agencies and companies with broadcasting among other major interests seem to have been posting some of the heftiest earnings gains, followed by cable companies and broadcasters, then manufacturers and program suppliers (see table, page 27).

Viacom gets into station ownership

It announces deal for UHF WHNB-TV for possible record \$15 million

Viacom International announced last week that it had agreed in principle to buy WHNB-TV Hartford-New Britain, Conn., for approximately \$15 million—believed to be a record price for a UHF station.

WHNB-TV is being sold by Plains Television Corp., principally owned by Herbert

Scheftel and brothers Harry and Elmer Balaban, who also own WICD(TV) Champaign and WICS(TV) Springfield, both Illinois. The Balabans also own 47.5% of WTVO(TV) Rockford, Ill. The station is an NBC affiliate on channel 30 with 1222 kw visual, 122 kw aural and antenna 930 feet above average terrain. Broker in the transaction was the Ted Hepburn Co.

(Plains Television paid \$750,000 for WHNB-TV and a then co-owned AM station in 1959, buying the pair from NBC, which had bought them from founder Julian Gross for \$600,000 in 1956.)

If the transaction goes through, it will mark Viacom's long-desired entry into station ownership. The company, a leader in both program syndication and cable TV ownership, is known to have been close to station acquisitions before. One instance reportedly involved a potential purchase from Globetrotter Communications. Others were said to have involved negotiations with two different radio station groups. However, all these discussions were terminated before any reached the announcement stage.

Ralph M. Baruch, Viacom president and chief executive, noted that TV broadcasting is "a business which management is familiar with not only based on our background and experience but also because of Viacom's involvement in the television industry throughout our company's history. He said the company will also "continue to seek out additional opportunities for acquisitions in all of our lines of business."

With the acquisition of WHNB-TV, which is subject to FCC approval, there will be four such lines: Cable, program syndication, broadcasting and the most recent previous addition, pay cable programming through its Showtime operation, launched a year ago.

Hollings pulls out staff from under FCC network inquiry

He wants it held up until new chairman and commissioner are on board; financing disapproved

The FCC this week faces the question of whether or how to proceed with its network inquiry. The chairman of the Senate appropriations subcommittee that passes on commission budget requests officially notified the commission on Friday that its request to reprogram staff members to a special task force that would develop and evaluate evidence has been disapproved. The reason, Senator Ernest F. Hollings (D-S.C.), chairman of the subcommittee said in a letter to FCC Chairman Richard E. Wiley, is to allow "the new chairman and other new commissioner" to be named by President Carter to "have some input" into the inquiry (BROADCASTING, June 13).

The letter was received at a time when

TO PAGE 30

In Brief

NBC-TV affiliates captured first place in 34 of 70 Nielsen multi-network area (MNA) markets during May sweeps (April 28-May 25) and ended up last in only 10 MNA markets. **CBS was first in 26** markets (and last in 20) and **ABC first in 13** (last in 38). NBC researchers boasted of big improvement over February 1977 sweeps, when NBC stations managed first place in only two MNA markets and were last in 47. (In May 1976 sweeps, NBC was first in 26 MNAs and last in 15). **ABC did poorest** in May 1977 sweeps, showing up first in only 13 MNA markets and last in 38, **stunning turnaround** from February 1977 when it racked up 63 firsts and only one third. But in over-all sweep numbers based on Nielsen's national overnights for May **ABC finished in dead heat with NBC**, both getting 15.9 rating. CBS was last in these averages, with 15.2 rating.

In what is believed to be **largest advertising account switch in History**, estimated \$40 million in billings of Nissan Motors U.S.A., Carson, Calif. (Datsun cars and trucks) will move to Wm. Esty Co., New York, replacing Parker Advertising, Palos Verdes Peninsula, Calif. About 60% of budget is allotted to TV and radio. Esty will open Los Angeles office to service Nissan.

U.S. Court of Appeals in Washington has affirmed FCC action **Increasing percentage of ownership** that would trigger multiple ownership rules where investment companies are concerned. Action raised benchmark for insurance companies from 1% to 5% and for mutual funds from 3% to 5%. In separate action, **court stayed Aug. 10 deadline** commission had set for breakup of situations in which **cable system is co-owned by television station** providing community with its only city-grade signal. Stay will remain in effect pending Supreme Court's decision on FCC's petition for review in newspaper-broadcast crossownership case.

ABC-TV continues to sign 'em up: WTEM(TV) Albany, N.Y., in nation's 42d ADI market, one of four new affiliates (plus two satellites) announced by ABC, effective dates to be determined. WTEM (channel 10) and satellite WCOC(TV) Adams, Mass., switch from CBS; ABC will drop WAST(TV) Albany (channel 13). KWTX-TV Waco, Tex. (channel 10), and satellite KBTX-TV Bryan, Tex., becomes ABC primary in 45th ADI market, where ABC has had no primary. WAAY-TV Huntsville, Ala. (channel 31), switches from NBC in 102d market, and ABC drops WYUR(TV) Huntsville (channel 48). WCBV-TV Columbus, Miss. (channel 4), switches from CBS in 132d market, where ABC has no primary affiliate now.

FCC fared well in Congress last week. House on Monday approved appropriation bill providing agency almost \$1.5 million more than \$59,826,000 administration had requested, with difference earmarked for strengthening commission in citizen band and common carrier regulation. Then on Thursday, Senate Appropriations Subcommittee tacked another \$200,000 on House total of \$61,300,000, saying additional funds were to improve commission's internal research capability.

Atlanta Constitution reported last week that its crossowned WSB-TV had **dropped from first to second place in news** for first time in history, being unseated by Storer's WAGA-TV in noon and 6 p.m. ratings in May Nielsens. Paper said only KDKA-TV Pittsburgh and WBT(TV) Charlotte among major market stations now have undefeated news standings dating back to their on-air dates. **But that turned out to be less than half story.** WSB-TV was still ahead in 11 p.m. newscast in Nielsen sweep, and Arbitron sweep book showed station ahead in all three news periods.

CBS-owned TV stations have used **galvanic skin response tests** along with number of other types of research in evaluating on-air newsmen but "we don't hire or fire people on this basis," **D. Thomas Miller**, president of CBS-TV Stations Division, told National Academy of Television Arts and Sciences luncheon in New York. He specifically denied that GSR tests led to firing of newsman Pat Emery of CBS-owned KNXT(TV) Los Angeles. Pushed by skeptical

academy member, he said that in choosing among three qualified newsmen, if question came down to differences in skin tests, "I still think I'd flip a coin."

Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) announced last week **subcommittee inquiry into broadcast advertising**, with special emphasis on effect of advertising **over-the-counter drugs and sugared products to children**, subjects of particular concern to Mr. Hollings and Senator Wendell Ford (D-Ky.). Inquiry begins with Senator Hollings, ranking subcommittee Republican Robert Griffin (R-Mich.) and staff going to New York today (Monday) to meet with Tony Schwartz, commercial producer and author of "Responsive Chord," book on communications theory and practice. Meeting will be closed, but transcript of it will be available later.

House of Representatives, by voice vote, has passed fiscal 1978 Labor and Health, Education and Welfare appropriations bill, which includes **\$145 million matching funds ceiling** for Corporation for Public Broadcasting, \$15 million in HEW broadcast facilities grants, \$6.45 million in Emergency School Assistance TV production funds and \$5 million for other TV programming. Senate Appropriations Committee is to consider its version of appropriations bill early this week.

Although attention last week was focused on Carnegie Corp.'s announcement of plans for long-range restudy of public broadcasting—announcement warmly received by President Carter (see page 33)—**number of option papers** for restructuring medium **were already circulating** among presidential aides. They are work of Frank Lloyd, consultant to Office of Telecommunications Policy, and are aimed, among other things, at providing for system free of internal disputes, insulated from government interference and capable of standing as alternative to commercial networks. Under one of several options dealing with form, Corporation for Public Broadcasting, created by Congress as its chief instrument in public broadcasting, would be denied role in programming. That function would be divided between Public Broadcasting Service and National Public Radio, with CPB concentrating on long-range planning. Under another option, those three organizations would be merged into one entity, which would be directed by board equally divided between presidential appointees and representatives of public broadcasting stations.

Herman Feld, director of primary and social research, ABC-TV, appointed VP, program planning, CBS-TV, replacing **Harvey Shephard**, now VP, programs, CBS-TV. ■ **Marvin Antonowsky** and **Charles Engel**, VP's, Universal Television, promoted to senior VP's in charge of current network schedule and future development, respectively. ■ **Ed Fouhy** will rejoin CBS News Aug. 1 as producer, *Evening News with Walter Cronkite*. He will be in charge of Roger Mudd specials and program's investigative unit. Mr. Fouhy left CBS for NBC News in July 1974. ■ **Harrington Drake**, chief executive officer, Dun & Bradstreet Companies, parent of Corinthian Broadcasting, elected to additional post of board chairman. **Joseph W. Hight**, executive VP, elected president. ■ **James Karayn**, director of 1976 presidential debates project of League of Women Voters, and former president of National Public Affairs Center for Television, has been offered job of president and general manager, noncommercial WHYY-TV Wilmington, Del. (Philadelphia). He said last week he's likely to accept. ■ **Perry Bascom**, VP-general manager of WNBC(AM) New York for more than seven years, has resigned. ■ **Maury H. Long**, retired VP of Broadcasting Publications Inc., honored by Broadcasters Promotion Association at annual seminar in Los Angeles for "outstanding contribution to the success and achievements of the communications industry" (see page 28).

Robert J. Higgins, 62, licensing VP of Broadcast Music Inc., New York, died Friday (June 17), apparently of heart attack, while in Boston on business trip. He joined BMI in 1940 and served in number of executive posts, including treasurer and later general services VP, before heading licensing department. He also served as treasurer of Broadcast Pioneers. Surviving are his wife, Eileen; two daughters, Alanna McHugh, wife of Representative Matthew F. McHugh (D-N.Y.), and Patricia Brennan, and son, Robert.

most commissioners were out of town. Three had not yet returned from an international conference in Rome, and Chairman Wiley, who had also attended the conference, was in Portland, Ore., at the Oregon Association of Broadcasters conference.

However, the chairman had indicated the commission would ask Senator Hollings to reconsider, and he was hopeful all seven commissioners would support the request.

The disapproval does not prevent the commission from proceeding with the inquiry, in which comments have already been received. It does, however, prevent the commission from staffing it as planned. It had planned to reassign 10 staff members, including three now with the office of network study, to the special unit, and name Joseph Marino, who had been working on the brief for the family viewing case, as its chief. The commission had already contracted with Antonin Scalia, one-time general counsel of the Office of Telecommunications Policy, as a consultant.

Senator Hollings, in his letter, said he agrees the proposed inquiry is appropriate. However, he said, since two new commissioners, one of whom is expected to be appointed chairman, will be named "in a short time," it seemed proper to give them the opportunity "to have their own input factored into the study." He added that the inquiry had not yet proceeded very far and he did not think "irreparable harm could be done by delaying the study for two months."

Chairman Wiley's term expires on June 30, and Commissioner Benjamin L.

Hooks is due to leave the agency in July to become executive director of the National Association for the Advancement of Colored People. There was no sign from the White House last week as to how long it would be before their replacements are named.

Possible ban on saccharin spots has NAB up in arms

Kennedy may make it condition in legislation lifting FDA restriction on sales

The National Association of Broadcasters last week began mobilizing opposition at the first signs in Congress that a cigarette-type ad ban is being considered for products containing saccharin.

The association was responding to a statement by Senator Edward Kennedy (D-Mass.), chairman of the Senate Subcommittee on Health and Scientific Research, who said he would support legislation that would in part ban the advertising on radio and television of saccharin products. Such a prohibition, he said, would be one of the conditions attached to a bill suspending for 18 months the ban on saccharin sales imposed by the Food and Drug Administration. The senator himself linked the suggestion for an ad ban to Congress's action in taking cigarette commercials off the air.

Later in the week, however, an aide to the senator said the bill might not contain a ban on broadcast advertising, but rather a requirement that broadcast ads include

warnings about the possible health hazards associated with saccharin. He said the intent is either to increase the information available to the public about the hazards or to decrease the number of ads that "indiscriminately encourage public consumption" of saccharin.

Just the same, Senator Kennedy's assertion that advertising restrictions "ought to be similar to those for cigarettes" was enough for NAB, which immediately sent telegrams last week to its grass-roots liaisons in the field to mobilize the industry against the senator's bill.

The association argued that a ban on broadcast advertising is too extreme, because, there is conflicting evidence about the effects of saccharin, and because such a ban would discriminate unfairly against radio and television. Donald Zeifang, NAB senior vice president for government relations said, "even if there did exist some authoritative consensus with regard to the cancer-causing effects of saccharin, any remedial ban should include all media or none at all."

At least \$52.7 million in TV advertising alone is at stake. That estimate came Friday from the Television Bureau of Advertising, whose President Roger D. Rice said the figure was "very conservative" and "probably 10% to 20% light." It reflected 1976 expenditures of \$32.4 million in spot TV and \$20.3 million in network TV. By category: \$34.7 million spent by diet soft drinks containing saccharine, \$5 million by sugar substitutes, \$2.5 million by dietetic foods and \$10.5 million by sugarless gums. Both TVB and the Radio Advertising Bureau said they were joining the NAB in marshalling forces to oppose the Kennedy plan.

BPA delegates offered keys to promotions

Schneider opens seminar with plea for empathy for community needs, cites KNXT-Carter example

A station's success in any size market depends on its involvement with the community, John A. Schneider, president of CBS/Broadcast Group, told an opening session of the Broadcasters Promotion Association 22d annual seminar. The June 13-15 program was held at the Beverly Hilton hotel, Beverly Hills, Calif.

Following opening remarks by BPA President Lynne Grasz and Fred Bergendorff, seminar chairman, Mr. Schneider cited two standards for a successful public promotion: "It must serve the community. It must serve the station." A "text book case," he reported, occurred last month at CBS-owned KNXT(TV) Los Angeles, with its special program, *The People Talk to President Carter: A Television Meeting*. Done on KNXT initiative, he said, "the program originated live at the station. The President answered questions from the studio audience—and from five remote locations by means of two-way video hook-ups. Ten area newspapers participated in the selection of the studio au-

dience . . . and the broadcast was carried by eight West Coast CBS Television Network affiliates, while the audio portion was aired by the CBS owned radio stations in Los Angeles and San Francisco. "How's that for a major station effort, in which the promotion people played a major role?"

Tips offered on enhancing promotion person's status; Duca warns against inertia; Chung traces trends in news

How a promotion manager can gain recognition, respect and more money from station management was discussed in a workshop session, "The General Manager and You," moderated by Bob Rimes, director of creative services, McGraw-Hill Broadcasting. Panel members were George Nicholaw, vice president and general manager, KNX(AM) Los Angeles; Clayton Brace, vice president and general manager, KGTV(TV) San Diego; Dean Lindsay, vice president and station manager, KSL(AM) Salt Lake City.

Commenting on a survey showing promotion directors least likely to become sta-

tion managers and poorest paid among station department heads, the panel participants all stated that things aren't that way any more, at least at their stations, agreeing that BPA deserves much of the credit for the improvement. They also agreed that promotion executives should always attend department head meetings and should maintain close contact with the station manager on all promotional campaigns. They urged promotion managers to adopt a professional attitude and not consider their job as just a step above the stenographic pool.

Asked who sets the promotion schedule, the station managers were again in accord: The operation should be agreed on at a meeting of all department heads, then it's up to the promotion department to develop a campaign to meet the station goal.

In a second Monday morning BPA workshop, Andrew L. Duca, director of creative services, WOR-TV New York, spoke to the theme: "If You Don't Promote, a Terrible Thing Happens . . . Nothing!" There are two basic aims of promotion, increased sales and increased audience, he said, showing numerous examples of WOR-TV's advertising posters, car

cards, print ads, and of the station's promotion-press kits, sports kits, on-the-air spots and ID's.

"You have the full responsibility not only for the creative output of your station, but you also share the responsibility of selling your station and increasing viewers," Mr. Duca told his audience.

Although "there always has been and always will be an element of show biz in television news," Connie Chung, co-anchor person at KNXT, speaker at Monday's BPA luncheon, expressed the opinion that happy talk is on the way out. Speaking about news consultants, recent subject of elaborate treatment by the *Los Angeles Times*, Ms. Chung said that these same consultants are also used by newspapers, but the stories never mention that. "We only hear of local TV news using consultants," she declared.

Broadcast promotions people can look for an increased volume of pre-emptions to add a new burden to the load they are already carrying, John McMahon, program vice president of the NBC television network, said Monday afternoon. Addressing the BPA seminar, he noted that in recent weeks all three TV networks have preempted regular programming "practically on a nightly basis." The ballpark figures were 40 hours for CBS and NBC, while ABC preempted 30 hours during the month in prime time. "NBC is going to air over 150 hours of novels, miniseries and movies for television in the coming season . . . It's going to require better communications between programming and promotion departments, and certainly larger advertising budgets." But he expects the weekly series to continue as the backbone of network programming.

Quoting projections of the next decade made by the NBC corporate planning department, Mr. McMahon said the country's population will continue to grow, but at a decreased rate and with some major changes. The fastest growing group will be the 25-34 year olds; the population under 25 will slacken off, with a sharp decrease in the number of children under 12.

Within 10 years, he predicted, adults over 25 will comprise more than 60% of the population and half of the adult women will be in the work force. "This means more women away from home on the weekdays, but available at home for weekend viewing." By 1985, he said, total advertising revenue will more than double, to a total of \$62 billion, while television's share will be \$13 billion, triple its present volume.

"Of interest to you BPA members," he commented, is that "the greatest television revenue growth will be in local business—especially in the retail field." Speaking as a former local station manager (KABC-TV Los Angeles) he urged the promotion executives not to forget their obligations to their local markets.

"Never before has our industry been under more attack by both the government and pressure groups. What you do locally in your individual markets to promote and advertise your local news and public affairs programming is very important.



Welcoming. Offering opening remarks to the 600 or so promotion people at the annual Broadcasters Promotion Association gathering in Beverly Hills, Calif., is John A. Schneider, president of CBS/Broadcast Group. He's flanked by seminar chairman Fred Bergendorff, of KNX(AM) Los Angeles and Lynne Gras, BPA president.



Informing. Tips on how promotion managers can increase the status and budget of their department in the eyes of the boss were offered at a panel discussion entitled "The General Manager and You" by (l to r): Dean Lindsay, vice president/station manager, KSL(AM) Salt Lake City; George Nicholaw, vice president/general manager, KNX(AM) Los Angeles; Clayton Brace, vice president/general manager, KGTV(TV) San Diego, and Bob Rimes, director of creative services, McGraw-Hill Broadcasting, New York.



Subgroups. Two rep firms took the BPA occasion to gather the promotion people of their represented stations. In photo at left, promotion managers from Katz stations (l-r): Lee Browning, WAVE-TV Louisville, Ky.; Brooke Karzen, Orion Broadcasting (WAVE-AM-TV) Louisville; Art Metzler, WAVE(AM); Dan Udvig, WMT-TV Cedar Rapids, Iowa; Ken Mills, The Katz Agency, New York, and Rick Sellers, WMT(AM) Cedar Rapids. At right, Anne Coleman (standing), promotion manager at KOCO-TV Oklahoma City, holds forth at PGW's work session.

Three in radio analyze problem of communicating with TV-smitten editors

The task of publicizing radio in markets where entertainment editors seem to be conscious only of television was discussed Tuesday by Warren Turnbull, public relations and publicity director, KMPC(AM) Los Angeles, and Ellen Manowitz, promotion services director, WMAL(AM) Washington. They agreed that an educational job was necessary and that to succeed it took the cooperation of other radio stations in the market.

In Los Angeles, with some 300 newspapers, from neighborhood throwaway to metropolitan dailies, in the KMPC area, the

localized touch has proved highly successful. One example, Mr. Turnbull cited is the "Sunshine Award," given five days a week to a deserving listener. Citywide, it doesn't mean much, he said, but a story to the paper in the winner's home community it's frequently front page news, complete with photo—and a mention of KMPC.

"Talk, talk, talk radio," was Ms. Manowitz' advice, "not just your station, but all radio in the area." And when letters come in complaining that potential listeners missed something they would have liked to have heard because they didn't know about it, "get involved," she stated. "Get them to write to the newspaper to complain." She also reported on analyzing rating reports, demonstrating

that radio's audience is vastly superior to that of television during many hours of the day, a finding that she said surprised some of the staff at WMAL.

Blore: If a radio spot sounds like a commercial, it's not good

"Radio advertising is the art of selling in sound," Chuck Blore, head of Chuck Blore & Don Richman Inc., told a radio session of the BPA seminar. "Radio is an audio medium," he said, "and use of sound is total. So seek audio ideas that will express the personality of the product. Don't describe it in words; picture it in sound. Instead of saying it, be it."

There was a time when radio commercials were thought of as all jingles and jokes and many people still think that way, but it's no longer true, if it ever was, Mr. Blore stated. "There are many different ways to use radio," he told his audience, illustrating his words with examples of his own creations, both commercials and promotion spots. He concluded with some advice: "If it sounds like a commercial, it's not a very good one."

Similar advice came from William Davol, director of information services, WCAU(AM) Philadelphia. "If you're going to do radio promo spots, write and produce them for radio," he said. He urged the promotion persons to treat a station or program promo as if it were a product commercial, using the utmost skill in reaching and involving an already oversaturated listening audience.

O'Leary on how life is always greener on the other side

Speaking to the theme, "How a Production Manager Who Wants to be a General Manager Can Make His Dream Come True," Dick O'Leary, president, ABC Owned Television Stations and ABC International Inc., told BPA members that, realistically, their chances are "very slim" of realizing that dream.

"But if you do decide to try it, look back and see if you have the ability to make things happen," said Mr. O'Leary. "A general manager," he said, "is looking for a way not to make a mistake, and he wants to put someone into a spot who can do the job he has to do and so make the general manager feel safe. Show him that you're a risk-free bet."

Mr. O'Leary told his audience to examine themselves and decide honestly whether they really want to be station managers. "Command is a lonely vigil," he said, "and if it's not in you, forget it." It's better to be a superior lineman than a mediocre quarterback, he noted.

Promoting television movies: Get help from distributors

"Let the makers of your motion-picture programs provide the promotion for them," promotion managers were advised at another Wednesday workshop, conducted by Dave Course, promotion manager, WNEM-TV Saginaw-Flint, Mich.

Mr. Course, who said his station has one

of the highest-rated afternoon movies, used a how-to cassette to illustrate how a station announcer, video tape, graphics and film editing are combined with movie trailers to create professional spots at a very low cost.

Paul Hayden, WDIO-TV Duluth, Minn., explained how he uses film trailers for 30- and 60-second spots and even for 10-second spots and five-second ID's to boost his afternoon movies.

Bob Faber, feature-films trailer producer, Universal Studios, reported that his company is testing TV spots and graphics campaigns to help the distributor promote its pictures most effectively. Don Hewlette, Paragon Entertainment, who has worked in both TV and movies, said he has changed the approach in his trailers as the public's interest has switched from violence to people and fantasy.

Taking care of business: elections, awards, registration

Elected officers during the seminar were Roger Ottenbach, WEEK-TV Peoria, Ill., president; Ken Taishoff, WTMJ-TV Milwaukee, president-elect; Terry Simpson, WTTV(TV) Indianapolis, vice president; Al Gordon, WIC-TV Pittsburgh, secretary, and Tom Dawson, CBS Radio, treasurer.

Others were recognized by the association with 1977 BPA/Michigan State University awards for outstanding promotion achievement. Honors were handed out at the closing banquet of the convention.

The winners:

Television promotion of a special event, small market—WTMJ-TV Milwaukee; large market—WSB-TV Atlanta.

Radio promotion of a special event, small market—WHWH(AM) Princeton, N.J.

Television community involvement—KATU-TV Portland, Ore.; radio—WKBW(AM) Buffalo, N.Y.

Television promoted on television, small market—WSOC-TV Charlotte, N.C.; large market—WTHR-TV Indianapolis.

Television promoted on radio, small market—KNBC(TV) Los Angeles.

Radio promoted on radio, small market—KSL(AM) Salt Lake City; large market—WCAU(AM) Philadelphia.

Television sales promotion, small market—WKRC-TV Cincinnati; large market—KNBC(TV) Los Angeles.

Radio sales promotion, small market—WOWO(AM) Fort Wayne, Ind.; large market—WMAL(AM) Washington.

Television total campaign, small market—KSL-TV Salt Lake City; large market—WTHR-TV Indianapolis.

Television promoted via nonbroadcast media, large market—WTHR-TV Indianapolis; small market—WTVF(TV) Nashville.

Radio promoted via nonbroadcast media—KNX(AM) Los Angeles.

Official registration at the three-day seminar was 443 BPA members, but total attendance, including exhibitors and guests, topped 600, it was estimated.

Secondary boycott charged in WPGC strike

Station and NAB say advertisers are being threatened through 'hot cargo' AFTRA agreements

A labor dispute at an AM-FM combination in the Washington market has taken on dimensions that the owners of the stations and the National Association of Broadcasters say could spell trouble for every broadcast operation in the country.

The strike, at WPGC-AM-FM Morningside, Md., was called by station announcers opposed to the station's plan to use pre-recorded tapes. That dispute continues unresolved since it began in May (BROADCASTING, May 16). But the larger issue now is the union's strike tactics, which the station and NAB have charged are illegal.

The station has filed unfair labor practice charges against the American Federation of TV and Radio Artists with the Baltimore regional office of the National Labor Relations Board, alleging that the union is running a secondary boycott against the station and is maintaining "hot cargo" agreements with the advertising agencies in the Washington area.

The secondary boycott, the station says, involves advertising agencies that have been instructed by AFTRA to withdraw from the station all recorded material produced with AFTRA talent. An attorney for the station, Marshall Berman, of the Washington law firm, Dow, Lohnes & Albertson, said last week that that directive, which went out in a May 9 memo from Evelyn Freyman, AFTRA Washington-Baltimore local executive secretary, to all agencies that have signed letters of adherence to the AFTRA recorded commercials codes, amounts to placing economic coercion not only on the station but on suppliers of the station, which he said violates the prohibition against secondary boycotts in the Taft-Hartley Act.

The "hot cargo" charge refers to the "letters of adherence" to the AFTRA codes that Washington-area advertising agencies have signed.

WPGC spokesmen have alleged that at least 10 Washington area agencies that have signed letters of adherence have received letters from AFTRA threatening suit if they do not withdraw their recorded commercials from the station.

AFTRA was approached for its responses to the station's allegations, but Ms. Freyman, through an aide, referred questions to the attorney on the case, who was out of town and could not be reached.

WPGC meantime, has gotten NAB to appeal to the NLRB office of the general counsel (which houses the division of advice) to file a complaint on the stations' unfair labor practice charge. The issues are too big, NAB President Vincent Wasilewski wrote in a letter last week, not to be considered in an investigation and hearing before the full five-member NLRB board.

Carnegie II: a long, hard look at public broadcasting

New commission will take at least a year and a half and a million dollars on a long-range study of the medium and where it's going or should be going

Formation of a Carnegie Commission on the Future of Public Broadcasting was announced last week by the Carnegie Corp. of New York, the foundation whose Carnegie Commission on Educational Television laid the groundwork for the present public broadcasting system 10 years ago.

The new commission, headed by Columbia University President William McGill, will devote about 18 months to a long-range study of "issues having to do with creative programming, public participation, the impact of new technologies, funding levels, and sources and the structure of the system." It will operate under an initial grant of \$1 million from the foundation.

Like the original Carnegie Commission, the new one has a presidential blessing. In a statement released in the foundation's announcement, President Jimmy Carter said: "I am pleased that Carnegie Corp. has agreed to launch a second commission on public broadcasting. Its 1967 report was a landmark document. I welcome this effort to improve the quality of television for millions of Americans. We expect to work closely with Carnegie as we develop policies for federal support of the system."

Alan Pifer, president of the foundation,

said the decision to set up a new commission came in response to a formal request last year by the board of the Corporation for Public Broadcasting, National Public Radio and a number of "concerned citizens." The decision followed a six-month study by a Carnegie task force whose members explored the question with some 200 organization leaders, station managers, producers, writers and actors and others identified with public or instructional broadcasting, and scholars and government officials.

The task force, headed by Eli N. Evans, president of the Charles H. Revson Foundation, summarized some of the major issues and problems, as it found them, in a memo to the Carnegie trustees. Among them:

■ In the opinion of many, "public broadcasting has not yet lived up to its promise, either for prestigious programs attracting large national audiences or for meeting specialized audience and strictly instructional needs."

Part of the explanation, the task force said, may be found "in the structural and funding mechanisms of the system—the tensions between CPB, the Public Broadcasting Service and National Public Radio, for example, and the insufficient amount of money available for production, putting pressure on the community stations to acquire foreign productions at a fraction of original costs, which in turn is used to stimulate large contributions to help meet the federal matching-funds provisions.

"The few big ticket items that have been mounted in the U.S. have proved difficult to finance, troubled by union disputes and all but impossible to sustain on a continuing basis . . . Reliance on foreign programs, however, is cause for continuing concern . . . The ability, therefore, of public television to assemble, nurture and maintain creative talent over a long-enough period of time and then to provide

for the expression of that creativity is a central issue in public broadcasting."

■ Children's programming represents the bulk of PBS programming. But children's TV "does not translate into large public contributions from viewers," and grants from the U.S. Office of Education and foundations "are not likely to continue indefinitely." Thus "there is real question about the future of children's television and how it can be sustained over time. For this reason, in part, the Children's Television Workshop is trying to diversify its efforts to include adult programming."

■ "... It is hard for community stations to raise funds for public-interest programs, especially those of a controversial nature. One of the most troublesome areas is funding from corporate and government agencies when the program content . . . is of direct interest to the funding source and it is difficult to distinguish information delivered from the promotion of a particular agency or its policies . . . Similar problems arise at the state level when stations depend on legislative funds. How such public information needs can be met was pointed out as a central issue for the national system of communications of which public broadcasting is a part."

■ "Another major issue is how to respond to the interests of nationally dispersed but special 'target' audiences such as the elderly, women, racial and ethnic minorities, or the disabled." Integration of such programming within national programming may be one solution. Introduction of broadband services through satellites may be another, "but only if the receiving stations have more than one channel on which to create a program schedule." It was also suggested that public radio has "unexplored potential for reaching small audiences."

■ "Almost everywhere the develop-

NAB won't give on rhetoric over review of broadcast law

Wasilewski urges Iowa broadcasters to fight it 'with every weapon' at their disposal

National Association of Broadcasters President Vincent Wasilewski continued the association's attack on the House Communications Subcommittee last week in a speech in which he called for broadcasters' unified, militant opposition to the subcommittee's "review" of the Communications Act.

Mr. Wasilewski, speaking to the Iowa Broadcasters Association convention in Lake Okoboji, Iowa, called the review "possibly the most ominous and far-reaching danger we have faced in the industry."

He said, "We have termed the broadcast options 'radical and revolutionary.' Their author, Chip Shooshan, has angrily criticized us for the use of these words [BROADCASTING, June 13] but we will stick by them—for in our opinion the options are radical and are revolutionary. We at

NAB and you of the Iowa association must fight them with every weapon at our disposal."

Mr. Wasilewski said the options papers, the staff documents setting out the main issues and options for dealing with the Communications Act, fails to address "one simple threshold question . . . That question is, 'Why?'"

"Why must there be alternative methods of communications when the present system works so well? Why have hundreds of man-hours of congressional staff time been spent dreaming up wild and woolly schemes to repair something that's not broken?"

In defense of the present broadcast system, the NAB president argued that unlike in many other countries, the U.S. broadcast system has grown "without a penny of government subsidy." Further it does not cost the public anything to watch or listen—not even, as some have argued, through hidden advertising costs, he claimed.

Furthermore, Mr. Wasilewski contended, both radio and TV make tangible contributions to their communities. "The average TV station can document that it gives away three-quarters of a million dollars in time annually for charitable, religious and civic causes."

Mr. Wasilewski concluded that "we must organize" to prevent the House Communications Subcommittee from "wrecking" the Communications Act. "We are not trying to obstruct progress," he said. "We are trying to assure that progress is in the direction of strengthening a valuable asset and not, instead, wrecking it."

He said NAB has taken two steps so far. First, it is urging each state broadcast association to organize a "rewrite task force" to lobby its delegation in Congress against the review; second, it is holding weekly briefing sessions, called "Operations Grass Roots," to advise visiting broadcasters about the status of the review.

ment of good local programs for local use is given low priority . . . Local production capability is currently under-utilized." Public radio "is distinctly a local medium [but] it is not known to what extent public radio stations are responsive to local needs."

■ "Programming for statewide use seems ripe for exploration and development . . . An important issue is how federal funding, particularly the matching formula, and how broadcast and nonbroadcast technologies will affect the future growth and program content of these networks."

■ The availability of such equipment as video disks, tapes, film, audio-visual gear and computer-assisted instruction raises questions as to whether broadcasting is the most appropriate medium to deliver "instructional" programs. Many felt that the new Carnegie commission "could perform a vital service by showing just how the functions of 'education' and 'instruction' are being or could be carried out."

■ "One of the most difficult questions raised by our discussions," the task force said, "was whether public broadcasting should actually become 'public,' in the sense of being a participatory medium. Should station members elect the station boards or act, at least in some advisory capacity, in the governance of the system and in program selection? How do the benefits weigh against the costs of 'opening up the system' in this and other ways to citizens and subgroups within the population? What is broadcasting's responsibility to extend radio and television programs to presently underserved U.S. citizens in rural areas?"

"In state-run institutions it appears to be their very accountability to state legislatures that inhibits creative and controversial programming. Is this one inevitable outcome of public accountability? Beyond these are questions about employment and training opportunities within the industry for minority groups and women and their potential effect on policy and programming."

■ "The revolution in communications technology is looked upon as both a threat and an opportunity by public broadcasters . . . None disputes that satellites, cable television systems, audio and video cassettes and other nonbroadcast technologies will have profound effects on the mission and operations of public and instructional broadcasting.

"The satellite interconnection scheduled for 1979 and its long-term impact on institutional development and program production capability is of particular concern. Yet little consideration has been given to what programs might be transmitted on the three new television channels and the four new radio channels to be offered by the satellite.

"What chances are there that the local licensee will be reduced to the role of receiver and transmitter rather than generator of programs? If production centers can transmit programs directly by satellite to local stations, how will this affect PBS as a program distribution service? What are the prospects for sharing the potential ex-

cess capacity with other public-service users?"

■ "Public broadcasting remains chronically underfunded, even though the strength and diversity of support for it has grown. The problem is not just the amount of money, but the liabilities associated with each funding source. This reality, combined with the fierce competition among components of the system for the same sources of revenue, has caused deep stresses within public broadcasting.

"Much of the problem, in the view of many, is the impact of the well-intended federal matching-grant formula of \$1 promised for every \$2.50 raised from non-federal funds. As federal funding authorizations rise, pressure also rises on the stations to qualify for the government funds. Highly publicized campaigns to raise sustaining funds from viewers drain off the resources of the stations, human and financial, and provoke complaints from subscribers about over-the-air promotion and program rescheduling . . ."

■ The public broadcasting system "is a patchwork of institutions and organizations, consortia and affinity groups, some of which are cooperative and some competitive. There are a number of overlapping and confusing jurisdictional problems . . ."

"There needs, at the least, to be a clearer delineation of the respective roles and authority of all entities in the system—national, regional and local. Looking 10-15 years ahead, the structure of public broadcasting needs to be examined in light of its goals.

The commission, which will have a full-time professional staff based in New York, will "report to the public in early 1979."

Commission members, in addition to Chairman McGill, include J. Leonard Reinsch, chairman of Cox Cable Communications and former head of Cox Broadcasting; Bill Moyers of CBS News, a former commentator on PBS; Peggy Charren, president of Action for Children's Television; Virginia Duncan, TV producer and member of the CPB board; Henry Cauthen, vice chairman of PBS; Stephen K. Bailey, acting president, American Council on Education; Red Burns, director of the Alternate Media Center at New York University, comedian Bill Cosby and Kathleen Nolan, actress and president of the Screen Actors Guild.

Others on the 20-member commission are Eli Evans, who headed the task-force study; Wilbur Davenport, Massachusetts Institute of Technology; John Gardner, former chairman of Common Cause; author Alex Haley; Walter Heller of the University of Minnesota, former chairman of the Council of Economic Advisors; Carla Hills, former secretary of the Department of Housing and Urban Development; Josie Johnson, executive assistant to the governor of Colorado and a member of the NPR board; Kenneth Mason, president of Quaker Oats and vice chairman of the Chicago Educational Television Association; Tomas Rivera, poet and author, and Beverly Sills, opera star.

FCC leans toward allowing religious on band reserved for education

FM grants to Moody Bible reflect policy change in the making; White is in forefront to stop 'invidious' practice now in effect

The FCC appears to be heading toward reversal of a policy under which religious broadcasters are treated differently from nonreligious organizations when they apply for an FM license in the noncommercial, educational band.

FCC Chairman Richard E. Wiley, in a statement in which Commissioner Benjamin L. Hooks joined, said the commission should "clarify" its standard for determining when an applicant qualifies for such a license. The statement reflects a preference for equal treatment.

And Commissioner Margita White, in a separate statement, put the matter bluntly: The commission should end the present "invidious" and unconstitutional policy.

The views were contained in concurring statements issued last week in connection with the commission's decision—by a 7-to-0 vote—to grant Moody Bible Institute's application for construction permits to build FM stations in the noncommercial, educational band—on channel 207 in East Moline, Ill., and on channel 204 in Boynton Beach, Fla. (BROADCASTING, June 13).

At issue is the commission policy restricting the 20 educational FM channels to noncommercial, educational applicants, even those, like Pacifica Foundation, that are not connected with a school but establish a nonprofit corporation and state that their objectives are educational. Religious institutions do not qualify unless they operate a school in the area where they plan to build the station.

The commission staff split on the Moody Bible applications. The Broadcast Bureau, contending the applications did not comply with existing standards, called for a hearing. The general counsel's office, contending the policy is unconstitutional, called for a grant.

The upshot was that the commission, while granting the applications, issued no opinion; it heeded the Broadcast Bureau's advice not to reverse policy in an order in a single case.

Rather, it instructed the staff to draft a notice of rulemaking aimed at resolving the matter. Later, however, possibly fearful of the deluge of comments any rulemaking dealing with religious broadcasting might unleash, Chairman Wiley said the commission might issue a policy statement on the matter instead.

The chairman, in his statement last week, said that while he believes the vote on the Moody applications is "instructive," he hopes and expects the commission will act soon "to further clarify our

policy in this area." As for the end product of that clarification, he said, "There is no doubt in my mind—nor, I feel, in the minds of my fellow commissioners—that . . . religious organizations must be judged on the same basis as non-religious organizations."

Commissioner White, in a 13-page statement, called on the commission to "reject openly" its "invidious" policy and to review applicants for noncommercial, educational FM channels "without regard to [their] 'religious' or nonreligious nature."

She said the present policy, in requiring the commission to determine the "religious nature" of the proposed programming of a religious organization breaches the First Amendment bars to governmental interference with freedom of speech and religion. (She buttressed her statement with a 12-page appendix that contained Moody's proposed weekly program schedules on which appeared the staff's handwritten evaluations of religious content, as well as staff papers summarizing the count of religious minutes.)

Furthermore, Commissioner White said, the commission policy of treating religious organizations differently from others violates the equal protection of the laws guaranteed by the Fifth Amendment. The commission's "discriminatory" policy is considered invalid unless it can be shown to have been narrowly drawn to serve legitimate interests, she said. And "that policy, she added, "cannot withstand such scrutiny."

Commissioner White said her concern is grounded not only in law but in a determination that religion and education "are not mutually exclusive." Indeed, she noted, "religion and education have been intertwined throughout history, both in Western and non-Western civilizations."

Who best can serve the rural areas?

Cable, translators and telephone tell Van Deerlin they each can

Whether rural communities should receive better television and telephone service and who should provide it was the subject of last week's Communications Act review hearing before Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee.

Eighteen witnesses representing 14 institutions gave their views, not surprisingly reflecting the biases of their respective constituencies. As one of the participants observed toward the end of the day-long session, "everyone has done a marvelous job of defending his own personal interest."

In the course of the discussion, the familiar rivalries emerged—between broadcasters and cablecasters and between cablecasters and translator operators. Bob Towe of the Tele-Communications Inc., representing the National Cable Television

Association, and Robert Cooper of the Community Antenna Television Association argued that FCC regulations favoring broadcasters and translators put cable at an unfair disadvantage in rural as well as urban television markets. Lee Knauer of the National Translator Association replied, however, that he is mystified by cable's antagonism toward his clients, because "translators don't operate for profit." Donald Zeifang of the National Association of Broadcasters argued that cable, with access to broadcast programming at relatively low copyright fees, has nothing to complain about.

These arguments emerged in what was otherwise a discussion of rural telecommunications needs. That there is a prob-

lem in rural areas was outlined by Paul Bortz of the Denver Research Institute, who said figures show that more than one-million households in the United States get no adequate over-the-air television signal. Six million, he added, receive fewer than three over-the-air signals. (NAB's John Dimling argued, however, that those figures exaggerate the problem. He cited Nielsen figures that show 98.5% of the homes with TV sets in the U.S. get three or more signals.)

Most of the hearing's discussion centered on what medium to use to improve rural signal coverage. The cable representatives argued that cable, with monetary help from the government or at least with some regulatory relaxations, would make

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Stanley S. Hubbard, Hubbard Broadcasting, St. Paul, and Frank Befera of WDIO-TV Duluth, Minn., argued with Mr. Knauer that translators would be the best means because, they said, translators can provide service at one-tenth the cost of cable. Furthermore, said Mr. Hubbard, "our national policy should absolutely assure the maintenance of an over-the-air system."

Mr. Cooper of CATA suggested an amalgam of services—letting the cable operator handle the distribution, for example, with the use of translator-like devices to reach areas that would be too expensive to reach with cable.

Jeffery Krauss of the FCC mentioned the potential of direct satellite-to-home broadcasting, a technology that could conceivably compete with broadcasting in urban areas as well, he said. Mr. Bortz suggested multipoint distribution services be made available in rural areas.

Gene Harmon of the U.S. Independent Telephone Association argued for telephone-company control of rural services. To allow anyone else would be a duplication of service, he said: "Bell will be equipped with broadband service . . . Why not accept that?"

Paul Fleming, also of USITA, argued that fiber optics, because they are unaffected by lightning, are by far the best medium. Despite the statement from W.

Eli Strich of AT&T that Bell Telephone has no plans now to use fiber optics in local phone service, Mr. Fleming predicted fibers will begin to show up in homes in from five to seven years.

There was no consensus either on how to pay for additional service to rural areas. John Dimling of the NAB bristled at the notion raised by several of the participants of providing some form of government subsidy to help spread commercial broadcast signals to rural areas. That has never been done before, he said, and, "when you talk about public money for commercial broadcasting, you're raising some very serious issues."

Mr. Bortz suggested the establishment of a Rural Television Authority to administer regional tax districts and with flexibility to choose the telecommunications systems best suited to each particular region.

A more fundamental problem, over which there was also considerable disagreement at the hearing, was what kinds of programs to put on the rural TV screens. "I detect," Mr. Fleming said, "that we have a lot of solutions looking for problems." What should go on rural TV, he said, is "whatever it is we have in the towns that we do not have at all in rural areas."

Mr. Knauer said the goal should be to assure that every rural household receives at least five TV signals.

But Vince Sardella of the Office of Telecommunications Policy and Maxine Rockoff of the Department of Health, Education and Welfare said the service should incorporate additional social benefits. A rural system should include, Dr. Rockoff said, the capacity to link homes with computers, libraries, health care and other social services that are often denied the rural resident because of distances.

Martin-Trigona is in Waltham's future

**The sometimes controversial
figure will re-enter broadcasting
with buy of Massachusetts AM**

One of broadcasters' occasional gadflies has, apparently, decided he would rather switch back than fight.

Anthony R. Martin-Trigona, the Chicago lawyer and real estate investor who has been nipping at the networks for several years now and who most recently called attention to his cause by enlisting his dog as a spokesman in his campaign for mayor (BROADCASTING, May 2), has entered into an agreement to purchase WHET(AM) Waltham, a Mass., for \$850,000.

Seller in the deal, which is subject to FCC approval, is Charles River Broadcasting Co. Theodore Jones is principal owner of the seller, which also owns WCRB(FM) Waltham.

In addition to his self-described role "as a consumer advocate and public-interest litigant" and candidate for the Chicago mayor's office, Mr. Martin-Trigona for-

merly owned WTAF(TV) Marion, Ind., which has been off the air for several years.

WHET operates on 1330 khz with 5 kw full time.

Larson/Walker & Co. was the broker.

FCC's White calls for Cullman clarification

**Commenting on case involving
three Mass. stations, she says
it should be made clear that
giving free time to opposition
is only one way to fulfill
fairness-doctrine obligations**

FCC Commissioner Margita White says the commission should make it clear to broadcasters that, while they may meet their fairness doctrine obligations by providing free spot time, that is not a requirement. They may instead provide coverage of contrasting views in news and public-affairs programming, she says, adding, "The essential duty of the station is to act reasonably to insure that there is a reasonable balance of viewpoints expressed and that the public not be left uninformed."

Commissioner White expressed her views in a separate statement issued in connection with a commission order, affirming a staff ruling that three Massachusetts stations that provided free time to meet their fairness obligations had acted responsibly.

WJIB(FM) and WROR(FM), both Boston, and WNCR(AM) Worcester, had given free spot time to an organization called Fair Share Inc. after selling spot time to The Council for Employment and Economic Energy Use to present its views concerning an upcoming ballot question involving Massachusetts electric rates. The council, in appealing the staff's ruling, contended that the fairness doctrine did not require that free time be made available to FSI, since FSI, by later purchasing broadcasting time on a television station, indicated it was financially able to purchase time from the radio stations.

What concerns Commissioner White is the possible abuse of the Cullman doctrine, under which stations that sell time for the presentation of one side of a controversial issue of public importance cannot refuse to air contrasting views on the ground that they cannot obtain paid sponsorship. The commission said the Massachusetts stations were not required to donate time to any particular individual or group. But it also said the stations did not act improperly in meeting their fairness obligations in the manner that they chose.

Nevertheless, to Commissioner White, the commission has not said as directly as it might that "the purpose of Cullman is to protect against the complete dominance in debate of those whose views are well funded" and that the essential duty of a broadcaster is to afford a full airing of contrasting views but that this need not be accomplished through a gift of free time.

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Media Briefs

Parting of the ways. Alan Pearce, staff economist on House Communications Subcommittee, resigns effective July 31—largely because of recurrent differences with subcommittee counsel Harry M. (Chip) Shooshan. Member of subcommittee staff since May 1975, Mr. Pearce spent three and a half years prior to that as consultant and staff economist at FCC. His plans for future are uncertain.

No limit. FCC has turned down Association of Maximum Service Telecasters request that comments on VHF drop-in proceeding be limited to four proposed assignments—Charleston, W.Va.; Johnstown or Altoona, Pa.; Knoxville, Tenn., and Salt Lake City—and that further requests be handled in new petitions (BROADCASTING, April 25). FCC said comments are open and other valid assignment proposals could be initiated there.

New name, new power. Effective June 26, Wagner Broadcasting Corp.'s WJRH-FM Gallipolis, Ohio, becomes WYPC(FM). Newly constructed facilities will be dedicated that day and signal will be increased from current 15 kw monaural to 70 kw stereo.

No to Fine Arts. FCC denied objections by Fine Arts Broadcasting Inc. and renewed license of WLQY(FM) Fort Pierce, Fla. Commission, however, deferred renewal

of co-owned WFTP(AM), pending resolution of engineering questions. Fine Arts, former licensee of WEZL(FM) Charleston, S.C., contended that Gulfstream Broadcasting Co., licensee of WFTP-WLQY, had made misrepresentation in 1974 application to purchase WEZL, which was eventually sold to another company. Commission said Fine Arts failed to raise substantial questions of fact and denied request for hearing.

Petitioners admit error and trim massive EEO filing

Citizen groups say original computation should not have included 10 stations; subsequent motion notes that three other licensees and one group owner had adequate employment records

A coalition of citizen groups that had petitioned the FCC to inquire into the equal-employment-opportunity practices of 295 broadcast licensees and 16 broadcast group owners' headquarters units (BROADCASTING, April 25) has taken back, with apologies to those concerned, charges against 13 stations and one headquarters unit, McGraw Hill Broadcasting Co.'s.

In an "errata" filed shortly after the petition was submitted, the coalition said errors regarding the computation of

employment data had resulted in the inclusion of 10 stations with employment profiles that did not meet the standard described in the complaint. The standard covered stations or headquarters units with at least 10 employees that had no women in higher-paying, full-time jobs or those located in areas with significant minority populations that employed no minorities in full-time jobs.

Accordingly, the petitioners urged that the 10 stations be eliminated from the petition for inquiry.

The errata filing also contained a number of other errors that had been made in the original complaint, including call signs and the number of stations involved—352 rather than 295 that were listed. The errata filing said the "preventable errors" were the result of the "size and scope" of the pleading and the "other obligations and commitments of counsel."

Then, on June 6, the petitioners filed a motion withdrawing their complaint against three stations and the McGraw-Hill Broadcasting Co. headquarters. In each case, they said, they had received additional information from the affected parties indicating, their employment profiles did not meet the standards set out in the complaint, either.

The errata filing and the motion to withdraw were filed by Nolan Bowie of the Citizens Communications Center, counsel for the groups. In both, he expressed the complainants' apologies and regret "for any inconvenience" to the parties and the commission.

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FCC reacts to complaints about minority ownership

Wiley, Hooks ask SBA to rescind ban on loans for radio-TV stations; work is begun on proposal that would require 45 days' advance announcement of a station sale

The FCC is beginning to deliver on some of the promises made at a conference it called in April to consider ways of helping minorities to enter the ranks of broadcast ownership. It has instructed the staff to draft a notice of rulemaking or inquiry aimed at requiring 45 days of advance notice of station sales. And Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks are attempting to persuade the Small Business Administration to abandon a regulation barring loans for purchase of broadcast properties.

The advance-notice proceeding, suggested by Commissioner Hooks, was prompted by complaints, voiced at the minority ownership conference, that minority groups are not given an opportunity to bid on the valuable station properties that are put on the market. "We only hear of the dogs," one black said (BROADCASTING, May 2).

Chairman Wiley and Commissioner Hooks have met with Vernon Weaver, the

new SBA administrator, on the SBA regulation prohibiting loans for broadcast properties—another matter of concern at the conference. The SBA's rationale is that such loans would involve the government in broadcasting and thus might raise First Amendment problems.

Chairman Wiley and Commissioner Hooks pointed out that Congress has no such fear, since it provides funds for public broadcasting, both for programming and the construction of stations.

The chairman and Commissioner Hooks last week were preparing to follow up on their meeting with a letter to Mr. Weaver urging repeal of the regulation that minorities say hurts their efforts to get into broadcast ownership. The letter was expected to be sent this week.

Changing Hands

Announced

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

■ **WNYS-TV Syracuse, N.Y.:** Sold by Outlet Co. (80%) and Syracuse TV (20%) to newly formed group headed by Larry H. Israel for \$11 million ("Closed Circuit," June 13). Outlet is major group owner based in Providence, R.I., which also owns **WDBO-AM-FM-TV Orlando, Fla.;** **WCMH-TV Columbus, Ohio;** **WJAR-AM-TV Providence,** and **KSAT-TV San Antonio,**

Tex. Outlet is also major department store chain and clothing retailer in East and Midwest. Bruce G. Sundlun is president of publicly traded company. Principal in Syracuse TV is John M. Shaheen, who, through various corporations, has interests in **WFBL(AM) Syracuse** and **WSMB(AM) New Orleans.** Mr. Israel, former president of Washington Post Co. (*Post, Newsweek*, station group and other holdings), is principal in new group which, "as of now" includes himself and Steven Kumble, senior partner in New York law firm in which former Mayor Robert Wagner is also partner. Mr. Israel said he expects group to eventually include other investors. **WNYS-TV** is ABC affiliate on channel 9 with 79.6 kw visual, 11.8 kw aural and antenna 1,380 feet above average terrain. Broker: Howard E. Stark.

■ **WHET(AM) Waltham, Mass.:** Sold by Charles River Broadcasting Co. to Anthony R. Martin-Trigona for \$850,000 (see story, page 36).

■ **KOPO(AM) Tucson, Ariz.:** Sold by KOPO Broadcasting Co. to Family Life Broadcasting System for approximately \$500,000. Seller is owned by KOOL Radio-Television Inc., owner of KOOL-AM-FM-TV Phoenix. Principals are Gene Autry (48.11%), Tom Chauncey (49.89%) and Homer Lane (2%). Mr. Autry is also principal in Golden West Broadcasters, Los Angeles-based group owner. Buyer is nonprofit, religious corporation, Warren Bolthouse, director. Family Life owns **WUFN(FM) Albion,** **WUNN(AM) Mason** and **WUGN(FM) Midland,** all Michigan. **KOPO** operates on 1450 khz with 1 kw day and 250 w night. Broker: R.C. Crisler Co.

■ **WESO-AM-FM Southbridge, Mass.:** Sold by WESO Broadcasting Corp. to Eastern Media Inc. for \$375,000. Seller is owned by Peter A. Bordes (40%), Joseph L. Rosenmiller (40%) and Joseph C. Amaturu trust (20%). Messrs Rosenmiller and Bordes also own Greater Media Inc., East Brunswick, N.J., which owns **WTCR(AM) Ashland, Ky.;** **WGAY(AM) Silver Spring, Md.-WGAY-FM Washington;** **WMJC(FM) Birmingham** and **WHND(AM) Monroe,** both Michigan; **WGSM(AM) Huntington** and **WCTO(FM) Smithtown,** both New York; **WCTC(AM)-WMGQ(FM) New Brunswick, N.J.;** **WPEN(AM)-WMGK(FM) Philadelphia,** and **WHEZ(FM) Huntington, W.Va.** Greater Media publishes East Brunswick *Sentinel-Spokesman*. Mr. Amaturu has interests in **KQTV(TV) St. Joseph, Mo.;** **KKSS(FM) St. Louis;** **KMJQ(FM) Clear Lake City, Tex.,** and **WFTL(AM)-WGLO(FM) Fort Lauderdale, Fla.** Amaturu trust, 20% owner of **WESO-AM-FM,** is fund set up for Mr. Amaturu's children and is voted by his wife. Buyer is owned by Joseph R. Neuhoff, New York, who has interests in **WCVS(AM) Springfield, Ill.;** **WHUT(AM)-WLHN(FM) Anderson** and **WBOW(AM)-WBOQ(FM) Terre Haute,** both Indiana; **WRSC(AM)-WQWK(FM) State College, Pa.,** and **WCIB(FM) Falmouth, Mass.** **WESO** is 1 kw daytime on 970 khz. **WESO-FM** is on 100.1 mhz with 3 kw and antenna



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■ **KAPX(FM)** San Clemente, Calif.: Sold by El Camino Broadcasting Corp. to Radio Apex Inc. for \$336,690. Seller is owned by Kirk Munroe (who also owns KAOI(FM) Wailuku, Hawaii) and David and Joanne Mathews and Mr. and Mrs. Frank Domenichini, who have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspegren (16.5%) and five others. Mr. Gill has various petroleum interests in southern California, was formerly in broadcast ownership. Mr. Bell is general sales manager of KWIZ(AM) Santa Ana, Calif. Miss Aspegren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. KAPX is on 107.9 mhz with 28.5 kw and antenna 490 feet above average terrain.

Approved

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

■ **WCIN(AM)** Cincinnati: Sold by Home Security Broadcasting Co. to BENI of Ohio Inc. for \$1.8 million. Transaction is one in series resulting in acquisition of WLOF(AM) Orlando, Fla., by R.W. Rousaville Stations, Atlanta (BROADCASTING, March 7). Home Security, subsidiary of Louisville, Ky.-based Capitol Holding Corp., traded WLOF to Rousaville for WCIN. Home Security has also sold WLOQ(FM) Winter Park, Fla. (Orlando) to Litchfield Broadcasting for \$375,000, and Rousaville has sold WNBE(AM) Winter Park to WSEC Inc. for \$250,000 (see "For the Record," page 66). BENI of Ohio, buyer of WCIN, is subsidiary of Broadcast Enterprises Network Inc., Ragan Henry, president, BENI own WAOK(AM) Atlanta, WGIV(AM) Charlotte, N.C., and WTAN-AM-FM Clearwater, Fla. WCIN is on 1480 khz with 5 kw day and 550 w night.

■ **WLAC-AM-FM** Nashville: Sold by WLAC Inc. to Billboard Publications Inc. for \$2.4 million. Seller is owned by Life & Casualty Insurance Co. of Tennessee, which is principally owned by B.N. Woodson. Seller has no other broadcast interests. Principal in buyer is W.D. Littleford, chairman of Billboard. Buyer has no other broadcast ownership, but publishes *Billboard* magazine, as well as nine other publications in London, Tokyo and U.S., and sells programming services to radio stations, discotheques and airlines. WLAC is on 1510 khz full time with 50 kw. WLAC-FM is on 105.9 mhz with 100 kw and antenna 410 feet above average terrain.

■ **WHUM(AM)** Reading, Pa.: Sold by Eastern Radio Corp. to Berks Broadcasting Co. for \$712,000. Seller is owned by William Chanoff and Herman Lefco who have no other broadcast interests. Buyer is owned equally by Kerby E. Confer and Paul H. Rothfuss who own WLYC(AM)-WILQ(FM) Williamsport, Pa. WHUM operates on 1240 khz with 1 kw day and 250 watts night.

■ Other station sales approved last week include: KWTY-AM-FM Salinas, Calif.; WSWG(AM) Torrington, Conn.; WLOF(AM)-

WLOQ(FM) Orlando-Winter Park, WNBE(AM) Winter Park, all Florida; WFOM(AM) Marietta, Ga.; WKOR(AM) Starkville, Miss.; WFGN(AM) Gaffney, S.C.; WFWL(AM) Camden, Tenn.; KMBS(FM) Harlingen, Tex., and WHJC(AM) Matewan, W.Va. (see page, 66).

Does report on civil rights want FCC to brandish club?

Commission thinks upcoming document will advocate role of monitor to insure that women and minorities are properly depicted in programs; authoring agency claims that FCC is 'overreacting'

Some two months before its official release, the U.S. Commission on Civil Rights report on the portrayal of women and minorities in television has become the source of controversy between the CCR and the FCC, and not only because of the report's criticisms of FCC efforts to eliminate discrimination on the basis of sex and race in broadcasting (BROADCASTING, June 13). There is disagreement between the CCR authors and the commission staff over whether the report calls on

the commission to involve itself deeply in programming—to "oversee the day-to-day content of entertainment programs," as the commission staff reads the report—for the purpose of improving the image of women and minorities in television.

The commission staff, whose views were contained in a letter to the CCR commenting on a draft of the report, was guilty of an "overreaction," according to Dr. Helen Franzwa, project director on the report. She said that "nothing like that" is in the report's recommendations. She noted that the section containing the report's recommendations was not submitted to the commission for comment. "They flew off the handle," she said.

The Commission on Civil Rights approved the report on Monday, but will not release it until the voluminous document—it runs about 400 pages—is published and can be released at a news conference, sometime in August. However, commission staff members who helped prepare the comments on the draft know the source of their concern. They say that after discussing in the first four chapters the depiction of minorities and women in television, the report's authors conclude, "The exclusion or denigration of minorities and women on local or network programming cannot serve the public interest and must be redressed by the FCC through its regulation of the broadcasting industry."

"We might be overreacting," said one

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commission staff member. "But I don't think so. They say we should do something. They say the commission should see how minorities and women are portrayed, and if it is in a bad light, we've got to do something about it. That's what the draft report says."

Something new has been added to edge of AM dial

FCC approves special service for highway travelers after two years of refining guidelines to satisfy broadcaster objections

A new kind of noncommercial radio station—a TIS, or Travelers Information Station—will soon be on the air. Its function will be to transmit warnings of road hazards, directions to parking lots at airports, availability of lodgings and other pieces of information of use to highway travelers.

The commission last week announced completion of the rulemaking that was begun two years ago and that aroused considerable opposition on the part of broadcasters concerned about roadside radio stations cutting into their audience.

Because of those concerns, the commission deferred final action on approving the new concept when it was last up before them, in March ("Closed Circuit," March 14). The staff was directed to redraft the item to satisfy some of the objections that had been raised.

The staff was not entirely successful. The vote, on circulation of the item among the commissioners that was completed on June 10, was 5-to-2, with Commissioners Benjamin L. Hooks and James H. Quello dissenting, and Commissioners Abbott Washburn, Joseph Fogarty and Margita White concurring. Chairman Richard E. Wiley and Commission Robert E. Lee voted for the item.

Commissioner Quello, in a dissenting statement, said he did not believe an "established need" for the service had been

If you can't beat them. After talking for years about "diverting some of those newspaper dollars into radio," KYME(AM) Boise, Idaho, has decided instead to break into print. It has begun publishing a free quarterly *Radio Pictorial*, 12-page feature newspaper. The station delivered 55,000 copies of the first issue, which is about 40% advertising, door to door in the Boise area. The station says the ancillary activity has "brought KYME an unusual number of telephone calls and considerable mail response" and the second issue, scheduled for August, "is already nearly sold out." KYME is considering making the paper a monthly publication and expanding the number of pages to 16 or 20.

demonstrated. "I simply do not view this proposed service as performing any needed function that cannot be better performed by (1) existing broadcasting stations or (2) by alternative means." He also said the TIS is discriminate in favor of vehicles equipped with AM receivers capable of picking up signals at the extreme edges of the broadcast band; the new stations will operate on 530 and 1610 khz. "Such discrimination," he said, "would seem to mitigate against the sole use of the proposed services in which safety might be considered a factor."

The TIS's will be operated only by local and federal governmental agencies. And their service areas will be restricted to the immediate vicinity of air, train and bus terminals, public parks and historical sites, interstate highway interchanges, bridges and tunnels.

What's more, TIS operation will be secondary to other services on the same frequencies—they will be subject to the condition that they cause no interference and that they accept interference from the primary services. Those services are mobile under the federal government, at the 530 khz frequency, and the aeronautical radio-navigation, fixed, land mobile, maritime mobile, industrial, international fixed, public safety, radiolocation and remote pickup services, at 1610 khz.

The action authorizing the new class of stations becomes effective July 29.

ID fight in Hartford

One FM sues another over use '96' for promotional purposes

Two Hartford, Conn., radio stations are battling it out over which has rights to call itself "96." WKSS(FM), on 95.7 mhz, is asking a Hartford court to stop WTIC-FM, 96.5 mhz, from referring to itself as "FM 96," "FM Stereo 96" or "Stereo 96."

WKSS, owned by Covenant Broadcasting, a subsidiary of Broad Street Communications Corp., is asking the court to restrain WTIC-FM from using the terms because they have become "identified" by the public with WKSS, which, that station said, began using the terms in 1971. WTIC-FM began referring itself in its advertising and promotion as "FM 96" after it changed to a rock 'n' roll format in May of this year.

Although neither station has a registered service mark for "96," WKSS's attorney in Hartford, David Blum, said that the station's six-year use of the phrase has given Covenant a "common-law service mark." He said, too, that the rights of WKSS to the phrase would apply only in the Hartford market. Ralph Nelson, president of Covenant, said his station's "prior usage" of the phrase gives WKSS the rights to it.

Covenant says WTIC-FM's use of the terms constitutes "unfair methods of competition . . . and deceptive acts . . ."

Leonard J. Patricelli, president of WTIC-FM's licensee, Ten Eighty Corp., said that

he was aware of WKSS's prior use of the terms when his station started calling itself "FM 96," but that it "was common industry practice" to use whole-number identifications for FM stations. "They moved on our street," Mr. Patricelli said, of WKSS's 1971 decision to call itself "FM 96." He said he did not feel that WTIC-FM had an exclusive right to the terms, but, then, neither did WKSS. "No more than anyone else," Mr. Patricelli said.

CBC head urges more Canada on Canadian TV

Report to CRTC stresses that dependence on U.S. be reduced

Canadian Broadcasting Corp. President A.W. Johnson last week presented his proposals for beefing up the CBC's English and French television and radio services by 1982, when his term expires. The first goal of his report to the Canadian Radio Television and Telecommunications Commission is the "Canadianization" of the network.

Up front in the proposal, which resulted from more than a year's research by the CBC board of directors and management, is a call for reduction of U.S. programming during prime time. Currently the CBC television network is said to schedule about six-and-a-half U.S. hours weekly between 8 and 11 p.m. Starting with the 1977-78 season it is hoped that one half-hour of U.S. programming can be eliminated, with another half-hour each season, until prime time is 80% Canadian in the early 1980's. And beginning in the fall of 1978, at least one more Canadian product is to be scheduled in the 8-10 time period.

To carry this out, the report outlines plans for changes in commercial strategy, among them: shifting basic revenue emphasis from U.S. to Canadian programming; encouraging corporations to underwrite major projects, and consolidation of Toronto production facilities.

The report also calls for the creation of "TV-2," a second English and French service without commercials. It would emphasize alternative programming with a concentration of cultural and public affairs and possibly news for the deaf. This service would have no commercials and be planned for distribution on cable systems.

As for French network programming as a whole, the CBC president's study suggests employment of more French news correspondents as well as increased public affairs. A greater emphasis on locally-produced news also is recommended as well as a "speed-up" in the development of French writers and directors.

CBC Radio also is discussed, with the highest priority given to building new transmitters to replace privately affiliated radio stations said to carry an inadequate amount of CBC programming. By 1983, it is

hoped that 31 new transmitters can be installed.

Journalistic programs are singled out as the most important service that the CBC can provide and the report urges increased time for news and public affairs reflecting all of Canada. Within both news and entertainment programs, English-language programs are sought which more effectively reflect French culture, and vice versa.

Other recommendations in the report involve:

- Improved regional programming, with local programming, for example, substituting for syndicated U.S. products. Local television stations are asked to reduce their U.S. buys as well as to concentrate further on the ethnic cultures within their communities.

- A visible, open and responsive CBC with new entities ranging from subject matter advisory committees to a broadcast complaints commission.

- Fewer schedule disruptions resulting from sporting events, along the current lines of delaying baseball games.

- Government tax incentives designed to increase domestic production.

- Use of a Royal Commission on Broadcasting in Canada to study all aspects of the CBC, and perhaps cultural policies affecting the arts.

As an over-all objective, a 50% viewing rate among Canadians is sought for all domestically produced shows.

While the report does not detail where the money will come from to enact these recommendations, it does recognize public support—"tax incentives or grants or loans"—as "essential."

Earlier this year, a study commissioned by Ontario's Royal Commission on Violence in the Communications Industry recommended that an umbrella organization, Television Canada, consolidate the facilities of the CBC, the CTV, Global Television, independent TV stations and privately owned cable systems. The plan was for a 12-channel nationwide system (BROADCASTING, June 6).

Not like you get at home

Communications spokesmen tell McGovern panel of restrictions on free flow of information abroad

Three days of hearings before Senator George McGovern's (D-S.D.) International Operations Subcommittee last week provided spokesmen from broadcasting, publishing and the film industry with a forum to condemn the censorship and restrictions they encounter abroad, particularly in the Soviet Union and in Third World countries.

Jack Valenti, testifying as president of the Motion Picture Export Association of America (he is also president of the Motion Picture Association of America), decried foreign restrictions. "The American film," he said, "is confronted with a whole wall of additional barriers, including

screen quotas, import quotas, discriminatory censorship, remittance restrictions, local printing decrees, local dubbing requirements, exorbitant income and special tax levies, production subsidies to domestic films financed by taxes or imposts on foreign imports, mainly American." The association often can go it alone in fighting these restrictions, he said, but "there are occasions, though, when we need the strength and support of the U.S. government."

While Mr. Valenti offered no over-all plan for the government, Leonard Marks, a former USIA director who now is partner in the Washington law firm of Cohn & Marks, did: "I can state unequivocally that at the present time the United States government does not have an international communications policy nor is there a single agency which has been successful in coordinating our efforts internationally or in planning for the future," he said.

After asserting that there are 40 separate government entities with responsibility in the international communications field, he called for the creating of a cabinet-level agency to unite them. As a secondary alternative, he said, the Office of Telecommunications Policy should be replaced by a bipartisan council, which would not replace the FCC, but would deal with international communications issues.

Regarding government involvement, William Sheehan, ABC News senior vice president, urged caution: "I do not believe that the Senate or the government at any level should directly take up the problems that news gathering organizations have and intercede with other governments. . . . With the best of intentions and motivation, it seems to me that a precedent would thus be established whereby restrictions could be imposed in some future circumstance. If this government can ask another country to ease the coverage of news in one instance, why cannot the other country ask for restrictions in some delicate situation in the future?"

Others testifying included:

- Andrew Heiskell, Time Inc. chairman, who said a "giant step" would be taken if the U.S. government can free up information flow across borders.

- Otis Chandler, Times Mirror board vice

chairman and publisher of the *Los Angeles Times*, who said: "There is a need for a higher and more sustained level of officially supported programs."

- John Reinhardt, USIA director, who denounced jamming and the like and said the Voice of America "is a vital instrument in the conduct of American foreign policy."

- William Harley, former vice-chairman of the U.S. Commission for UNESCO, who warned that the U.S. should "demonstrate that free flow of information is not a subterfuge for commercial exploitation, as has been charged, but a concept vital to the well-being of all peoples of the world."

Broadcasting is on the right track

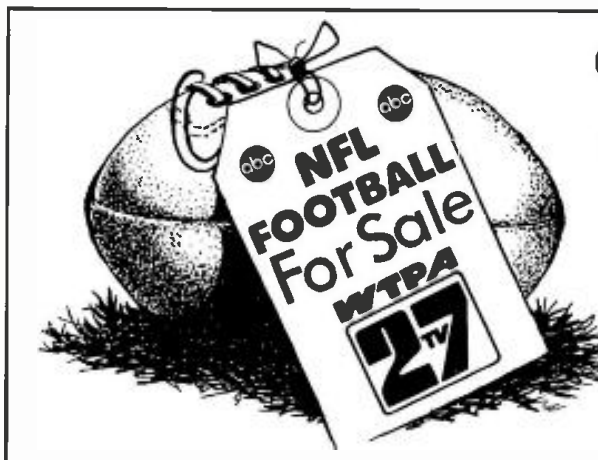
ABC-TV's Duffy wants to keep the medium headed in its current direction; praises role of advertisers as 'driving force'

A strong need to maintain our present system of television broadcasting was pointed up last week by James E. Duffy, president of the ABC-TV network, in a speech before the Oregon State Broadcasters Association in Mount Hood, Ore.

"Broadly speaking, there are only three directions in which we can go in the years ahead," Mr. Duffy said. "We can continue the system largely as it has evolved and as it is today, constantly striving to improve its quality and responsiveness. Or we can take a turn to the right toward a system which is tightly controlled. Or we can take a turn to the left, in an egalitarian direction, toward a fragmented system which might go totally out of control."

Mr. Duffy stressed he did not think either of the other two alternatives is imminent, but he said that "the pressures are there and nothing in this world is immutable, certainly not an industry that's only 30 years old."

He singled out the involvement of advertisers "as one of American television's unique attributes." And he lauded television advertising for its role as "one of the key (driving) forces in the most highly developed economy in the world."



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STATEMENT ON

THE REAL CRISIS BEHIND THE "FOOD CRISIS"

THE WORLD as we know it will likely be ruined before the year 2,000 and the reason for this will be its inhabitants' failure to comprehend two facts. These facts are:

1. World food production cannot keep pace with the galloping growth of population.
2. "Family planning" cannot and will not, in the foreseeable future, check this runaway growth.

The momentum toward tragedy is at this moment so great that there is probably no way of halting it. The only hopeful possibility is to reduce the dimensions of the coming disaster.

We are being misled by those who say there is a serious food shortage. This is not true; world food production this decade is the greatest in history. The problem is too many people. The food shortage is simply evidence of the problem.

It makes no difference whatever how much food the world produces, if it produces people faster.

Some nations are now on the brink of famine because their populations have grown beyond the carrying capacity of their lands. Population growth has pushed the peoples of Africa, Asia and Latin America onto lands which are only marginally suitable for agriculture. No amount of scientific wizardry or improved weather will change this situation.

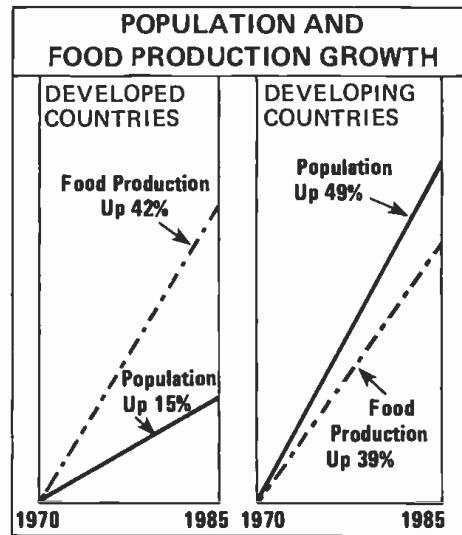
For a quarter of a century the United States has been generous with its food surpluses, now vanished. We have given at least 80 billion dollars worth of food and development aid since World War II. The result? Today, the developing world is less able to feed itself than it was before the massive U.S. aid program began. A generation ago, the population of poor countries was increasing by 16 million a year; now it increases by 67 million each year and the imbalance grows.

Furthermore, our past generosity has encouraged a do-nothing policy in the governments of some developing nations. At the 1974 United Nations meeting in Bucharest and Rome, spokesmen for these nations asserted, incredibly, that they had no population problem. They defended these twin policy statements:

1. The hungry nations have the *right* to produce as many children as they please.
2. Others have the *responsibility* to feed them.

We believe that these statements are irresponsible and indefensible. Any nation that asserts the right to produce more babies must also assume the responsibility for taking care of them.

Some speak optimistically of progress within the hungry nations as evidenced by the modest acceptance of



* Figures used are from reports by the Food and Agricultural Organization of the United Nations (FAO) on non-communist countries.

family planning programs in many countries. "Family planning will succeed," they tell us. But how is this possible? Family planning advocates, to gain acceptance, insist that parents everywhere may have as many children as they desire. If the number of children wanted had always been two (on the average) we would not now have a population problem. The crisis exists because parents want more than two children.

In Moslem countries, for example, the desired number of progeny per couple is "as many as God will send." This turns out, on the average, to be seven.

The country which has spent the most money on family planning over the longest period of time (India—24 years) has accomplished virtually nothing. Its population in 1951 grew by 3.6 million. Now it grows 16.2 million each year. Mexico adopted family planning only three years ago and the birth rate there has abruptly risen.

Yet many people insist that it is our moral obligation not only to continue but to increase our aid, totally overlooking the fact that it is impossible, from a practical standpoint. Eighty percent of the world's grain is not grown in the United States. All that we can sell or give away amounts to only 6% of the world's production and less than three years' population increase, alone, would consume this.

There can be no moral obligation to do the impossible.

No one really likes triage—the selection of those nations most likely to survive and the concentration of our available food aid on them. The question can only arise

if we should reach the point where the world population outruns food resources. When such a situation arises, some people will die no matter what the disposition of the inadequate food supply will be. In that event, some hard decisions will have to be made.

At some point, we in the United States are going to find that we cannot provide for the world any more than we can police it.

In summary, our position is this: The sovereign right of each nation to control its own reproduction creates the reciprocal responsibility to care for its own people. The U.S. can help and will—to the limits of our available resources.

The belief that the crisis results from a "shortage" of food leads to disaster. Attempting to deal with this by producing and distributing more food, while doing nothing about population, is incubating disaster.

We must not permit our aid to underwrite the failure of some nations to take care of their own. When aid-dependent nations understand that there are limits to our food resources, there is hope that they will tackle their population problems in earnest.

We owe it to posterity—ours and that of the rest of the world—to promote policies that lead to solutions instead of catastrophe.

THE ENVIRONMENTAL FUND is a public interest organization created to focus public attention on the fact that exponential population growth is basic to most of our social problems. It is one of the causes of inflation, unemployment, food and energy shortages, resources scarcities, pollution and social disorder. The Fund's Directors believe that many of the problems facing the world today can only get worse, and that the quality of life of the world's peoples can only deteriorate, *if population growth continues.*

The first priority of the Fund, therefore, is to create awareness, first in the United States and then elsewhere, of the fact that population must first be stabilized, and then, ideally, be allowed to return to a level where it would be possible for all people to live in reasonable comfort and dignity.

The Environmental Fund does not solicit memberships or contributions, but, if you, too, are concerned about the issues raised in this Statement, and would like additional information, please call or write:

Mr. Justin Blackwelder, President
THE ENVIRONMENTAL FUND, INC.
 1302 18th Street, N.W.
 Washington, D.C. 20036

Name _____

Address _____

Zip _____

Comments: _____

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(Several thousand additional endorsements have been received since this statement was originally printed in the Wall Street Journal of October 30, 1975.)

NCAA will get \$118 million for four years of TV football

ABC-TV picks up option for expanded contract to commence in 1978 and which represents annual increase of 64%

The National Collegiate Athletic Association, which has been yearning for more college football exposure on TV ("Closed Circuit," May 23), got its wish. And it will get a lot more money to boot.

ABC Sports last week announced that it had signed a new four-year contract with the NCAA for a total of \$118 million. The pact, which starts with the 1978 season, is a departure from the 25-year history of televised NCAA games in which rights were sold for no more than two years.

ABC-TV this September will be going into the second year of a two-year contract for which it is paying \$36 million, an average of \$18 million per year. The new contract breaks down to \$29.5 million per season, a sizable 64% boost.

For its lucrative payment ABC will be permitted to telecast more games each

Cutting into the melon. The Internal Revenue Service is investigating the tax status of television revenues for collegiate athletic programs. The Dallas office of IRS has audited the Cotton Bowl Athletic Association and Texas Christian and Southern Methodist universities, according to a CBAA official, but no ruling has been made denying tax exemption for television money. Wilbur Evans, executive vice president of CBAA, said "no definite date" for a hearing has been set, and he has had "encouraging indications" that IRS will affirm colleges' present standing. IRS officials in Dallas and Washington have called reports of the ruling denying tax exemption "premature" and refused comment on the present status of their investigation.

season than in the past. Each market will receive 23 games during the 1978, 1979, 1980 and 1981 seasons, a 40% increase. The package calls for 13 national games and 10 regional coverage. On these regional weeks a total of 45 games will be telecast, up from the current 28 per year.

There are now 21 minutes of commercial time in each contest and the new contract calls for 22 minutes in each game.

Earlier this year, the NCAA television committee, under the chairmanship of Seaver Peters of Dartmouth, polled the membership and found a change of heart from earlier fears of TV harm to in-stadium gates. The vast majority of the

schools now feel the value of more TV exposure more than compensates for attendance loss.

This, in turn, prompted the NCAA committee to negotiate for more coverage, even with the intent to expand to more than one television network, if necessary. ABC-TV held first option for 30 days of negotiations, according to Tom Hansen, assistant executive director of the NCAA, which has headquarters in Kansas City. Talks began in Washington two weeks ago.

ABC has held NCAA football rights since 1966.

NFL antiblackout: FCC says benefits to public outweigh costs to football

While noting that no-show problem is serious for two teams, over-all the effect is a boon for audiences; caveat on pay cable is injected

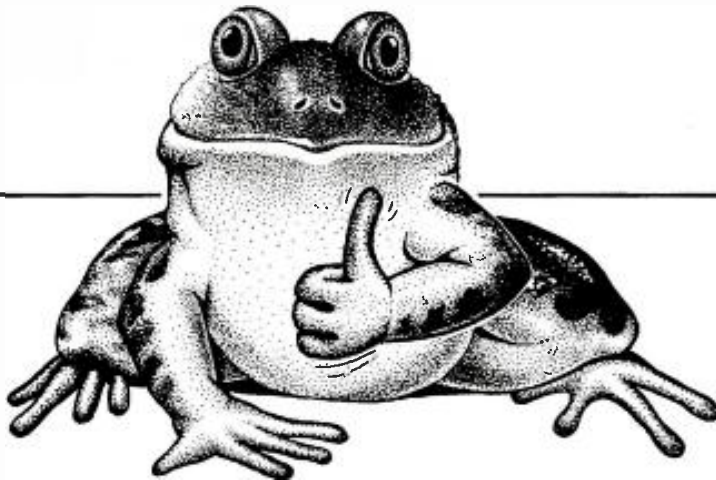
The sports antiblackout law, which expired on Dec. 31, 1975, but which the National Football League continued to honor last year when Congress proved unable to decide on the terms on an extension, has benefited millions of viewers across the country by making sold-out games available for local television. The ratings proved that. But for the teams involved—some more than others—there have been costs.

The FCC makes that point in its fourth annual report on the effect of the antiblackout law, which was submitted to Congress last week. It says that ticket sales are falling off and the number of "no shows" rising. These effects are not serious—except perhaps in the case of the impact on live gate attendance in Atlanta and Miami—but the commission says, they are "real."

On the other hand, the report notes that the antiblackout law is seen by many as "a quid pro quo" for the antitrust exemption that has permitted the NFL to pool and package their television rights to the networks since 1961. "It is readily apparent that the NFL has substantially benefited from the antitrust exemption just as the viewing public has received additional television coverage of home games" as a result of the antiblackout law.

The report not only looks to the past, it looks to the future, and sees factors that will affect the networks more than the NFL. It sees possibly sharply rising television rights' costs and the possible entry of pay cable into the NFL-network equation.

Like the NFL in honoring the terms of the expired antiblackout law last year, the FCC prepared its report at the request of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and former Senator John O. Pastore (D-R.I.), then chairman of the



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Senate Communications Subcommittee. And it will figure in any new congressional effort to revive the law. The House Communications Subcommittee is expected to take the lead in that venture.

There is much in the report that could be drawn on by both backers and opponents of an extension of the law, which requires teams to permit telecasts of their home games if they are sold out 72 hours in advance. For instance, after noting the popularity of NFL games on television—national audience ratings reached a new high last year and local ratings of home games were the same as in 1972—it says, "We must conclude, therefore, that NFL fans residing in most, if not all, home-team territories would favor an extension of the sports antiblackout law."

On the other hand, there was this for the NFL: There are costs "which should be appropriately weighted against the benefits which have accrued to the public."

The law may indeed have had an adverse impact on season-ticket sales, as the NFL has claimed, the report says. It points out that between 1970 and 1973, the first season affected by the law, about 60% of all regular season home games were sold out. But between 1974 and 1976, season-ticket sales declined by 12%, while the average seating capacity of NFL stadiums increased by about 10%.

Nevertheless, these costs are not great, the report says.

Assuming the accuracy of an estimate that season-ticket sales since 1974 are 10% below what they would have been had there been no antiblackout law, the report says, the cost to the NFL is about \$1 million a year, "or less than 1% of the league's total revenues." (The report says that the 26 teams operating in 1975 earned combined revenues of \$192.4 million.) However, the report points out that the impact on each team is not identical. Gate receipts of eight teams—Buffalo, Cincinnati, Miami, New England, Atlanta, Dallas, Detroit and St. Louis—appear to be particularly sensitive to the televising of their games locally.

However, as in ticket sales, the "no shows" are not evenly distributed among the NFL teams. Oakland, Minnesota, Philadelphia and Dallas experience fewer "no shows" than the average NFL team. But the Atlanta Falcons and Miami Dolphins have experienced far more—enough for the commission to characterize the impact of the law on live gate attendance in those cities as "particularly serious." In Atlanta, in 1974, all seven home games were televised, and almost 36% of all sold tickets were not used. (The number of no shows jumped from 64,631, in 1973 to 143,488, in 1974, dropped to 65,244, the following year, and rose to 85,590, last year. All seven home games were televised in 1973, as in 1974. But none were telecast in the last two years.) The Dolphins televised all home games in 1973, and experienced an incredible 472% increase in "no shows." (The total dropped from 117,611, that year, to 88,131, in 1974, and was 41,414 in 1975 and 53,041 last year. Only three home games were

televised in 1974; none were televised in the next two years.)

The report does not attribute "no shows" in those cities solely to the law. Atlanta, it says, also was paying the price in 1973 of "consistently poor play following the 1972 season." As for Miami, the report says, somewhat surprisingly, that "attendance is influenced by the weather" as well as the quality of the game. "As expected, fewer fans attend in cold weather." (According to an FCC analysis of "no shows" for individual teams, the coldest day on which Miami played at home last year was 64°.)

The report also notes that local telecasts of home games has been financially beneficial to the networks, their affiliates and the sponsors involved—particularly the sponsors. The report says the total additional revenue generated as a result of the antiblackout law amounts to an estimated \$1.4 million a year. But the sponsors who buy that time pay the networks at book rates determined in advance of the season—and the rates do not reflect the audiences that will be reached when, and if, a game is sold out 72 hours in advance and becomes eligible for local telecast. Thus, the advertisers benefit "in the form of a lower cost-per-thousand viewers reached by the commercial messages." (The broadcasters enjoy some benefits, too. But, the report says, the antiblackout law has not boosted revenues enough to affect the value of NFL television rights.)

That does not mean that the price of NFL telecasts will not rise above the \$53.1 million that the networks paid for the 1976 season. Other factors are at work—and the report notes that pay cable could become one of them.

The report notes that the league officials have said the NFL has no plans to sell rights to the games to pay cable (BROADCASTING, May 30). But, it adds, "if operating expenses continue to increase... NFL franchises will eventually seek additional sources of revenue. Pay-TV affords at least one possibility."

Paramount and Universal still serious about fourth network

Former may revive 'Star Trek,' hopes to have three weekly hours to go out over Hughes Network; later talks of made-for-TV movies

Two-hour made-for-TV movies appear to be the key programming format in the latest version of "fourth-network" proposals being floated by Paramount and Universal.

Paramount's concept, which industry sources say is further along than Universal's, envisions a full three hours a week worth of programming, 52 weeks a year, to kick off in the spring of 1978. As described

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by Paramount's vice president in charge of this area, Richard Frank, Paramount would put the science-fiction series *Star Trek* back into production and do 22 new 60-minute episodes, to be followed by a two-hour TV movie. At least 20 of the latter would be filmed, he says, by producers already under contract to Paramount, like Larry Gordon (the series, *Dog and Cat*), Miller/Milkis (the movie, "The Silver Streak") and Len Goldberg (formerly of Spelling-Goldberg).

Mr. Frank said that he's now talking to stations and that, ideally, Paramount would put together a very real one-night-a-week network by sending out the three hours on a simultaneous feed, using the facilities of the Hughes Television Network, which Paramount bought last year. Saturday is the night he's leaning toward, and he said he would try to lure network affiliates into dumping their network series for that night by offering them four full minutes of commercial time in each hour, at least double what they get from the network. Paramount would take the other four-and-a-half commercial minutes in each hour, and the stations would get the programming free.

Various industry sources said Mr. Frank will have the devil's own time getting a network affiliate to jettison three of its network hours each week, even with the extra inducement of more commercials to sell. Unless Mr. Frank can get a substantial number of network affiliates on board, it was said he won't be able to meet the kinds of production budgets he's talking about—\$400,000 per episode for *Star Trek* and an average of \$1 million for each of the made-for-TV movies, both of which budgets are comparable to network prime-time production costs. Thus, in order to get it signed up, Mr. Frank might be forced to allow a network affiliate the kind of flexibility that wouldn't rule out its being permitted to play the three hours out of prime time. And that could turn off the national advertisers Mr. Frank would be going after to buy the four-and-a-half minutes each hour that would accrue to Paramount.

Despite these potential serious roadblocks, however, Mr. Frank said his initial reaction from stations, from their reps and from ad agencies and advertisers has been "terrific." He cites some of the

reasons for this positive reaction: the ratings success of last month's Operation Prime Time (OPT) presentation of Universal's *Testimony of Two Men*; the affiliates' dissatisfaction with the inadequate level of network compensation, and advertisers' anger at the quantum leap in network prime-time prices over the last two years.

Universal is talking to the 100 or so OPT stations about its doing as many as 12 two-hour made-for-TV movies for distribution on a roughly once-a-month basis beginning next spring, according to Evan Thompson, the general manager of KCOP-TV Los Angeles, one of the members of the OPT steering committee. Like Paramount's, Mr. Thompson said Universal's movies would be budgeted at more than \$1 million apiece. But, unlike the *Testimony of Two Men* arrangement, Universal would reportedly share in the advertising revenue on a 50-50 basis. In the *Testimony* case, the stations laid out the production money up front and sold all the commercial minutes themselves. Universal will also have to sign up a substantial number of network affiliates, sources say, but it may not have as much difficulty as Paramount because its plan calls for only two hours a month instead of three hours a week.

Hisses drown out cheers at forum on local TV's use of public affairs

Nick Johnson urges viewer action; McGannon wants such programs to compete head-to-head in time slots

The thorny issue of increasing and improving local public-affairs television programming was discussed at an all-day conference in New York last Wednesday (June 15) by specialists in the social and behavioral sciences, the broadcast industry, foundations, public interest organizations and educational institutions.

There was widespread indignation about

the lowly estate of public-affairs programming in local markets and charges that a highly profitable television industry is not supporting this type of presentation. But there was recognition that public affairs attracts low ratings; there is no specific definition of what public affairs actually is and there is a need for the creative community to produce programming that is more responsive to the interests of viewers.

More than 150 persons attended the conference, sponsored by the Lab for Public Affairs Television of the New School's Center for New York City Affairs, the New York chapter of the National Academy of Television Arts and Sciences and The John and Mary R. Markle Foundation. Raising many of the questions attached to public affairs programming was Nicholas Johnson, former FCC commissioner and chairman of the National Citizen's Committee for Broadcasting, who gave the keynote speech.

Mr. Johnson rattled off a litany of complaints about public affairs shows: there is no commitment for budgets by stations; there is little or no promotion; they are scheduled in poor time periods; the topics often are "safe controversy" and the programs are often superficial.

He contended that one factor contributing to the depressed state of public affairs is that many broadcasters view their field as an advertising medium, rather than a news or entertainment vehicle. Mr. Johnson asked: "Why should broadcasters feel that they must make money in all time periods? That was not the intent of early-day radio operators who said they would give to the public concerts, operas, educational and cultural programs."

Mr. Johnson offered some suggestions: don't go to the broadcaster or the FCC with a complaint but get the people to sign a petition to the FCC for an hour of public affairs programming in prime time once a week; try to persuade the industry to eliminate the ratings of a public affairs show from a station's over-all rating for a night when it's competing with an entertainment program; attempt to produce public affairs shows in which the public is involved directly, perhaps with students, professors, blue-collar workers.

Mr. Johnson said there is a feeling among some people that the TV industry doesn't want to improve public affairs and quoted these detractors as saying: "Television wants to keep you stupid so you'll continue to watch it."

Donald McGannon, president of Group W, offered his solution to the problem of pitting entertainment shows against public affairs. "We schedule soap opera against soap opera, game show against game show, action against action, so why not use the same standards and schedule public affairs against public affairs so 100% of the audience can get a shot at this type of programming?" he asked.

Ann Berk, station manager of WNBC-TV New York, said there are stations that are committed to good public service programming and noted that WNBC-TV is now in the process of developing two such pro-

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grams for prime access. She said stations are restricted by the definition of what constitutes "public service," explaining that some programs of considerable value have been disallowed for credit by the FCC.

John O'Connor, TV critic of the *New York Times*, said a basic problem involved in public-affairs programming is deciding whether to give people what they want or what they need. In turn, he said, this raises the question of who will decide what the people need. But he struck a note of optimism, saying people are becoming more selective and are considering TV more and more as a news medium.

Dave Marash, co-anchor of WCBS-TV New York's *The Eleven O'Clock Report*, felt that more should be learned about what the viewer thinks about public-service programming. He suggested that collateral reading material be provided for the programming and the show be promoted and advertised.

John Johnson, correspondent for WABC-TV New York, voiced the view that quality public-affairs programs will arrive only if broadcasters are "forced" to take this step. He said he favored placing prime-time public affairs in the same time periods and added: "That's the only way you'll get quality in public affairs shows."

Pearce, Cowan want networks to plow back profits from children's shows

Hill economist and West Coast attorney make suggestion at panel in Washington; ABC's Schneider calls for re-evaluation of policy for advertising and the young

Alan Pearce, a House Communications Subcommittee telecommunications economist, used a Washington forum last week to offer his own research showing the high profitability of network children's programming.

And if network profits for children's shows are as high as he estimated, Mr. Pearce (who leaves the subcommittee staff July 31) said network expenditures on such programs are disproportionate. That became clear during Georgetown University Law Center's fourth children and advertising seminar held in Washington during the American Advertising Federation's convention.

Jumping the gun on Mr. Pearce's presentation, Beverly Hills attorney Geoffrey Cowan, whose Washington experience includes extensive work in the public interest sector, claimed that low profitability of weekend morning programming cannot be used as an excuse for low expenditures.

In a written report—"any views or conclusions are those of the author and do not, in any way, represent congressional or committee views"—Mr. Pearce said that "the three-network profit contribution of children's programming in 1976 [was]

around \$38.9 million . . . I estimate that CBS and ABC probably made around \$16 million or \$17 million each . . . with NBC struggling along with around \$4 million, or at most \$5 million."

To come up with the figures, Mr. Pearce, began with three-network revenues of \$111.3 million (amount of time sold by price per minute). From that he deducted 15% for advertising agency commissions and station compensation, and then cut the remaining \$77.9 million in half for programming and other associated costs. Remaining was \$38.9 million.

While NBC's profit was said to be lower, all three networks had raises in the amounts charged per minute. ABC's price for regularly scheduled children's programming was reported to have risen 29%, from \$9,977 in 1975 to \$12,863 in 1976; CBS's 48% from \$9,837 to \$14,558, and NBC's 14.42%, from \$8,913 to \$10,199.

Despite the reductions in advertising time allowed during children's programming, individual revenues from such shows Mr. Pearce said, were: ABC, \$38.8 million; CBS, \$55.5 million, and NBC, \$23 million.

Mr. Pearce emphasized that he is not against the profit motive but that profits should encourage "experimentation and innovation."

Mr. Cowan said that the profit figures indicate that all is needed is to reinvest earnings into programming. And, if necessary to increase the quantity of children's programming—he said the FCC could require a certain amount of age-specific programming—funds could be taken from other network profit centers.

Alfred Schneider, vice president, ABC Inc., and also on the panel, called for an examination of social policy in programming and advertising affecting children and defended ABC policies for their ad screening and programs such as *Afterschool Specials*, *School House Rock* instructional spots, nutritional messages and *Animals, Animals, Animals*. He claimed that ABC will continue to educate as well as entertain in the 1977/1978 season with a cartoon show to have "decoder clues," health and safety messages and crafts, as well as through "anagrams" in another show. Furthermore, a clown host providing continuity in children's programming, has been replaced with children—a black, Chinese, chicano and white.

Other ways the industry has shown it is "responsive and responsible," he said, include an ABC booklet encouraging parental guidance in viewing and public service announcements developed with Action for Children's Television.

The panel was moderated by Alan Pitofsky, a Georgetown law professor and former Federal Trade Commission Bureau of Consumer Protection chief.

Hollywood group gets its awards program going

The newly formed Hollywood Academy of Television Arts and Sciences last week began to mail entry cards and voter

registration forms to members, networks, production companies and guilds. The cards must be returned by June 29 to be eligible for the awards to be presented on a Sept. 11 telecast on NBC-TV. Nominations will be revealed on Aug. 4, with the blue-ribbon panels judging the nominees. HATAS is not affiliated with the National Academy of Television Arts and Sciences, which presented the Emmy awards until this year. NBC-TV canceled the Emmy telecast after NATAS revoked the charter of its Hollywood chapter and the latter group threatened to boycott the program (BROADCASTING, April 25).

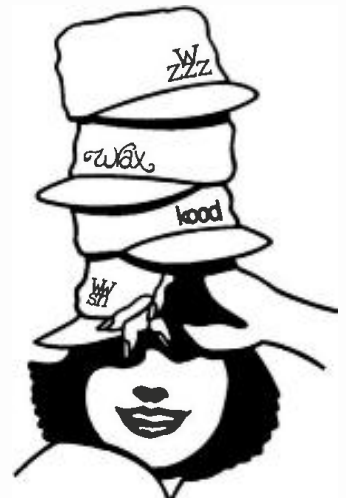
Back to work on 'Charlie's Angels' minus one angel

ABC still has star troubles: Fawcett-Majors, Majors and Glaser

ABC-TV did an about-face last week and ordered Spelling-Goldberg's *Charlie's Angels* back into production without Farrah Fawcett-Majors. The week before, it halted production because of her absence (BROADCASTING, June 13).

Cheryl Ladd, the actress who, in effect, replaced Miss Fawcett-Majors in the first new-season episode, which was filmed earlier this month, will continue in the role of Kris Munroe for the foreseeable

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future, according to various sources.

Spelling-Goldberg's lawsuit against Miss Fawcett-Majors—which is basically asking the Superior Court of Los Angeles County to judge whether her five-year contract with the company is valid or not—has been delayed by “a backed-up court calendar,” said Barry Langberg, attorney for Spelling-Goldberg.

Meanwhile, Spelling-Goldberg was in the midst of a trial, also in Los Angeles county superior court last week as the result of a suit against it by Paul Michael Glaser, who plays Dave Starsky in *Starsky and Hutch* (ABC, Saturday, 9-10 p.m. NYT). Mr. Glaser is claiming that Spelling-Goldberg breached his contract and rendered it invalid. Mr. Langberg says the trial could be decided as early as the end of this week. Other sources say that if Mr. Glaser loses he will probably return to the series, although with a healthy salary increase.

ABC's third balky actor, Lee Majors (husband of Miss Fawcett-Majors), the star of Universal Pictures Television's *The Six Million Dollar Man*, has also failed to show up for work so far, but sources say the hang-up is over money and is expected to be resolved within the next month or so.

Program Briefs

NBC tackles the 'Holocaust.' NBC-TV has ordered production of eight-hour program focusing on murder of six million Jews by

Hitler from 1935 to 1945. Called *Holocaust*, special will be produced by TV veterans Herbert Brodtkin and Robert Berger (*The Defenders*, *The Missiles of October*), written by Gerald Green and directed by Marvin Chomsky (who directed six of *Roots*' 12 hours).

East-West game. Fifty-one TV stations have agreed to carry TV coverage of annual East-West football game and pageant, to be produced by Robert Wold Co., Los Angeles, which also is distributing program on barter basis. Proceeds from telecast, starting at 4 p.m. NYT, Dec. 31, will benefit Shrine hospitals for crippled children and burn centers.

'Mickey' on 63. SFM Media, New York, has signed 25 additional stations for *The New Mickey Mouse Club* half-hour strip to bring total to 63. New signers include KSTP-TV Minneapolis, KPLR-TV St. Louis, WTTV(TV) Indianapolis, KPTV(TV) Portland, Ore., and XETV(TV) Tijuana (San Diego). Series has modified barter plan: station pays license fee and SFM takes one national minute in each half-hour. (There are five other commercial minutes in each half-hour, which go to stations.) National advertisers include General Foods (Grey), American Home Products (direct) and Nestle's (Leo Burnett).

Changed his mind. Steve Ford, son of former President Gerald Ford, has decided not to star in NBC television series this fall. According to family spokesman, he had signed with Quinn-Martin Produc-

tions to appear as rodeo performer, but now decided to concentrate on ranching, and rodeos.

Bouquet of roses. ITC Entertainment's *The Muppet Show* won first prize in 17th Golden Rose of Montreux, Switzerland, last month. *Muppet Show* was official entry of England, one of 29 countries competing in international television event. U.S. entry, CBS-TV's 60-minute variety special [Beverly] *Sills* and [Carol] *Burnett at the Met*, won Bronze Rose third prize. Yugoslavia's animated *Mish Mash* got second prize and special City of Montreux award went to Netherlands's satirical series, *At My Time of Life*. Awards are sponsored by European Broadcasting Union.

Lear finds 'All That Glitters' is not gold, but he still hopes to strike it with off-network series.

He tags syndication package at \$20 million for Los Angeles market

Norman Lear's Tandem/TAT Communications told stations in the Los Angeles area last week that if they want to buy the off-network reruns of *Sanford and Son*, *Maude* and *Good Times* in one package it will cost them \$20 million.

Accompanying this new emphasis on off-network reruns, Mr. Lear's company halted production on its first-run satirical strip, *All That Glitters*, after 13 weeks because the series hasn't made it in the ratings.

Los Angeles is the first market in which *Sanford*, *Maude* and *Good Times* are being offered (BROADCASTING, June 13), and executives at stations such as KTTV(TV) and KCOP-TV said last week that they were staggered by the price. "Ten years ago, our whole station was purchased for \$10 million," said Larry Fraiberg, the president of Metromedia Television, which includes KTTV.

"I was expecting Lear's price to be high," added Evan Thompson, the general manager of KCOP-TV Los Angeles. "But \$20 million? That's too rich for my blood."

Mr. Thompson went on to say, however, that Mr. Lear's proposal also provided for bids on each of the individual shows. The expectation among various sources was that no station would meet the \$20 million for all three but that by his adding up the highest bids for each of the series Mr. Lear might end up approximating a figure of \$20 million. Late last year KTLA-TV Los Angeles paid \$4.8 million to Paramount Pictures Television for six runs of the 135 episodes of *Happy Days* that will be available starting in fall 1979.

The bad news for Mr. Lear is that low

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AAF meeting focuses on enemies within and without

Convention stresses importance of industry creating good image for itself while warning of new attempts to increase regulatory restrictions

Last week's American Advertising Federation convention in Washington had no formal theme, yet one message came through loud and clear: If advertisers wish to continue selling products, they'd better start selling themselves. And fast.

The fears of last year's convention over increased Federal Trade Commission powers or proposed food advertising regulations turned over center stage last week to fears about consumerists in high places, legislation to create a Consumer Protection Agency and regulation of children's TV advertising (see story, page 47). And more worrisome were reports that an antiadvertiser bias is sweeping the country.

More than one advertiser had reason for pause when Geoffrey Cowan—attorney, FCC hopeful and member of a group seeking to supplant a commercial V in Los

Angeles with a public facility—warned that "candy ads will not appear on television much longer" and that the "talk around town [Washington] is on banning" TV spots for sweets and gum when children make up a large block of the audience.

And while some of the 500-odd attendees found that prediction far-fetched, a Consumer's Union film to be distributed in schools, "The Six Billion Dollar Sale," elicited concern as the teen-age narrator warned his peers to "look out for the fancy words like 'nonalkaline'" and that "it helps to know the games they [advertisers] play."

Federal Trade Commission Chairman Michael Pertschuk received a warm reception at a luncheon on "the FTC outlook," but those in the audience had been forewarned by AAF President Howard Bell that the new chairman—while "willing to listen and keep an open mind"—has testified before the Senate: "If advertising is in part responsible for conditioning a nation of sugar junkies it should be held responsible."

If selling yourself was indeed the overall theme of the gathering at the Hyatt Regency hotel on Capitol Hill (a location affording registrants easy access to the halls of Congress), the message was extended to the entire business community by W. B. Renner, president of the Aluminum Co. of America. "The modern complexities of the government, business and public relationship demand that business begin marketing ideas on an unprecedented scale if it is to survive at all," the

ratings have scuttled *All That Glitters*, his attempt to create a soap-opera-type world in which all the men's and women's roles are reversed. The series only managed a 2.7 average rating in the first 18 Arbitron markets whose May sweep (April 27-May 24) numbers were available last week. Nielsen broke out some individual numbers during its sweeps (April 28-May 25). Poor Nielsen performances included a 1 rating and 3 share for the four-week average (20 episodes) in Boston (WLVI-TV, 11-11:30 p.m.), and identical 2 ratings and 5 shares in five markets: Washington (WDCA-TV, 11 p.m.), Cleveland (WUAB[TV] 11 p.m.), Pittsburgh (WPGH-TV, 11 p.m.), Houston (KDOG-TV, 10:30 p.m.) and St. Louis (KDNL-TV, 10:30 p.m.).

Both Mr. Lear and the stations sustained heavy losses as a result of the failure of *Glitters*. WPIX(TV) New York's president, Leavitt Popel, said that while paying Mr. Lear's company a strapping \$30,000 rights fee for the show, its low ratings forced the station to offer the 30-second spots at the bargain-basement price of \$200 each for a maximum gross return of \$10,000 a week, minus time charges and ad-agency commissions.

Blake of 'Baretta': tough talk on violence

On 'Who's Who' he says he'll use it if it's necessary to the story

Robert Blake, the star of ABC-TV's hit cop show *Baretta*, said last week that he ignores the network censors when they try to get him to cut down the violence on his show.

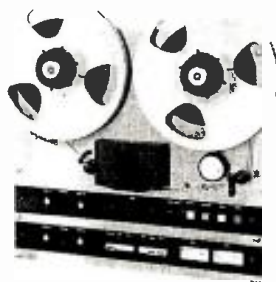
"I don't think we use violence for violence's sake," Mr. Blake said in an interview with Dan Rather on the Sunday, June 12, edition of *Who's Who* (CBS, 10-11 p.m. NYT). Violence "is usually there to make a point," Mr. Blake continued. "If I do an episode that teaches children that they should stay home and not go out and hit the road and hit the street, and to that end I have to have a 14-year-old girl raped, I've got 20 or 30 million kids thinking twice about whether they should leave home or not."

When Mr. Rather asked, "If you want to put eight acts of violence in any hour, you do it?" Mr. Blake replied, "That's right. I got to live with me . . . I know what the show is saying to people, and if it requires violence to make the point, then that's what I do. And if they don't like it, they can take it off the air."

Mr. Blake said later in the interview that the networks are bowing to pressure from the government, from the American Medical Association from the National Parent Teacher Association. "I'm on the inside," he said. "I see the pilots that are being canceled. I see the shows that are being leaned on."

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1977 convention chairman said. "We've got to be willing to stick our necks out. We face a skeptical public."

Among the suggestions Mr. Renner offered for improving the public's perception of business were having "a corporate president on the *Tonight Show*" or underwriting "a full-length motion picture—legitimate fiction, not a mere propaganda piece, set in a business context that shows both positive and negative aspects of business—but shows them honestly."

Most important, Mr. Renner said, is "business integrity." He concluded that "if we're going to be successful in selling ideas on an unprecedented scale, business will have to make . . . changes. And advertisers and media people will have to supply effective tools."

Outgoing AAF Chairman James Fish, senior vice president of General Mills, articulated similar AAF goals: "to improve advertising and the environment in which it operates." He claimed that "advertising is a favorite whipping boy of consumerists, and many of them have been brought into the new administration where they can continue their efforts at inhibition and restriction from within." (Effective July 1, his successor is Raymond Peterson, executive vice president of Hearst Magazines.)

The public climate should prove no better to advertisers if one is to accept the results of a Sentry Insurance-commissioned survey by Marketing Sciences Institute, Harvard Business School and pollster Lou Harris. Reporting on it, Mr. Bell said: "The public questions the honesty and accuracy of advertising. Almost everyone believes that some advertising is seriously misleading and 28% hold similar views about print advertising. Only 6% of those surveyed felt advertising does a good job in serving consumers."

Following Mr. Bell and his executive vice president, Jonah Gitlitz—who presented the legislative outlook on such issues as ad taxes, corrective advertising, consumer protection and children's advertising—was Alexander Kroll, president of Young & Rubicam USA. Mr. Kroll said he would tell "the truth about the truth about advertising" and he unveiled Y&R-commissioned research by the Roper Organization to show that the Sentry study fell into "traps that almost all studies in advertising have."

The Sentry headline that "85% of the public thinks TV advertising seriously misleading," Mr. Kroll said is itself misleading. Among his major charges was that the Sentry questions tended to lead respondents into condemning advertising. Mr. Kroll explained that before public attitudes toward advertising can be accurately measured, they have to be weighed against perceptions toward other communications sources.

When Roper compared answers to one question—"out of 100 messages how many do you think are intentional deception?"—Mr. Kroll said, the following amount of deception was perceived: advertising, 47%; unions, 40%; government, 37%; business, 34%; local newspapers,

22%, and network news, 19%. "Where have you gone H.V. Kaltenborn? John, David, Harry, Walter and Barbara are thought to be intentionally misleading in one of five stories. With nothing to report but the news, no brands to sell, they are misleading with 40% of the frequency of advertising," Mr. Kroll said.

When asked to name an advertising message that was deceitful, Mr. Kroll continued, only 46% could name a specific ad. And he said only 14% could name an ad "that deceived them." He concluded: "When they move from philosophic to practical, advertising seems to become far less deceptive . . . the public is patronizing. They feel the other people are much more gullible than they. They see through the deception. They can handle it."

And when Roper investigated "the salt factor—how big a grain of salt the public feels should be taken when ingesting information"—Mr. Kroll claimed, advertising comes out "relatively useful and understood." Advertising's motivation—"to sell"—Mr. Kroll said, is up front while other communications sources are perceived to be "murkier." Sixty-three percent of the respondents were said to believe it "very harmful" if they believed everything government communicated, while 47% reportedly felt the same way about advertising.

Summing up the research, Mr. Kroll asserted: "As advertising people, we have to be armed against glossy generalizations. We can show that when you put advertising in context—with other sources of information—we are not so difficult to cope with, not so dangerous."

While there wasn't any representative of Sentry to defend its study, both sides of the Consumer Protection Agency story were told by a husband-and-wife act,—keynote FTC Commissioner Elizabeth Hanford Dole and her husband, Senator Robert Dole (R-Kan.) While the bill to create the agency may be dead for this session of Congress (BROADCASTING, June 13), advertisers' fears of the possible new bureaucracy remain strong.

After a welcome for FTC Chairman Pertschuk, who made an appearance but



AAF honor. Gerald Rafshoon (r), whose Atlanta-based agency handled Jimmy Carter's promotional work during the presidential campaign, is congratulated by AAF President Howard Bell (center) and outgoing AAF Chairman James Fish after receiving two "Addys" for Carter and George government ads.



Commissioner Dole



Senator Dole

has chosen to refrain from speaking engagements until September (BROADCASTING, May 23), Commissioner Dole pleaded her case in support:

"It is a gross distortion of reality to argue that the consumer is an effective participant in the decisions of government today or has representation equal to that of the businessman ... The truth is that on many issues, consumerists are firing popguns compared to the big howitzers that business rolls into Washington ... Until we have a Consumer Protection Agency or its equivalent, the consumer is simply going to be on the outside looking in."

To those who might argue that such an agency would duplicate FTC functions, Mrs. Dole responded, "The key difference is that the FTC makes sure that business complies with consumer protection laws, while this new agency would encourage government agencies to consider the consumer in making their decisions."

Senator Dole, however, took a dim view of the legislation, admitting that he was a "convert" and had initially supported it. The country needs such an agency, he joked, "like Jimmy Carter needs another brother."

After claiming that the consumer is represented effectively at present, by the FTC and particularly by his wife, he said: "The tired argument that the consumer is unrepresented has been the bill's shibboleth since the time, many years ago, when it was a mere gleam in Ralph Nader's eye ... Why not increase the effectiveness of these existing agencies rather than impose on them a further level of federal bureaucracy."

"The premise of the bill—an unfortunate one I believe—is that there are good guys and bad guys in this world of ours ... It will suffice to say that the Consumer Protection Act is antibusiness ... the new consumer agency will have too much power. It is simply naive to accept, as some apparently do, that it will always be a small agency."

The advertising types in attendance—

from top-level agency executives to secretaries in business promotion departments to college students—received several charges during their meeting Saturday through Tuesday. Representative Yvonne Braithwaite Burke (D-Calif.) asked for more attention to the way women are portrayed in television commercials. Robert W. Fri, administrator of the Energy Research and Development Administration encouraged his audience to help sell energy conservation. Former FCC Commissioner Kenneth Cox, chairman of the National Advertising Review Board, explained his and the Council of Better Business Bureau's self-regulatory efforts and encouraged advertisers to keep up their support in that area. In a written message, President Carter said that "advertising must continue to do everything possible to maintain and encourage the highest standards of practice and to be sensitive to consumer concerns."

But it was a former advertising man who, during the final afternoon of convention, probably spoke for the majority of those who meet annually at the AAF in Washington. "Self-restraint by the creative artist and parental responsibility within the family, this is the reasonable answer," Jack Valenti, president of the

Motion Picture Association of America said, "In a free land, there can be no other."

BBDO biggest winner in N.Y. AMA competition

The New York chapter of the American Marketing Association presented 20 Effie statuettes and 22 certificates of honorable mention to advertisers and agencies for "effective advertising campaigns."

BBDO captured four Effie statuettes for efforts on behalf of General Electric Co., Thom McAn, Pepsi-Cola and Pathcom Inc. (Pace CB radios). Three statuettes were won by Dancer-Fitzgerald-Sample for Life Savers Inc., Duracell Products (batteries) and Toyota cars and trucks and by J. Walter Thompson Co. for Scott Paper (Baby Fresh Wipes), Warner-Lambert (Listerine mouthwash) and Irving Trust Co.

Doyle Dane Bernbach received two Effies for American Tourister Luggage and Clairol Inc. (Final Net invisible hair net). Winning one Effie each were Carl Ally Inc., Benton & Bowles; Della Femina, Travisano & Partners; Kennan & McLaughlin; Marsteller Inc., Spiro & Associates, Philadelphia, and Wyse Advertising Inc., Cleveland.

New ABC affiliate shows off its stuff

KGTV(TV) San Diego, which switches network affiliation from NBC to ABC on June 27, flew some 250 local advertising executives to Los Angeles for a 90-minute presentation by ABC-TV officials and a luncheon with ABC executives and an estimated 200 ABC affiliate promotion managers and guests. The busy day was June 10, during ABC-TV's three-day meeting with affiliate promotion people to make plans for the 1977-78 season. The evening of June 27 will be another busy time: KGTV will be co-host with local journalism, advertising, television and world-affairs chapters at a dinner marking the change in affiliation. The speaker: ABC News Correspondent Barbara Walters.

Concentration

Number One in Providence,
7pm, Monday-Friday.

Tops Cousteau, Squares, Deal, Muppets,
Pyramid, Break Bank, Tune, Price!

Jim Victory Television Inc.

45 East 45 Street, New York 10017. (212) 687-1516

Source: ARB, 2/77. Estimates subject to limitations of rating service.

The Broadcasting Playlist Jun 20

Contemporary

<u>Last This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3	1 <i>Dreams</i> □ Fleetwood Mac	Warner Bros.
9	2 <i>Lonely Boy</i> □ Andrew Gold	Asylum
4	3 <i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
2	4 <i>Theme from "Rocky"</i> □ Bill Conti	United Artists
1	5 <i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
6	6 <i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
13	7 <i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
7	8 <i>Feels Like the First Time</i> □ Foreigner	Atlantic
5	9 <i>When I Need You</i> □ Leo Sayer	Warner Bros.
8	10 <i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
16	11 <i>Looks Like We Made It</i> □ Barry Manilow	Arista
10	12 <i>Jet Airliner</i> □ Steve Miller Band	Capitol
12	13 <i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
22	14 <i>I'm in You</i> □ Peter Frampton	A&M
14	15 <i>Life in the Fast Lane</i> □ Eagles	Elektra
15	16 <i>Lucille</i> □ Kenny Rogers	United Artists
20	17 <i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
17	18 <i>Whodunit</i> □ Tavares	Capitol
23	19 <i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
14	20 <i>Light of a Clear Blue Morning</i> □ Dolly Parton	RCA
33	21 <i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
11	22 <i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
44	23 <i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
27	24 <i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
29	25 <i>Knowing Me, Knowing You</i> □ Abba	Atlantic
31	26 <i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
25	27 <i>Lido Shuffle</i> □ Boz Scaggs	Columbia
19	28 <i>Heard It in a Love Song</i> □ Marshall Tucker Band	Capricorn
37	29 <i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
35	30 <i>Easy</i> □ Commodores	Motown
30	31 <i>High School Dance</i> □ Sylvers	Capitol
18	32 <i>Hotel California</i> □ Eagles	Asylum
32	33 <i>Peace of Mind</i> □ Boston	Epic
41	34 <i>Higher and Higher</i> □ Rita Coolidge	A&M
21	35 <i>Southern Nights</i> □ Glen Campbell	Capitol
39	36 <i>You and Me</i> □ Alice Cooper	Warner Bros.
26	37 <i>Right Time of the Night</i> □ Jennifer Warnes	Arista
43	38 <i>Killing of Georgie</i> □ Rod Stewart	Warner Bros.
36	39 <i>Sad to Belong</i> □ England Dan/John Coley	Big Tree/Atlantic
34	40 <i>Slow Dancing</i> □ Addrissi Bros.	Buddah/RCA
—	41 <i>Barracuda</i> □ Heart	Portrait
28	42 <i>So Into You</i> □ Atlanta Rhythm Section	Polydor
40	43 <i>Back Together Again</i> □ Daryl Hall & John Oates	RCA
46	44 <i>You're My World</i> □ Helen Reddy	Capitol
49	45 <i>Telephone Man</i> □ Meri Wilson	GRT
42	46 <i>Handyman</i> □ James Taylor	Columbia
—	47 <i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
48	48 <i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
38	49 <i>Calling Dr. Love</i> □ Kiss	Casablanca
—	50 <i>Black Betty</i> □ Ram Jam	Epic


Playback

Jam session. *Black Betty* (Epic) is Ram Jam's first release and is getting quick response—of all kinds. "Very strange. Broken guitar riffs, very jagged. An obnoxious rock n' roll record... but it has a wide base," says Steve Denton of WBGW(AM) Bowling Green, Ky. Jim English of WDRC(AM) Hartford, Conn., calls it "a good summer record. Very uptempo." And Gary Waldron of KCPX(AM) Salt Lake City predicts the tune will "be a big teen record." Katz and Kasanetz produced *Black Betty* (originally performed by blues legend Leadbelly) for RamJam, a group of spinoffs from the Lemon Pipers and the Hassles of the 1960's. The single, which makes its "Playlist" debut at 50, will appear on the group's first album, scheduled for release within a month.

Cruisin'/Flyin'. After two years on the A&M label, Pablo Cruise is beginning to climb. The California group's *Whatcha Gonna Do* entered "Playlist" three weeks ago and has bolted ever since (at 29 this week). Their sound is "reggae rock. Sounds real good on the air," says John Shomby of WERC(AM) Birmingham, Ala. But Dude Walker of WGCL(FM) Cleveland calls them "a perfect cross between Boz Scaggs and Hall and Oates. A really good group." **Pendergrass premier.** After his years with Harold Melvin and the BlueNotes, Teddy Pendergrass has struck out on his own. *I Don't Love You Anymore* is his single and there's not a blue note in it. This uptempo, disco tune, written by Gamble and Huff, debuted on "Playlist" last week at 23 and moves to 19 this week. Dude Walker reports good reaction on the tune, which is taken from Pendergrass's first solo album. It's on at WABC(AM) New York.

Country

<u>Last This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1	1 <i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
6	2 <i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
4	3 <i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
7	4 <i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
20	5 <i>Head to Toe</i> □ Bill Anderson	MCA
8	6 <i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
10	7 <i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
9	8 <i>I Was There</i> □ Statler Bros.	Mercury
5	9 <i>Burning Memories</i> □ Mel Tillis	MCA
3	10 <i>I'll Do It All Over Again</i> □ Crystal Gayle	United Artists
16	11 <i>It's A Cowboy Lovin' Night</i> □ Tanya Tucker	MCA
—	12 <i>Margaritaville</i> □ Jimmy Buffett	ABC
2	13 <i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
15	14 <i>Thank God She's Mine</i> □ Freddie Hart	Capitol
18	15 <i>Born Believer</i> □ Jim Ed Brown & Helen Cornelius	RCA
—	16 <i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
13	17 <i>If We're Not Back in Love</i> □ Merle Haggard	MCA
—	18 <i>Cheap Perfume</i> □ Bobby Borchers	Playboy
—	19 <i>A Song in the Night</i> □ Johnny Duncan	Columbia
14	20 <i>Light of a Clear Blue Morning</i> □ Dolly Parton	RCA
11	21 <i>If You Want Me</i> □ Billie Jo Spears	United Artists
—	22 <i>Come See About Me</i> □ Cal Smith	MCA
—	23 <i>Silver Bird</i> □ Tina Turney	Epic
—	24 <i>It's Nothing to Me</i> □ Jim Reeves	RCA
23	25 <i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia

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

Va. paper fights publishing ban in Supreme Court

Landmark-owned Norfolk 'Pilot' charged with violating state law in publishing information from judicial review commission

A major First Amendment case began taking shape before the Supreme Court last week when it agreed to review the decision of the Virginia supreme court affirming a lower court's conviction of Landmark Communications, publisher of the *Virginia Pilot*, of Norfolk. The newspaper's offense was to report, on Oct. 4, 1975, that the state's Judicial Inquiry and Review Commission had considered a "formal hearing concerning possible disciplinary action" against a judge who was identified in the story.

The state held that the newspaper violated a provision of the law creating the commission. The provision says that the panel's proceedings are to be confidential unless they are filed with the state supreme court and makes it a misdemeanor for "any person" to disclose confidential commission material.

The trial court fined Landmark \$500. And the state supreme court, in a 6-to-1 vote, rejected Landmark's appeal, which was based on the argument that the law violated the First Amendment. The court said the law was necessary to protect the state from "a clear and present danger" to the orderly administration of justice.

Landmark is not likely to be alone in asking the Supreme Court to reverse that decision. Groups such as the Reporters Committee for Freedom of the Press and the American Civil Liberties Union are almost certain to file friend-of-the-court briefs. Newspaper publishers and the National Association of Broadcasters may file also.

Richmond Newspapers Inc., publisher of the *Richmond Times Dispatch* and *News Leader*, was convicted under the law earlier this year, and is appealing that conviction in both the state and federal courts.

A broadcast station—WXEX-TV Richmond—has also had a brush with the law. After the state's high court upheld the law in the Landmark case, the station, with a story of its own to broadcast concerning a confidential proceeding of the commission's, sought and obtained from federal district court an order barring the state from prosecuting the station for airing the piece (BROADCASTING, March 21). The station, which is owned by Nationwide Communications Inc., dropped plans to press the fight to the Supreme Court after Landmark disclosed its plans to seek Supreme Court review. "Our lawyers told us it would take three to four years and cost \$50,000 to \$60,000," said George Faulder, the station's news director.

Arguments in the effort to win reversal

of the state court's decision in the Landmark case are likely to center on the point made by Landmark in requesting review: The law could be used to suppress disclosure of wrongdoing. Journalists, Landmark argued, could be fined or imprisoned for reporting that an unfit judge who had been accused before the commission was still sitting or that an unfit—or corrupt—commission had covered up for the judge.

Journalism Briefs

Reinforced. National Labor Relations Board has ruled that National Association of Broadcast Employees and Technicians engaged in unfair labor practices by threatening to strike and refusing to handle and process video tape produced in ENG operations at Metromedia's KTTV(TV) Los Angeles. NLRB in 1976 had given jurisdiction of portable electronic cameras to members of International Alliance of Theatrical Stage Employees over protest of NABET (BROADCASTING, Aug. 9, 1976). NLRB in current case ordered union to comply with original decision and cease and desist from encouraging KTTV employees to strike or refuse performance of duties and to take affirmative action to notify employees of board's ruling.

Swapping stories. Public Broadcasting Service tomorrow (June 21) will begin offering DEF (daily electronic feed) time for member stations to share news reports. Plan was devised earlier this month at PBS headquarters in Washington, where 18 stations programming daily news shows were represented. Daily 30-minute feed will be compiled by WGBH-TV Boston, then transmitted to Washington for systemwide distribution. Stations pooled available resources—\$4,300—figure money will last about two-and-a-half months, hope for PBS financial help thereafter.

Crossover. NBC-TV special, *Human Rights: A Soviet/American Citizens Debate*, was scheduled for distribution by Public Broadcasting Service yesterday evening (June 19). Show ran on NBC week earlier in afternoon hours. PBS said this is first program commercial TV network has given to noncommercial sector.

FCC's initial financial report on cable puts revenues at nearly \$895 million

Profits for the 12-month period to last October were just under \$27 million, according to summary that offers state-by-state rundown on rates, subscribers, systems

The FCC has released its first tabulations of yearly financial data for the cable television industry (BROADCASTING, June 13) covering the period from November 1975 to October 1976. The figures are based on information gleaned from the commission's annual cable financial reports (form 325) filed by the systems.

State-by-state breakdowns are given for number of communities served; number of subscribers; average subscriber rate; total revenue; total operating expenses, and net income (see page 57).

The FCC said it received reports from 80% of the systems, with the remaining 20% either late, incomplete or in error. In listing nationwide totals, both the 80% figure is given and a 100% total is given using estimates for the remaining 20%. In the state-by-state breakdowns, the percentage of late, incomplete or delinquent filings is included under the heading "Percentage of subscribers not included."

Total revenue for the industry is listed at \$894,918,101 with operating expenses running to \$567,360,186 leaving a total net income of \$26,884,413 and an average operating margin of 37% before interest and depreciation expenses.

The industry as a whole served 6,265 communities and 9,863,020 subscribers. The average subscriber rate was \$6.21 and ranged from a low of \$5.19 in Pennsylvania to highs of \$8.03 in Arizona and \$14.75 in Guam.

According to the FCC, there were 110

Concentration

Number One in Sacramento,
7pm, Monday-Friday.

Tops Merv Griffin and Marcus Welby!

Jim Victory Television Inc.

45 East 45 Street, New York 10017. (212) 687-1516

Source: ARB, 2/77. Estimates subject to limitations of rating service.

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State	Number of communities served	Number of financial entities	Number of subscribers	Average subscriber rate	Total revenues	Total operating expenses	Total net income	Total assets	Percentage of subscribers not included
Ala.	90	51	185,169	\$6.28	\$15,360,353	\$8,403,930	\$2,623,201	\$13,213,212	10%
Ariz.	26	14	45,515	8.03	3,948,555	2,055,657	1,109,337	4,643,335	29
Ark.	62	46	87,101	5.71	7,227,645	4,466,808	646,118	10,586,440	29
Calif.	466	183	1,292,588	6.37	120,996,996	74,103,825	-2,245,498	325,928,347	7
Colo.	66	31	74,019	6.88	6,536,015	3,683,432	-402,006	17,221,208	5
Conn.	38	10	59,396	7.42	7,553,335	5,091,061	-1,382,497	30,435,322	7
Del.	17	5	54,492	6.76	6,134,408	3,284,070	1,663,872	15,265,409	4
Fla.	253	70	423,609	6.25	34,584,015	25,438,239	-6,035,560	135,393,339	8
Ga.	96	48	202,119	6.47	17,691,511	10,794,434	765,591	47,998,107	17
Hawaii	31	9	32,517	7.78	4,617,542	3,153,774	-727,793	15,308,376	0
Idaho	37	17	36,520	6.37	3,040,467	1,467,744	719,539	4,288,290	37
Ill.	142	59	251,952	6.44	21,875,748	14,143,047	-255,467	48,846,343	17
Ind.	79	50	147,915	5.81	31,232,417	20,372,637	3,028,644	52,991,076	18
Iowa	40	27	66,267	6.35	6,013,182	4,108,275	1,160,058	19,361,175	8
Kan.	48	33	80,854	6.69	6,659,853	4,608,316	-421,025	29,390,082	51
Ken.	97	56	95,135	6.00	7,340,036	4,352,494	875,655	1,335,249	36
La.	43	26	74,563	6.03	6,084,728	4,345,786	-621,999	14,817,203	15
Me.	49	15	37,575	6.47	3,829,081	2,400,268	148,258	5,441,124	21
Md.	44	17	69,403	6.18	5,801,603	3,475,555	767,988	7,399,393	36
Mass.	52	23	130,858	6.81	10,574,809	7,600,944	-1,814,815	29,619,324	19
Mich.	185	51	186,011	5.91	16,613,567	10,683,286	656,894	36,934,930	18
Minn.	97	67	119,413	6.32	10,087,425	7,104,882	355,531	24,411,606	9
Miss.	75	42	103,509	6.10	9,861,923	5,493,697	519,167	19,193,593	21
Mo.	52	43	84,148	6.31	7,036,516	3,718,437	1,404,778	8,346,849	26
Mont.	44	24	82,660	7.43	7,902,256	3,793,238	3,037,239	13,208,126	9
Neb.	41	24	55,176	6.23	4,638,721	3,164,507	-1,127,243	19,089,806	7
Nev.	11	6	31,018	5.88	2,308,559	1,584,390	229,644	5,655,937	2
N.H.	59	14	66,594	6.10	6,100,632	3,084,988	1,788,109	8,348,079	21
N.J.	89	22	146,173	5.35	12,042,286	8,642,010	-86,459	26,671,266	26
N.M.	44	21	83,742	7.12	7,427,797	4,362,224	1,352,581	13,060,830	4
N.Y.	446	102	675,763	5.85	72,112,165	58,652,753	-4,570,326	163,258,771	11
N.C.	68	29	125,990	6.18	11,385,682	5,626,043	1,361,307	25,587,115	17
N.D.	16	14	23,449	6.62	2,099,517	1,428,847	55,640	6,963,130	36
Ohio	239	74	370,134	5.88	29,373,489	17,829,838	-2,626,012	93,289,848	36
Okla.	44	37	118,665	6.57	10,677,846	6,621,372	-28,897	23,647,118	21
Ore.	126	56	164,780	6.20	12,513,223	7,999,906	2,619,836	17,597,642	10
Pa.	638	118	682,431	5.19	46,319,655	23,455,295	9,340,609	92,433,097	35
S.C.	49	27	70,956	6.41	6,090,111	4,470,028	-2,451,483	23,727,919	21
S.D.	5	4	12,481	6.14	993,412	333,849	433,649	963,851	72
Tenn.	71	33	97,065	6.15	7,322,326	4,421,238	-231,536	15,584,226	20
Tex.	191	131	419,885	6.50	41,804,576	25,555,362	2,354,273	98,397,387	28
Utah	8	4	11,138	6.59	776,256	1,193,383	-198,913	6,256,519	0
Vt.	52	15	40,418	5.80	3,038,667	1,423,482	910,446	2,588,679	27
Va.	104	37	128,753	5.90	9,319,787	5,567,882	81,866	25,434,558	8
Wash.	132	42	226,094	6.10	19,505,063	10,313,402	3,568,905	52,991,536	12
W. Va.	207	60	165,368	5.58	12,952,471	7,151,431	2,821,987	16,683,422	19
Wis.	101	43	117,851	6.32	9,457,795	5,918,105	-183,553	22,065,036	5
Wyo.	36	18	54,102	7.53	5,058,214	3,365,704	1,747,522	7,556,527	15
Other	6	6	28,620	10.73	4,012,245	3,579,274	-1,227,692	5,791,596	6
Nationwide (from 80% initial filing)	5,012	1,954	7,939,954	6.21	715,934,481	453,888,149	21,507,450	1,705,221,351	20
Nationwide (estimated 100%)	6,265	2,443	9,863,020	6.21	894,918,101	567,360,186	28,884,313	2,131,526,689	

"financial entities" (defined by the commission as one or more systems that may report as a single business) offering payable service. New York, California and Pennsylvania were the leaders in numbers of such entities offering pay with 19, 17 and 14, respectively.

Total assets for the industry were \$2,131,526,689. An average system in 1976, the commission estimated, had about 4,000 subscribers with revenues of \$376,000 and pre-tax net income of \$15,000.

Cable Briefs

Credit set. United Cable Television Corp., Tulsa, Okla.-based MSO, has arranged \$18 million revolving credit and loan. Money will be used to refinance \$12 million bank debt and provide growth capital.

String attached. FCC granted Focus Cable of Oakland, Calif., two cable television relay service licenses but conditioned them on outcome of discrimination case now before Equal Employment Opportunity Commission. In 1975 EEOC found that Wytellas Bullock had "reasonable

cause" to believe he had been denied employment by Focus because of his race. Although Mr. Bullock has been issued "Right to Sue Letter" by EEOC and may institute civil action in district court, FCC said that Focus's employment record indicates "substantial" numbers of blacks have been hired and that "comparable numbers" are in upper-category positions.

North to Alaska. Home Box Office has begun pay programming service to B-C Cable Co., Juneau, Alaska—its first affiliate in that state. System picks up HBO satellite feeds with 10-meter earth station. HBO has two more Alaskan affiliates lined up—scheduled to join later this summer are Cordova Cable and Valdez Cable TV which will also use 10-meter dishes.

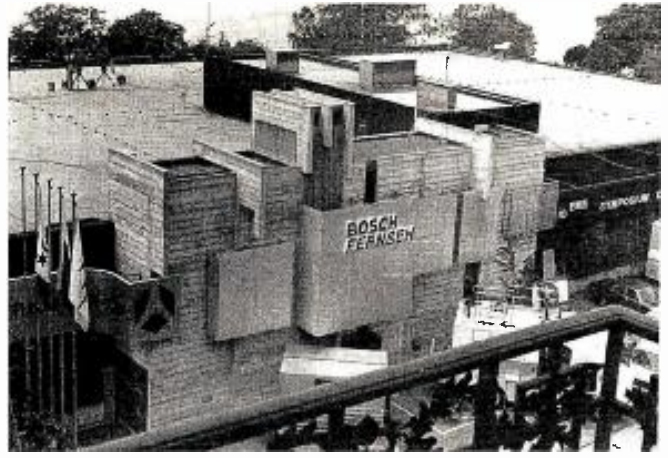
Concentration

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Source: ARB, 2/77. Estimates subject to limitations of rating service.



The Montreux Palace hotel, headquarters for the TV symposium, and the Maison des Congrès, site of the technical exhibition.

Equipment & Engineering

Montreux '77: meeting of the minds behind that TV hardware

Broadcast engineers from 55 countries—2,600 strong—meet for biennial assessment of the state of their art; helical VTR gets green light as tape's next generation, as that medium continues to crowd film; digital techniques continue to grow, but the recorder still stays analog

The 10th International Television Symposium and Technical Exhibition in Montreux—pre-eminent convocation of the world's broadcast television engineers—attracted more than 2,600 participants from 55 countries to that Swiss city to hear 185 papers and to view the product of 135 exhibitors from 15 countries for eight days (June 3-10). The principal business was to assess the state of their art.

The difficulty of so doing was pinpointed by G.B. Townsend of Great Britain's Independent Broadcasting Authority, who advised one meeting that "any state-of-the-art report is out of date by the time it has been published, and any equipment bought this year may be obsolete in the next two." Indeed, he said, "some engineering developments were not even predicted a mere two or three years before their actualization."

That caveat aside, there were these conclusions to walk away with:

- Digital recorders are not yet discernible on the horizon, although all major manufacturers are at work on the project in their back rooms—if not because they

want to upset the current equipment market, at least in defense against surprise.

- That being the case, the present generation of one-inch helical has for the moment an open field, and will take maximum advantage of it. In the United States, where the nonsegmented helical format has a head start, an agreement is believed imminent between Ampex and Sony, the principal contenders, on an interchangeability standard that will seek to succeed quadruplex in the video recorder marketplace. (See page 58.)

- There is not yet a charge-coupled device (CCD) able to meet the sensing requirements of the miniature television cameras, and thus make obsolete the camera tube and permit what might be the ultimate camera models.

- Broadcast engineering developments—which, in Dr. Townsend's phrase, flow "remorselessly onwards"—are further encroaching on film's domain. Two events are signal: CBS-TV's development of a multicamera helical system to replace film in the production of certain entertainment programs (BROADCASTING, June 13; see also page 61), and the development by Sony of a U-matic format that is expected to be certified by the European Broadcasting Union, and perhaps push open that continent's reluctant gates to widespread ENG (electronic news gathering) applications. (See page 60.)

- Satellite technology continues to advance, and the prospects for dramatic changes in transmission methods—including the possibility of direct-to-home broadcasting, a concept more popular abroad than in the U.S.—is increasingly evident. (See page 62.)

The Montreux proceedings were short on ceremony and long on substance. There was, however, an opening occasion made special by the presentation of awards highly prized in the international engineering community: Montreux Achievement Gold Medals and Special Nominations.

The golds went to John L.E. Baldwin, head of the video and color section of the IBA's experimental and development department, honored for DICE (digital intercontinental conversion equipment), which makes possible program transfer

between the 625- and 525-line broadcast systems of the world, and to Claude Mercier, the former technical director of French television's ORTF, for "guiding the development of television broadcasting in Europe" and for planning methods for satellite broadcasting.

Special citations went to Masahiko Morizono, general manager of video products and a director of Sony Corp., for "an outstanding personal contribution" to the international success of ENG via the U-matic helical scan system; to Henri Mertens, chief engineer of the EBU, for contributions to satellite television, and to Daniel Sauvet-Goichon, of the French TDF television system, for work in developing complex computer programs that generated frequencies and orbital positions for the last World Administrative Radio Conference in Geneva.

Logistical and time problems are always critical in gatherings as large as the Montreux event, and this year produced a few of its own. The exhibition facilities—65,000 square feet in the main hall and 13,000 additional in an adjacent but unpopular pavilion, both across the street from the Montreux Palace hotel, which served as headquarters for the symposium—were insufficient to meet exhibitor demand, and 30 had to be turned away. It is hoped that an extension of the present facility will be in place by 1979, doubling the available area under one roof.

It was announced at meeting's end that the exhibit portion of the 1979 Montreux (the symposium and exhibit are held only every other year) will be for five days only (instead of this year's eight), from Saturday, May 26, through Wednesday, May 30. The shorter schedule is to accommodate the complaints of exhibitors, exhausted both physically and financially by the extended stay in one of Europe's more expensive cities. The earlier date is in deference to the Americans, who can save appreciably in air fare if they return to the United States before the peak-season elevations on June 1.

Neither length nor dates have been decided for the technical symposium, which this year was lengthened by a day to accommodate the presentation of papers on cable television.

Looking ahead for eight years: the reach may exceed the grasp

Montreux specialists look toward 'Horizon 1985'; generally speaking, the broadcaster is more ambitious than the manufacturer is optimistic

A number of technological tugs-of-war were apparent in Montreux. One, the impulse to do more and more production outside the studio, against the desire to utilize the elaborate TV centers already built in many countries. Another, between creating higher sophistication in field equipment, and thus transferring much of the editing burden to that area of operation, against the development of more extensive post-production facilities. A third, between the broadcaster's desire for a quickening pace of equipment evolution and the manufacturer's reluctance to bring out Y before the marketplace has assimilated X. A fourth, between the engineer's yearning for ever more sophisticated gear and the comptroller's concern over runway costs. And, of course, the continuing battle between tape and film.

Each of those competitions was evident on Saturday morning, June 4, when 15 representatives of broadcast and manufacturing organizations assembled to take a look at "Horizon 1985"—a date selected, according to the chairman, Joseph Polonsky of Thomson-CSF in Paris, as a compromise between the early 1980's, which the manufacturers would find too close for comfort, and a later time that might invite "science fiction." "Exercise your imagination," Mr. Polonsky admonished his panelists, "but do it with both eyes open." Although each of the speakers was said to appear only for himself, the chairman observed that "it wouldn't surprise me if their statements reflect their company's official lines."

■ The lead-off for the broadcasters was William Connolly of CBS-TV, who aligned himself immediately with the OB (outside broadcast) school. "By 1985," he said, "the exodus to natural locations will be nearly complete." He referred to such remote environments as "more natural to the story line, but more hostile to the equipment."

Mr. Connolly's consequent demands of the manufacturers were not timid. They included: lighting equipment five times as efficient as today's (from 20-30 lumens per watt to 100-150 per watt); camera lenses with far greater zoom ranges, so that wider angles would be available for confined spaces, along with narrow angles "to carry the field of view" over difficult terrain; increased dynamic range for the camera, "but not at a cost in sensitivity, size and weight," and cameras temperature- and color-stabilized under widely varying conditions. Moreover, Mr. Connolly would do away with camera cables altogether ("If triax cable is better for remotes than multiconductor cable, then surely no cable at all is better still"). Mr. Connolly also hoped for electronic return of signals to home base, perhaps by means of a portable satellite earth station.

The video recorder of 1985 must have higher information densities, he said, adding that even portable machines should have 90-minute reels. And while you're at it, he suggested, why not make the recorder integral to the camera?

All of these technological improvements won't make a better television program, Mr. Connolly was quick to point out. But they will, he said, free the creative people from many of the frustrations of today's equipment limitations.

Two other broadcasters seconded Mr. Connolly's call for greater outside broadcast investments. Herbert Fix, of Germany's Institut fur Rundfunktechnik, after pondering whether broadcasters should go the way of elaborate post-production or elaborate pre-production, counseled that "there are remarkable reasons against" making large capital investments in the former. Going beyond that question, he asked whether a market might not

exist for "electronic cinema," whereby made-for-TV product would be shown in theaters, perhaps utilizing laser projectors.

The BBC's Peter Rainger said that organization, too, was making more and more use of mobile equipment. But he was the first of several to note that "the film world is by no means dead—the pressure to use it is as strong as ever." He spoke of an electronic viewfinding arrangement as among developments that would permit film "to still be in the field" in 1985. (He was seconded later by a representative from Eastman Kodak, who arose from the audience to say that "many of the things you're looking for in the future are already available on film.")

Mr. Rainger added a system of TV archival recording to his list of what the manufacturers should develop. He conceded the need was "rather special," but said such recording represents "capital locked away" and is thus an important consideration to the broadcaster. He asked also for improvement in noise reduction and in optics. "The cameras are getting smaller but the lenses aren't," he said.

Toshiro Miura of Japan's NHK and Maurice Remy of France's TDF concluded the broadcaster's side of things. Mr. Miura called for more attention to audio developments (today's sound systems he labeled "still old-fashioned"), and he said new tools are needed "to replace the boomed mike." Mr. Remy spoke spiritedly against technological "gimmicks or gadgets that are used but once or twice a year." They "must be driven out," he said. Automation, on the other hand, should be made simpler and open to nonspecialists, he said.

Mr. Remy also argued that broadcasters should not push manufacturers into making ever-smaller equipment. "Where does it level out?" he asked, referring to the rising curves of such developments as microprocessors.

■ But if the broadcasters were bold in their demands, the manufacturers were cautious in response. Remarked Hans Groll of Bosch-Fernseh, eighth in line on the hardware side: "It's surprising how



Prognosticators. Fourteen of the 15 broadcaster and manufacturer experts who made up Montreux's blue-ribbon conference on "Horizon 1985" are pictured here (l to r): Toshiro Miura of Japan's NHK; Peter Hansen of Denmark Radio, Hans Groll of Bosch-Fernseh, William Connolly of CBS-TV, Herbert Fix of Germany's Institut fur Rundfunktechnik, Peter Rainger of the BBC, Joseph Polonsky of Thomson-CSF (the con-

ference chairman), Richard D. Stewart of General Electric, F.W. de Vrijer of Philips, James Hillier of RCA, Renville McMann of Thomson-CSF Labs, Charles Anderson of Ampex, Norman Parker-Smith of Marconi and Masahiko Morizono of Sony. Maurice Remy of France's TDF had not arrived when this picture was taken. The broadcasters were more impatient than the manufacturers with the pace of change.

Seeing red at a tinge of blue. For all the "tomorrow" quality of the "Horizon 1985" technology session (see page 57), there was relatively little blue sky. That is, most of the developments suggested or predicted seemed to be within general expectations—with the exception, perhaps, of two. One was the transmission of alpha-numeric information (the electronic newspaper concept) via broadcast signals, which was mentioned by BBC's Peter Rainger as "perhaps the most conspicuous new service" on TV's horizon. The broadcaster will make far more use of it than now contemplated, he said. (Several such "teletext" services are now in experimental operation in Great Britain.) And Toshiro Miura of Japan's NHK spoke of the demand for large-screen television receivers as affording the opportunity for development of a universal, high-definition standard with a 1,000- or 2,000-line screen.

That last suggestion brought on a mini-debate over whether all that progress is such a good thing. R. Gressmann of the European Broadcasting Union in Belgium arose to ask if such new developments "will not increase the gap between the developed and the developing countries? Should we not restrain ourselves?" Several other speakers picked up that theme, with one remarking that "technology for its own sake is beginning to run away with itself." But the argument was short-lived, and the last word was had by a representative of International Video Corp. who said he was "disturbed by the concept that we should limit our technology either for developing nations or for fear of obsoleting earlier progress." This kind of technological development is "inherently self-limiting," he said. If there's no market for it, it doesn't proceed.

modest the manufacturers are in their predictions." He added that it takes at least five years to bring a technological development from the drawing board to broadcast performance, and said that fundamental equipment redesign could not be accomplished in less time.

Not that the manufacturers were pessimistic. Indeed, Richard D. Stewart of General Electric, leading off, documented an explosion in microprocessor development that might provide as many as one million bits of information per chip by 1985—and at a cost reduced on the order of 10,000 to 1 from the level of 1970. "Real time image generation" would then be possible, he said—the creation of forms and motion on the basis of data fed to a computer. He spoke of "bubble memories" being used for audio, with 30 minutes of sound transcribed on a solid-state recorder with no moving parts.

James Hillier of RCA picked up on the theme, to the extent of predicting large scale integration (LSI) of microprocessors in broadcast equipment would "overwhelm all other" developments. Technology will no longer be the principal constraint on what is accomplished, he said. Designers, too, will be in for "future shock" in utilizing the new possibilities. And increasingly, he said, there will be shorter terms in both the design and acceptance cycles of new developments. (Mr. Hillier remarked that "even when we do correctly identify a new technology we will probably underestimate its impact.")

Among the possibilities he held out: that the optical video disk could be well on its way to obsoleting video tape by 1985.

Charles Anderson of Ampex agreed that technology wasn't the problem. Indeed, he said, the problem was the broadcaster's. "The equipment he has now has a life of at least 10 years. Can the industry afford to replace equipment every two years as new technology becomes available?" Moreover, he asked, could the manufacturer retool that often? GE's Mr. Stewart agreed that the economic limits of design and manufacturing costs will prove a bigger brake than technology.

F.W. de Vrijer of Philips, Eindhoven, was one of several to note that improvement in TV picture quality could come from the reception side, too, and he said that memories (microprocessors) would surely be used in sets of the future. But it was observed that average set life is now 12 years, and that it might take 20 years or more to achieve widespread TV image improvement via that avenue.

Another who weighed in on the side of technological caution was Renville McMann of Thomson-CSF Laboratories, who said that "the cameras we will have eight years from now will probably resemble what we have today." Nor did he think broadcasters should have too high hopes for reducing light levels by more than two to one by 1985. Moreover, he was "a little pessimistic that camera CCD sensors will be here" by that date. Image enhancement—beefing up picture quality after the image has been captured—may be a better way to go, he said. Mr. McMann noted, however, that noise reduction doesn't help much on quality signals, but is extremely effective in ENG-type (electronic news gathering) applications.

Was it possible or conceivable, Mr. McMann was asked by Dan Wells, of the U.S.'s Public Broadcasting Service, that noise reduction could be built into the receiver? "Yes," was the answer—for something like \$50 to \$75 per set.

Mr. McMann had a suggestion for optical fibers: that they be used to reduce RF (radio frequency) interference in camera cables.

Masahiko Morizono of Sony expressed some reservations about digital recording techniques, noting they require higher speeds and consequently a great deal of tape. "We may go a different way," he said, indicating that it might be toward a new type of tape. (Later, 3M's N.C. Ritter said from the floor that his company has in development a tape that could double recording density, enabling smaller, more portable VTR's in the future.) F.H. Steele of Great Britain's Independent Television Authority, also from the floor, disagreed with Mr. Morizono's pessimism toward

digital recording, saying that much lower signal-to-noise ratios could be achieved through that technique. Bosch-Fernseh's Mr. Groll thought it might make more sense to make all signal processing digital, rather than recording itself.

Norman Parker-Smith of Marconi added his lament that "we seem to be chasing a moving target in the field of camera development."

■ Peter Hansen of Denmark Radio summed it up for the broadcasters. "Inertia is difficult," he said of the hesitation of both broadcasters and manufacturers to give up what was familiar, but nevertheless "the trend is away from the studios. We will need highly mobile, not too heavy and robust TV equipment, with simpler and quicker maintenance function." But that trend notwithstanding, he said, "many of us will want to have fairly elaborate post-production facilities." And speaking of automation, he offered that "such a system should not be a no man's land—it must be possible for the operator to override."

Whatever improvements were to come in the creative-production environment, Mr. Hansen placed most of his hopes on the engineers. "I don't think a new race of producers will evolve by 1985," he said. "We'll have to live with the ones we've got."

For the manufacturers, Ampex's Mr. Anderson said that "The major problem is economic application of technology," adding that there must be a balance between the cost of new equipment and the benefits to be derived therefrom. "The ultimate purpose is to produce programming," he said. "We must not get hooked on gimmickry."

Digital's delay, helical's day

Although many still think it's the inevitable next generation of tape recording, there was no sign of a breakthrough at Montreux; field is now clear for at least four-to-eight-year exploitation of latest developments in analog format

What didn't happen at Montreux may have been as significant as what did. There was no announcement of a digital video tape recorder.

Moreover, in the paper for which the highest expectations were held—that of John L. E. Baldwin of Great Britain's Independent Broadcasting Authority on "Some Aspects of Digital Video Magnetic Recording"—there was no clue that such a development would emerge in the next four to eight years.

There seemed almost a sigh of relief that this was so. It meant clear sailing for the newest generation of video recording, the one-inch helical systems that are being introduced by a number of manufacturers. All that remains to turn that generation

loose upon the broadcasters of the world is an agreement on standards that would make the various models compatible with one another—that is, to coordinate their design so that tapes made on one machine can be played back on those of different manufacture.

There are two systems of one-inch helical awaiting go signals from standardization committees of the Society of Motion Picture and Television Engineers: one for segmented-field helical scan, the other for nonsegmented-field helical. The first is considered a minor contest in that only two manufacturers are in the field—Bosch-Fernseh and International Video Corp.—and it is expected that acquisition of the American manufacturer by the Germany company will be accomplished soon (“Closed Circuit,” March 7). Indeed, the prospect of an agreement with Bosch was considered responsible for financially troubled IVC’s presence among Montreux exhibitors.

The second contest—in nonsegmented helical—is considerably more brisk. There are three systems in the field—those of Ampex, Sony and Nippon Electric—but the contest is considered to be between Ampex and Sony. The SMPTE committee charged with that standardization problem met in Montreux on the final day of the symposium (Friday, June 10) to assess the progress of an expected compromise between the two companies. Still another meeting is scheduled July 7 in Chicago’s O’Hare Hilton and it’s considered likely at least one other session will be required, probably in September (BROADCASTING, June 13). Fred Remley, of the University of Michigan and chairman of the SMPTE committee, indicated in one Montreux session that he felt an agreement could emerge in two to three months.

Once it does, the rush will be on. Although no one expects the present generation of quadruplex equipment to disappear overnight—and, indeed, major manufacturers expect the two systems to coexist for some time—most agree that quad’s pre-eminence, if not its day, is past. The consensus at Montreux was that the next four to eight years would see a concentration on and refinement of the helical formats. That generation, in turn, is expected by many to be the last of analog recording. When it gives way, it will (absent the sudden emergence of video disks or some other format) be to the digital format.

Baldwin offers requirements for digital development, but not a prototype

Mr. Baldwin, head of the video and color section of the IBA’s experimental and development department, described the present state of his research in the development of a digital recorder, and demonstrated a tape produced by that technique.

The basic difference between digital and analog recorders is that the former stores its information on the tape in the form of binary numbers—the basic technique in computer operations, in which data is



Baldwin

communicated as zeroes or ones, or as on-off decisions. That simplicity means that if the information is recorded at all, it is recorded perfectly. To engineers, it is “transparent”—that is, the information or numbers emerging from the process are identical to those that went in. In analog recorders a continuum of information reflecting all shadings of the signal—as opposed to discrete samples of it—is stored on the tape. The system is subject to a number of impairments, principally manifested as moire, head banding and noise.

Digital techniques are presently used to manipulate and improve recorded television signals, as in time base correctors, noise reducers, frame synchronizers and digital video effects switchers. But they are introduced to the system after the signal has been recorded, and thus made subject to impairment. The systems under discussion would accomplish the analog-to-digital conversion before the signal is recorded, thus extending the range of transparency to the entire system.

The principal advantage of digital recording is that it permits the creation of unlimited generations without signal loss. As Mr. Baldwin put it, “The degradation due to recording should be inherently zero no matter whether the signal be the first, second or hundredth generation.”

Such recorders not only are possible at present but already exist in some specialized applications. But at today’s state of the art they are enormously expensive—requiring scores of record heads and extremely wide bandwidths. The system’s power and tape requirements, too, are high—considerations that have led manufacturers such as Sony to be less than enthusiastic about its future application.

Mr. Baldwin offered a set of requirements for a digital recorder. It is reproduced here, directly from his text:

“It seems likely that sampling at twice sub-carrier frequency will be generally adopted for the digital coding of PAL composite signals using eight bits per sample. This corresponds to 70.94 Mbit/s; if an error protection bit per word is added the bit rate becomes 79.81 Mbit/s. It appears that satisfactory performance

can be obtained at a linear bit density of 25 to 30 kilobits/inch (1-1.2 kilobits/mm). This being the case approximately 3,000 track inch/second (76 track meters/sec.) are required. There are two approaches to this problem: (1) To use moving heads, e.g. two heads in contact with tape, each head travelling at 1,500 inch/sec.; (2) To use a large number of static heads; e.g. 100 heads with a tape moving at 30 inch/sec.

“Experiments have shown that a track width of 0.003 inch (0.075 mm) with a guard band of 0.0015 inch (0.038 mm) gives a more than adequate signal-to-noise ratio for binary signals. This results in a tape consumption for a digital recorder equal to that used on the Quad 2 format or one half that used on most broadcast quadruplex recorders.

“For the moving head recorder a tape width of two inches might be the best choice, the tape travelling at about 7.5 inch/second. The same tape width and speed could also be used on a static head machine but only if the number of record/replay heads was increased to 400. This number is excessive, partly because of the cost of the heads, but more so due to the 400 record amplifiers, the 400 replay amplifiers and, in addition, the 400 processors that would be required to recover clocks, to recognize start words and to provide buffer storage.

“A more appropriate number would be a hundred record/replay heads and to use a half-inch tape (12.7 mm) travelling at 30 inch/s (0.762 m/s). This would, however, result in a shorter playing time than normal and give a poorer ratio of rewind to play times.

“A very useful facility is that a recorder should be capable of giving intelligible pictures when the tape is moving at any speed since this makes editing easier. It is difficult to see how a static head machine can achieve this since the head-to-tape speed is inevitably the same as the tape speed. On the other hand, with a rotating head machine the head-to-tape speed will only change by a few per cent as the tape speed varies.”

Mr. Baldwin told BROADCASTING later that, although it was possible that others working on digital recorders might announce products in a year or so, he had no quarrel with the conclusion that practical implementation of the format was at least four years away, and perhaps eight (1985, a common predictive date among engineers, and the subject of an earlier session in Montreux; see page 57).

Remley tracks the status of segmented, nonsegmented VTR

The chairman of the SMPTE committee that will decide the standard for nonsegmented one-inch (25.4 mm) helical tape described some of the principal differences between that format and the segmented one. Which will eventually win in the field is, of course, up to the customers to decide.

Fred M. Remley, technical director of the University of Michigan’s broadcasting service, was quick to point out that quadruplex tape would remain in use long after the introduction of the new helical formats. “Both national and international program exchanges will be made using



The slant-track generation. The state of the art—and of the competition—in one-inch helical recording was described at Montreux by (l to r): Fred Remley of the University of Michigan, who chairs an SMPTE committee on nonsegmented helical interchangeability; H.L. Zahn of Bosch-

Fernseh, unchallenged in the segmented helical field; R. Ravizza of Ampex, who described that company's system of nonsegmented helical, and Yumihiko Suzuki of Sony, who described that company's competing version.

transverse tape recording for many years to come," he said, adding that the format would not only be present but improved.

In segmented formats (the Bosch-Fernseh BCN and the IVC-9000), as he described them, each television frame is recorded in several segments, but with fewer than the 16 segments used in transverse recording. They have track angles of 14 to 19 degrees relative to the edge of the tape, and relatively short track lengths. Small scanner diameters are possible, simplifying the design problem of cassette-loading. Mr. Remley observed, however, that "segmented formats suffer from some of the problems that are common to transverse-scan recording systems, by virtue of the segmentation process itself."

In nonsegmented formats, on the other hand, one complete television field is recorded with each passage of a record head across the tape. Scanner diameters are appreciably larger and the track lengths correspondingly longer. Track angles are between 2.5 and 4 degrees relative to the tape edge.

Mr. Remley listed five specifications the SMPTE working group had made of the manufacturers: (1) one field recorded on each video track, with proper sync line-up for still frame; (2) two program quality, individually re-recordable sound tracks; (3) one re-recordable cue track, suitable for use as an ancillary program channel or for time and control code recording; (4) separate, re-recordable control track, not encumbered with time code information; (5) recording of the entire vertical interval of the video signal.

Mr. Remley noted that sales of both formats were continuing even as the standardization process itself, and said that purchasers have approached the decision as a known gamble. The manufacturers, as well, have their eyes open, and some have agreed to replace or retrofit under the new standards as necessary. Charles Steinberg of Ampex said that company has delivered 70 of its VPR-1's so far this year, will deliver 40 more this month and plans to have 400 to 500 machines in service by the end of the year. "No matter which way it goes," he said, "we won't leave our customers high and dry."

ENG courtship: Europe remains a reluctant suitor

But continent may not be able to resist much longer; new Sony U-matic for PAL and SECAM world may break down final barriers

It's not just equipment that's restraining the Europeans from the plunge into electronic news gathering. It's their basic indifference to news—or, at least, competitive news coverage of the style familiar in the U.S.

"In America," according to W.E. Turk of English Electric Valve Co., in remarks at a Montreux press conference, "there is fantastic emphasis on ENG. The local station can stop its regular programing and inject news as it occurs. In Europe we are more conservative or traditional: We want our news to happen at half-past 6."

Moreover, in Mr. Turk's opinion, "Where state television exists, news will have to wait."

His attitude amounted almost to a consensus at this year's Montreux. A more formal position on the subject was taken by G.B. Townsend of the Independent

Broadcasting Authority, a member of the European Broadcasting Union's Sub-Group G2, examining ENG applications among the members of that collective. "It is clear," he said, "that television news gathering in Europe is neither as competitive nor as commercially important to broadcasters as it is in the United States. Indeed, in the majority of countries of Europe there is only one broadcaster enjoying a monopoly position."

Dr. Townsend went on to note that the difference in engineering standards has helped cool the ardor for ENG in Europe, in that the 625 lines-50 cycles reading speed of the PAL and SECAM countries exposes the imperfections of U-matic type recordings to a far greater degree than the more forgiving 525-60 system of the United States (and other NTSC countries).

And beyond that, he said, is the fact that Europeans have less money than the Americans and, generally, are less enthusiastic about engaging in fresh capital investment. Dr. Townsend noted that some European broadcasters are investing instead in teletext news services "riding piggy-back on their television programs."

Equipment manufacturers are not unfamiliar with the European attitude, and at least one has moved to meet it. In a paper that followed Dr. Townsend's, Tsuneo Morita of Sony described a new U-matic system that company has in prototype for the PAL and SECAM world. It is designated U-matic H, and has been designed to meet the need for a wider frequency pass-band and to compensate for lower head-to-tape speed. He demonstrated first-through-fifth-generation tapes made at Montreux on the new system—tapes clearly superior to third-generation U-matic tapes Dr. Townsend and a colleague, Charles Urban of the BBC, had shown.

Later, Dr. Townsend acknowledged to BROADCASTING that the new Sony development did indeed meet many of the European objections, and said he thought it might well be the ENG breakthrough that continent has awaited. It will be at least a year before that's known, however, and perhaps until the next Montreux before it's certain.



Townsend

Advocates of electronic TV keep up the pressure on film

CBS-TV's Joe Flaherty leads parade of witnesses to video improvements that permit lessened reliance on movies' medium; editing is the key

The pressure for all-electronic television production—either live or on video tape, and to the exclusion of motion picture film—continued to mount at Montreux. Leading the way again this year was CBS, the American network that pushed U.S. broadcasting into ENG and appears determined to push film out of the TV picture.

The first official session of the 10th international Montreux symposium was devoted to that subject, under the title of "TV Systems for Production, Post-Production and Program Continuity." The topics chairman was Joseph A. Flaherty, vice president for engineering and development of CBS-TV, who was also the first speaker.

"In the United States today," Mr. Flaherty began, "over 700 television stations have converted, at least in part, to ENG—replacing or supplementing their older newsfilm operations. As of this moment, 1,200 of the 3,000 television news crews in the U.S. are electronic—40% of the total—and their number is expanding at the rate of 300 crews per year. At CBS News all but five of the network news crews are converted to ENG, and these last five will be converted this summer." Mr. Flaherty added that, by fall, all three commercial networks would have electronic news crews in the field overseas.

To Mr. Flaherty, the ENG past and present were only prologue. He reported that CBS had developed a new system of television production, utilizing Sony one-inch helical recorders, that would be used to replace film in the production of entertainment series on the TV network, beginning this summer (BROADCASTING, June

13). Such production will be limited initially to those series that are produced in the multicamera mode—similar to the system used in conventional electronic studios. But instead of being switched as they are photographed—with the director working in the control room, and, in effect, having to edit at the same time he conducts principal photography—the output of all cameras will be recorded independently, with the director working on the sound stage and all editing accomplished electronically in two post-production steps.

(The difficulty of editing in tape is compounded by the number of edits [300 to 400] in a typical "general drama" hour of television—an episode of *Kojak*, for example. That volume has been too much for tape techniques, which have had to re-record, in real time, each edit as it is made—often repeatedly, as the director seeks to get a scene just right. In film, the editing procedure requires only splicing at each end of a segment, with no need to re-record in between. The tape editing breakthrough has come with the new one-inch helical recorders, which can run at various speeds both fast and slow, in either direction, while producing a viewable picture.)

Mr. Flaherty documented how tape use has accelerated at CBS in recent years. While situation comedies on that network have grown but 40% since 1973, the use of tape in their production has tripled. And although film is used in original production of 41% of all prime-time programming on CBS, no film at all is broadcast over the air: whatever the means of production, the product is transferred to video tape before transmission.

Mr. Flaherty noted that such broadcasting from a single medium eliminates the need to operate both on-line video tape and on-line telecine facilities during the entire broadcast day. Moreover, he said, peripheral program elements (openings, closings and commercial or promotional inserts) may be integrated with the main program on a single video tape.

The CBS executive was not alone in endorsing the expanded use of tape in TV production. He was followed immediately by Michel Oudin, of the Societe Francaise de Production, who described a tape pro-

duction and editing technique similar to that being installed at CBS—but, at the moment, still using quadruplex recorders. And the Frenchman, in turn, was followed by Shaun Sutton of the BBC, who described how that organization is making increasing use of tape for OB (outside broadcast) shooting. He reported that the BBC had developed an LMCR (light mobile control room) using two Fernseh cameras (mounted or hand-held). Two are now in use for drama production, either for whole programs or for inserts.

Mr. Sutton was less certain than Mr. Flaherty that tape would conquer all. Indeed, he noted that "there'll be a need for film for a long time to come"—but quickly added that "it's time to train our news cameramen in both film and tape." Mr. Flaherty, on the other hand, told BROADCASTING later that "The shock to me is that film has survived so long."

■ The electronic theme was continued by George K. Gould, chairman of the board of Teletronics International Inc., New York—the possessor of one of two CMX System 600 computerized editing systems still in use today. Although that system's cost—in the \$350,000 range—dampened its popularity in the market, Mr. Gould noted that the techniques it pioneered are now being used by a less elaborate generation of editors, the CMX 300 series (to control quadruplex recorders) and the CMX System 50 (to control U-matic videocassette machines) conspicuous among them.

The CMX System 600 was a joint venture of CBS and Memorex. Basically, it stored frame-coded video and audio from two-inch tape on modified computer disc packs. Recall of those frames on a random access, instant retrieval basis in the editing process is performed by use of a computer light pen—the editor calling for his scenes by touching the light pen to their identifying numbers on a monitor. Mr. Gould remarked that he had demonstrated the system for William Friedkin, director of "The French Connection," who said he could have edited that movie's famous chase scene in days, instead of weeks, with such a system.

Mr. Gould also addressed the subject of



Protagonists. These four fans of electronic techniques addressed Montreux's "Session A" on "TV Systems for Production, Post-Production and Program Continuity." L to r: Joseph A. Flaherty of CBS-TV, Michel

Oudin of the French Societe Francaise de Production, Shaun Sutton of Great Britain's BBC and George Gould of Teletronics International, New York.

Out of the labs, into the studios. Much of the equipment on display at Montreux had been seen by Americans before—most of it, and most recently, at the National Association of Broadcasters convention in Washington. But there were some first-time-outers:

- A prototype computerized editing system from Sony that can handle the output of eight BVH-1000 one-inch helical videorecorders. It is expected to come on the market at around \$40,000. That company also exhibited the first PAL and SECAM versions of its U-matic videocassette recorder—a development designed to satisfy European requirements for ENG (see page 60).

- A standards converter with built-in noise reducer from Quantel Ltd. whose size (12½ inches high in a single rack frame unit) and price (in the \$150,000 range) are markedly lower than the DICE converter which preceded it to the international television market (two racks in size, in the \$350,000 range). One engineer cited the Quantel and DICE developments as examples of the evolution in packing density with digital techniques. (The original BBC analog standards converter required five to six racks of space.)

- Thomson-CSF's TRE-3802 backpack microwave link for use with its Microcam camera unit. It operates in the 13 ghz band, is said to work unusually well in multipath situations and to avoid normal microwave problems with false colors. Price will be in the \$20,000 range.

Other digital developments, although seen before in the TV marketplace, continued to draw crowds. One was a digital video effects generator (DVE) which was shown in the stands by the Grass Valley Group and was the subject of a paper in the symposium by R. Dennis Fraser of NEC America Inc. (The Grass Valley DVE incorporates an NEC FS-15 frame synchroniser along with a DVP-15 digital video processor.) Among its effects are image compression or expansion and operation in the chroma-key mode that allows the foreground picture to be zoomed or panned while correct perspective is maintained in the background. The unit sells in the \$70,000-\$120,000 range.

film-to-tape transfer, particularly in the production of television commercials. He described a Teletronics technique, introduced in 1969, that produces scene-by-scene color correction of film. As he explained it, both primary and secondary color components plus gamma, luminance, pedestal and gain are brought out on controls on a color mixing console. These parameters can then be adjusted to correct imbalances. New values for each scene are stored in a mini-computer and applied to control the film camera chain during playback. Mr. Gould said that the capability far exceeds that of film labs.

Mr. Gould also noted RCA's electronic 35-mm projector, which he said brings to the video post-production laboratory effects that used to belong exclusively to the film optical house—including "continuously variable, flickerless slow motion from 24 frames per second down to still-frame, fast motion to up to 48 frames per second, and freeze-frame from any speed." He said the technique can be used to compress or expand a two-hour feature film, for example, from five to 10 minutes.

Mr. Gould described an "ultimate" editing system that bore a striking resemblance to the CMX 600 model of the early 1970's. He said the idealized system would be a light pen-video disc instrument that would produce broadcast quality color pictures and sound, and with a minimum disc capacity of 120 minutes. The technology for such a system—that would allow the editing function "finally to track the mind," in Mr. Gould's phrase—already exists, he said, the only major elements missing being high quality color and sound. "Our current progress in digital video, noise and picture processing and time base correction implies our ability to create this system in a very few years," he said. "At that time, the art and science of post-production, in both tape and film, will move into a new generation."

Direct-broadcast satellites seen within range by TV technologists

Engineers from countries with TV systems based on national rather than local service are enthusiastic over possibilities

An American in Montreux comes away with a far different impression of the enthusiasm for direct-to-home satellite broadcast than would a traveler to the annual convention of the National Association of Broadcasters. At home, he would hear that, for political reasons, such developments were out of the question. Abroad, he would hear that, for political reasons, they were most attractive.

The difference, of course, is in the politics, not the technology. Television systems in much of the world outside the U.S. are modeled along national rather than local lines, and direct transmissions, for them, may be far more efficient. Not only that, but in the developing nations there are no existing systems to compete with state-of-the-art broadcast developments. (As one engineer put it in Montreux, "The U.S. is held back in innovation more than any other place in the world because of market saturation.")

Many of the Montreux papers on the subject of satellites took as their starting point the agreements reached by the World Administrative Radio Conference in February this year, which provided for broadcasting-satellite service in the 12 ghz frequency band for Regions 1 and 3 of the International Telecommunications Union (Europe, Africa, Asia and the Pacific area). U.S. negotiators were successful in postponing implementation of a similar plan for Region 2 (North and South

America), although an analogous plan for that area is due no later than 1982. Henri Mertens, of the European Broadcasting Union, noted that planning of the 1977 conference "has been applied to a band completely free of systems already in exploitation and wherein it was thus possible to construct a coherent ensemble, giving satisfaction equitably to all the countries, without having to take account of vested interests."

J.W. Edens of Philips, Eindhoven, described experiments with the Canadian CTS (communications technology satellite), a joint venture of Canada and the U.S. Two types of receiving antennas were used, one 1.6 meters in diameter, the other 1.2 meters. Both were made of reinforced glass fiber polyester, covered with a metal layer. The conclusion: "It can be said that picture and sound were of excellent quality . . . These results are even more valuable when it is realized that they are obtained by devices designed to be mass-produced and thus based on cheap, nonprofessional construction."

C.A. Siocos of the Canadian Broadcasting Corp. reported that direct-broadcast experiments will be conducted in Japan in 1978, and that there was a good probability of operational systems for the Nordic countries of Europe, for Iran and for the U.S.S.R.

However tempting the engineering possibilities, there was no hard evidence at Montreux that widespread implementation of direct-broadcast satellite technology would occur in the next five to 10 years. "As a matter of fact," concluded G. Salvatori of Telespazio, Rome, "there is a certain lack of 'pressure' from broadcasters for direct-to-home broadcasting satellites." He found the explanation in a set of circumstances that might not cheer U.S. broadcasters. "The reason of this," he said, "is perhaps to be found in the rapid evolution of CATV in many countries. About 90% of customers in the U.S.A. and Canada are expected to be linked to CATV networks at the end of the seventies; by that time or a few years later, direct-to-home broadcasting by terrestrial means will be almost completely replaced by the new means and many millions of Yagi aerials will have disappeared from the home-roofs." ■

A professional's perspective on the meaning of Montreux (by William O. Orr, president of Orrox-CMX Systems Inc.)

“All of these highly technical matters that are difficult to understand have implications in what we can see on the screen—and all of us can understand that.”

Media

Charles Renwick, director of station relations for NBC Radio's discontinued News and Information Service, named director, affiliate relations, NBC Radio Network.

Pat Brame, from House Communications Subcommittee, Washington, joins National Radio Broadcasters Association there as administrative director.

John Neal, operations director, wstv-AM-FM Pekin, Ill., appointed assistant manager.

Dallas G. Dearmin Jr., station operations manager, wkfd(AM) Wickford, R.I., appointed general manager.

Darryl W. Dillingham, broadcast media relations and EEO consultant, formerly director of minority affairs for RKO General Radio, joins National Association of Broadcasters today (June 20) as director of community affairs office. He replaces Patricia Grace, who joined WJZ-TV Baltimore (BROADCASTING, June 6).



Constant

A.H. (Al) Constant, board chairman, Chronicle Broadcasting, San Francisco, licensee of KRON-TV there and WOWT(TV) Omaha, retired June 3. He joined company in 1947 as program manager of KRON-FM (now KOIT) and when Chronicle acquired KRON-TV, ch. 4 San Francisco, in 1949, he moved into television, eventually becoming program manager and station manager for TV facility. He was named KRON-TV VP/general manager in 1966 and was elected president of parent in 1971.

He was named KRON-TV VP/general manager in 1966 and was elected president of parent in 1971.

Joy Rapport, press and publicity coordinator, wnbc-TV New York, appointed publicity administrator.

James F. Collier, promotion manager with responsibilities in advertising, information services and publicity, knxt(TV) Los Angeles, named director of communications.

Bob Wolfe, promotion manager, wral-TV Raleigh, N.C., named to same post, wcia(TV) Champaign, Ill., and wmbd-AM-FM-TV Peoria, Ill., for Midwest Television Inc.

Judy Fountain, member of promotion department, kv(AM) Seattle, named director of publicity.

Stan Brooks, owner/operator, Ideas, promotions/public relations firm, Ormond Beach, Fla., rejoins wmas-AM-FM Springfield, Mass., as operations manager. (Mrs. Brooks is operating Ideas.)

Tom Barsanti, operations manager, wow(AM)

Omaha, named to same post, kcmo(AM) Kansas City, Mo.

Burton Bishop, executive with KCEN-TV Temple, Tex., since it went on air in 1953, retired March 31 after 46 years with parent, Mayborn Enterprises.

Newly elected officers, Hollywood Radio and Television Society: **Pierre Cossette**, independent producer, president; **Salvator J. Iannucci Jr.**, Jones, Day, Reavis & Pogue law firm, VP; **Paul J. Cassidy**, KTNQ(AM)-KGBS(FM), secretary, and **Lionel Schaan**, KHJ-TV, treasurer.

Jack Barstow, economic specialist, State of Maine, Augusta, joins Maine Public Broadcasting Network, Orono, as development coordinator.

Broadcast Advertising

Louis Dorfman, VP, advertising and design, CBS/Broadcast Group, promoted to senior VP, advertising and design, and given additional responsibilities in connection with design, advertising, promotion and audio-visual activities of CBS Inc.



Dorfman



Kuras

James D. Kuras, executive VP/general manager, Marschalk's Cleveland office, promoted to general manager of Marschalk, New York, succeeding **Arthur Tauder**, who has joined parent firm, Interpublic Group of Companies, as director of strategy workshop.

Peter T. Zarry, president/chief executive officer, Spitzer, Mills & Bates Ltd., subsidiary of Ted Bates, Toronto, appointed chairman/chief executive officer, Bates International-Europe, based in London.

Alan R. Grazio, VP/management supervisor, SSC&B, New York, promoted to senior VP.

Thomas E. Bohan, senior VP/director of development, Benton & Bowles, New York, joins Dancer-Fitzgerald-Sample there as executive VP/management director, R.J. Reynolds account. **Donald M. Klein**, DFS creative director, appointed senior VP.

Norm Olson, VP/director of media, Ogilvy & Mather, Los Angeles, joins J. Walter Thompson, San Francisco, in same capacity. **Nadine Martens** and **Ken Ohr**, media super-

visors, JWT, Chicago, promoted to associate media directors. **Carolyn Finney**, spot buyer, Media Bureau, Chicago; **Helen Peters**, senior broadcast buyer, Campbell-Mithun, and **Sandy Hellstedt**, senior spot TV buyer, Grey-North, join media department, Chicago.

Burt Blum, VP, D'Arcy-MacMarius & Masius, New York, appointed director of creative service. **Charles Blaustain**, VP, named creative director. **James M. Palumbo**, regional account executive, DM&M Chicago, appointed account executive for Anheuser-Busch Michelob beer account, DM&M, St. Louis.

Linda Speer, media buyer, Kenyon & Eckhardt, San Francisco, and **Linda Weaver**, assistant media buyer, K&E, Dallas, named media directors at respective offices.

Stephen D. Seymour, Westinghouse Broadcasting, New York, elected vice chairman of executive committee, Television Bureau of Advertising's national sales advisory committee. (Chairman is **John Walters**, Harrington, Righter & Parsons, BROADCASTING, June 13.) **Oliver T. Blackwell** of Katz Television and **Robert Kizer** of Avery-Knodel elected to executive committee to succeed **Bernard Hirsch** of NBC Television Spot Sales and **David Johnson** of ABC Television Spot Sales, whose terms expired.

Jo Craiglow, media buyer, Tracy-Locke Advertising and Public Relations Inc., Dallas, named media supervisor.

Sharon M. Walinger, sales assistant, John Blair & Co., New York, joins Action Marketing, Providence, R.I., direct response advertising agency, ad media coordinator.

David T. Butts, VP/member of executive committee, Lindsey, Bradley & Johnston advertising, Chattanooga, named general manager, Atlanta division. **Regina Matthews**, with LB&J for two years, named general manager of Florida division, with offices in Tampa-St. Petersburg area.

Pamela Hunter, research assistant, CBS consumer publications, New York, named research analyst, CBS Radio Spot Sales, New York.

Paula Falciglia, radio supervisor, Ogilvy & Mather, New York, joins McGavren-Guild there as agency development specialist.

Harry Mauer, VP, marketing, Toledo (Ohio) Trust Co., named account executive, Byer & Bowman Advertising, Columbus, Ohio.

Harry Elstermann, senior broadcast producer, Zemp/Y&R, St. Petersburg, Fla., joins Omnimedia, Tampa, Fla., as broadcast creative director, responsible for radio, television and audio/visual film production.

Peter W. Devereaux, from Harrington, Righter & Parsons, Chicago, joins WRDU-TV Durham, N.C., as general sales manager.

Frederick Petrosino, national sales manager, WTOP-TV Washington, joins WDCATV there as sales director. **Steve Friedheim**, WDCATV

Changing of the officers. Newly elected officers, American Advertising Federation: **Raymond J. Petersen**, Hearst Magazines, New York, chairman; **William Sharp**, Coca-Cola U.S.A., Atlanta, senior vice chairman; **Victor G. Bloede**, Benton & Bowles, New York, vice chairman, Eastern region; **Chester R. Green**, Kraftco, Glenview, Ill., vice chairman, Central region; **Jerry Van Dyke**, Van Dyke & Associates, Denver, vice chairman, Western region, and **Lydia Reeve**, Honig-Cooper & Harrington, Los Angeles, secretary-treasurer. Newly elected directors-at-large: **R.H. Stewart Mitchell**, Tracy-Locke, Dallas; **Calvin S. Hatch**, Clorox Co., Oakland, Calif.; **Harold R. Lifvendahl**, *Chicago Tribune*; **Mitchell A. Seltzer**, Quaker Oats Co., Chicago, and **Blair R. Gettig**, Aluminum Co. of America, Pittsburgh. **Duane Hill**, KSL-TV Salt Lake City, elected chairman of council of governors. Changes were in conjunction with AAF's annual convention and conference last week in Washington (see page 49).

national sales manager, named general sales manager, and **Robert B. Paris**, WDCA-TV salesman, appointed local sales manager.

Barbara Stokes, account executive, Radio Advertising Representatives, New York, joins WIND(AM) Chicago as sales manager.

Donna Lee Ragland, account executive, WRC(AM)-WKYS(FM) Washington, named manager, local sales, WKYS.

Art Gordon, national advertising manager, *El Diario-La Prensa*, Spanish newspaper, New York, joins sales staff of WJIT(AM) there.

Thomas Skaja, account executive, WBGY(AM) Minneapolis, joins KSTP(AM) St. Paul in same capacity.

Roger H. Rafson, local sales manager, WEFM(FM) Chicago, joins WPGU(FM) Urbana, Ill., as account executive.

Programing



Goldfarb

Joseph Goldfarb, central division manager, Group W Productions, Chicago, named general manager, sales, Group W Productions, New York. Mr. Goldfarb succeeds **George L. Back**, who joined Hughes Television Network (BROADCASTING, May 23).

Gilbert Wyland, general manager, engineering/operations technology, CBS Television Stations Division, New York, transferred to West Coast as special assistant to Robert Norvet, VP, production facilities, Hollywood.

Eugene Moss, director of advertising and promotion, Worldvision Enterprises, New York, appointed VP, advertising, promotion and public relations.

Ron Greenberg, with Time-Life Television, rejoins Barry & Enright Productions, Los Angeles, as program development/production executive.

Patricia Donegan, administrator, programs, WNBC-TV New York, named manager, program administration.

Bob Bemis, production manager, WTHR(TV) Indianapolis, promoted to assistant program director, succeeded by **Dwight Werle**, executive producer of special projects. Staff Director **Guy Hempel**, promoted to senior director.

John M. Hoegstrom, producer/director, WTVT(TV) Tampa, Fla., joins WTAE-TV Pittsburgh

in same capacity.

Jim Martinez, public affairs director, KOGO(AM) San Diego, joins KTAR-TV Mesa, Ariz. (Phoenix), in same post.

Scott Slocum, program/music director, KCLD-AM-FM St. Cloud, Minn., named to same post, co-owned KOLE(AM) Port Arthur, Tex.

Chet (Tart) Elliott, promotion director/personality, WHUT(AM) Anderson, Ind., appointed program director.

Tom (Smokey) Rivers, with KRKE(AM) Albuquerque, N.M., named program director, succeeding **Bill Burkett**, named to same post, WKY(AM) Oklahoma City.

Linda Fox, promotion director, ABC Records, Dallas, joins KCBQ(AM) San Diego as public affairs director.

Roy Strews, program director WOMP-AM-FM Bellaire, Ohio, who left stations in Oct. 1976 to pursue activities outside field, returns to WOMP-FM in same post. **Dan McGrath**, announcer, WNEU(AM) Wheeling, W.Va., joins WOMP-FM as production/traffic director.

Davonna Oskarson, assistant farm program producer, WLW(AM) Cincinnati, promoted to farm service director.

George Ferguson, director of radio news, CFCF(AM) Montreal, appointed program director.

Broadcast Journalism

William O. Wheatley Jr., former NBC News national assignment editor, who for past 10 months has studied American social history at Harvard University, returns to NBC News as producer for *NBC Nightly News* special projects and features.

Daniel F. Giddens, news director, WPTF(AM) Raleigh, N.C., promoted to director of news for parent, Durham Life Broadcasting there.

Milt Weiss, news director, KHOU-TV Houston, named to same post, WWJ-TV Detroit.

Bill Goodman, assistant news director/producer, WTVF(TV) Nashville, named news director.

Don Schrack, assistant news director, KFWB(AM) Los Angeles, promoted to news director.

Doug Boynton, news director, WAAM(AM) Ann Arbor, Mich., named to same post, WHNE(AM) Portsmouth, Va. **Richard Kelley**, reporter/anchor, WEMU(FM) Ypsilanti, Mich., joins WHNE in same position.

Thomas E. Girard, from Energy Action Committee, Washington-based public interest orga-

nization, joins ABC News there as assignment desk editor, succeeding **Helen Westwood**, named producer, ABC's *Afternoon News Brief* there.

James T. Penko, reporter/newscaster, WPVI(AM) Painesville, Ohio, promoted to news director.

Sheila Molony, reporter, WAPT(TV) Jackson, Miss., named assistant news director.

Louis Anthony Bellew, producer, WXIA-TV Atlanta, joins WKW-TV Cleveland as executive news producer. **Tom Reed**, producer, WTLV(TV) Jacksonville, Fla., joins WKW-TV as news producer. **Mike Creagan**, reporter/anchor, WXIA-TV, and **Tim Taylor**, consumer reporter, WEWS(TV) Cleveland, named WKW-TV investigative reporter and consumer reporter, respectively. **Bill Anweiler**, chief photographer, WXIA-TV, named WKW-TV staff photographer, news department.

John Miller, electronic journalism coordinator, KXAS-TV Fort Worth, appointed news producer. **Frank Perkins**, producer, named assignments editor, and **Clint Bourland**, producer, promoted to news coordinator.

Mort Crim, anchorman, KYW-TV Philadelphia, joins WBBM-TV Chicago as evening co-anchor and noon anchor.

Larry Kane, anchorman, WPVI-TV Philadelphia, joins WABC-TV New York in same capacity.

Cindy Whipple, news secretary, WREG-TV Memphis, named reporter.

Jo Ann Vallie Rush, from KULF(AM) Houston, joins KHTV(TV) there as reporter.

A. Dean Jones, reporter/assignment editor/anchor, KATU(TV) Portland, Ore., joins KOMO-TV Seattle as special news reporter.

George Hartwell, news director, WUTR(TV) Utica, N.Y., joins WNYS-TV Syracuse, N.Y., as reporter.

Charles Neff, reporter, WMAQ-TV Chicago, joins news department of KTVI(TV) St. Louis.

Pete Liebengood, producer, KGO-TV San Francisco, joins WTHR(TV) Indianapolis as sports director.

Dave Webber, sports director, KMEG-TV Sioux City, Iowa, joins KMTV(TV) Omaha as assistant sports director. As such he will be sports anchor/reporter and photographer.

Ed Ring, meteorologist, KDUB-TV Dubuque, Iowa, joins WITN-TV Washington, N.C., in same capacity.

Newly elected officers, Radio Television News Directors Association of Canada: **Elmer Harris**, WOCM(AM) St. Johns, Newfoundland, president; **Dick Smythe**, CHUM(AM) Toronto, VP, radio; **William Jessome**, CJCB(AM) Sydney, N.S., VP, television; **Don Covey**, Broadcast News of Toronto, treasurer, and **David Rogers**, Canadian Bankers Association, secretary.

Cable

Samuel S. Street, director of marketing for Showtime, Viacom's pay cable television programming subsidiary, named VP, marketing, for Viacom Communications, which operates company's cable TV systems.

William E. Berman, VP/marketing, Continental CATV Inc. for Acton Corp., Acton, Mass.,

named assistant to president of Acton and assistant secretary/assistant treasurer of corporation. **Phillip M. St. Germain**, president, Dudley's Inc., Boston-based tire distributor, joins Acton as VP, finance and treasurer.

George J. Kazacos, Northeast regional sales manager, Magnavox CATV, Manlius, N.Y., joins Eagle Comtronics, pay TV delivery products company, Phoenix, N.Y., as national sales manager.

Iris Merlis, former associate producer/associate director, ABC News Special Events, joins Home Box Office, New York, as associate producer of special programming.

Paul Deckman, owner/operator, Hi-Q Services cable company, Hopatcong, N.J., joins Cable Haven TV, Manahawkin, N.J., as general manager.

Jack Danahy, general manager, WRFD(AM) Columbus, Ohio, joins Columbus division of Warner Cable Corp. as advertising sales manager.

Equipment & Engineering

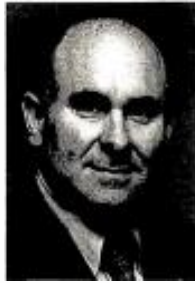
Dr. Kerns H. Powers, director of communications research laboratory, RCA, Princeton, N.J., appointed staff VP, communications research. **Richard E. Quinn**, director, finance and technical services, named staff VP, administration. **Dr. James K. Tietjen**, director of materials research laboratory, promoted to VP, materials and components research. **Miles G. Moon**, manager, broadcast advertising and promotion, RCA commercial communications systems division, Camden, N.J., named manager, creative services.

James F. Lucy, sales director, McMartin Industries, Omaha, named national sales manager, broadcast transmitter division, American

Electronic Laboratories, Colmar, Pa.

Ron Hyer, from WNDE(AM)-WFBQ(FM) Indianapolis, joins Triplett Broadcasting as chief engineer, WTOO-AM-FM Bellefontaine, Ohio, and WYAN-FM Upper Sandusky, Ohio.

Allied Fields



Drew

York, as VP, finance.

Martin Agronsky, moderator of *Agronsky & Company*, Public Broadcasting System, Washington, inducted into Washington Journalism Hall of Fame. Election to hall is based on outstanding performance as Washington correspondent for minimum of 25 years.

Chuck Shepherd, former editor of National Citizens Committee for Broadcasting's *access* magazine, named legal counsel to Albert Kramer, chief of Federal Trade Commission's Bureau of Consumer Protection.

Raymond E. Johnson, general counsel, Electronic Industries Association, Washington, appointed acting general manager to service until new president is named. Former president, V.J. Adduci, resigned June 15 (BROADCASTING, May 23).

Paul Drew, VP, programming, RKO Radio, Los Angeles, establishes Paul Drew Enterprises, independent consultancy there with first client, RKO Radio.

Claude Bartel, senior VP, finance and administration, Films Inc., international marketing organization, Chicago, joins Arbitron, New

Elmer W. Lower, VP, corporate affairs, ABC Inc., New York, re-elected president of Correspondents Fund, New York. Also elected were VPs: **R. Edward Jackson**, *Time* Magazine; **James Greenfield**, *New York Times*, and **Pauline Frederick**, National Public Radio. **Morley Safer**, CBS News, and **Herbert Mitgang**, named to board of trustees.

Dr. A. Richard Elam, communications and journalism professor, University of Texas at Austin, appointed professor and chairman of department of radio, television and motion pictures, University of North Carolina, Chapel Hill.

Daniel E. Denham, VP, 3M Co. recording materials group, St. Paul, named International Tape Association/Time Inc. "Man of the Year" for his contributions to recording tape industry and to ITA.

Constance Penny Cummings, current president of Washington chapter of American Women in Radio and Television and account executive for public relations firm of Manning, Selvage & Lee there, named director of public relations for Sheraton-Park hotel and Wardman Tower convention center there.

Deaths

Russell E. Vestal, 59, chief engineer, KCDK(AM)-KWSM(FM) Tulare, Calif., died of heart failure at his home in Farmersville, Calif., June 6. He joined KCDK in 1969 as chief engineer and assistant farm editor. Survivors include his wife, Joy, and two sons, Kenneth and Lesley.

Elizabeth Thayer, 47, account executive, Avery-Knodel Television, Dallas, died of cancer May 31 at Presbyterian hospital there. Prior to joining Avery-Knodel one year ago, she had been with Katz Television and WFAA-TV there.

For the Record

As compiled by BROADCASTING for the period June 6 through June 10 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

TV application

■ Santa Fe, N.M.—Son Broadcasting Inc. seeks ch. 11 (198-204 mhz); ERP 90 kw vis., 18 kw aural, HAAT 4090 ft. P.O. address: 213 Cathedral Place, Santa Fe 87501. Estimated construction cost \$185,236; first-year

operating cost \$120,000; revenue \$310,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is non-stock, non-profit religious and education corporation. Belarmino R. Gonzales, president. Ann. June 6.

AM application

■ Amory, Miss.—Brady & Jones Associates seeks 1520 khz, 500 w-D. P.O. address: 901 Stratford Drive, Amory 38821. Estimated construction cost \$11,344; first-year operating cost \$23,300; revenue \$50,000. Format: Black. Principals: Donald B. Brady and David M. Jones (50% each). Mr. Brady is announcer and chief operator of WJFL(AM) Vicksburg, Miss. Mr. Jones is also announcer there. Ann. June 9.

FM applications

■ *Walnut Creek, Calif.—Del Valle High School FM Radio Club seeks 89.7 mhz, 10 w, HAAT 100 ft. P.O. address: 1963 Tice Valley Blvd., Walnut Creek 94595. Estimated construction cost \$5,195; first-year operating cost \$300. Format: educational. Applicant is student club. Joanthan D. Hymmer, president. Ann. June 8.

■ *Springfield, Ill.—Capital Area Vocational Center seeks 89.9 mhz, 10 w, P.O. address: 2201 Toronto Rd., Springfield 62707. Estimated construction cost \$26,288.40; first-year operating cost \$2,000. Format: educational. Applicant is public educational institution. D. Kent Siders, director. Ann. June 8.

■ *Summertown, Tenn.—Radio Free Broadcasting Co. seeks 88.3 mhz, 10 w, P.O. address: 156 Drakes Lane, Summertown 38483. Estimated construction cost \$1,500; first-year operating cost \$2,150. Format: educational, religious. Principal: Jeffrey Keating, station manager. Group is religious community. Ann. June 8.

FM actions

■ *Birmingham, Ala.—Jefferson State Junior College—Broadcast Bureau granted 91.1 mhz, 10 w, HAAT 22 ft. P.O. address: 2601 Carson Rd., Birmingham 35215. Estimated construction cost \$14,180; first-year operating cost \$4,700. Format: Variety. Principal: Applicant is public educational institution (BPED-2335). Action May 24.

■ *Pacific Grove, Calif.—Great Silence Broadcasting Foundation—Broadcast Bureau granted 90.3 mhz, 10 w, HAAT 205 ft. P.O. address: Box 37, Pacific Grove 93950. Estimated construction cost \$500; first-year operating cost \$1,500. Format: Variety. Principal: Applicant is nonprofit educational foundation (BPED-2273). Action May 25.

■ Port St. Joe, Fla.—Gulf Broadcasting—Broadcast Bureau granted 93.5 mhz, 1.85 kw., HAAT 160 ft. P.O. address: Box 2493, Panama City, Fla. 32401. Estimated construction cost \$7,200; first-year operating cost \$38,896; revenue \$24,000. Format: MOR. Principals: Donald R. Crisp (75%) has Panama City real estate in-

terests and title companies and Douglas L. Davis is accountant (BPH-9388). Action June 3.

■ Boise, Idaho, Gem State Broadcasting Corp.—Broadcast Bureau granted 105.1 mhz, 43 kw, HAAT 2,574 ft. P.O. address: 5061 Cassia, Box 5278, Boise, Idaho 83705. Estimated construction cost \$103,078; first-year operating cost \$36,000; revenue \$36,000. Format: MOR, pops. Principals: George C. and Wilda Gene Hatch (21.6%); Randall and Jeffrey Hatch (14.6% each); Michael Hatch Zbar (14.6%); Diane G. Urmann (14.6%); and Deborah Lynne Hatch Maack (20%). Hatch family, through various companies and trusteeships, own percentages in KGEM(AM) Boise, KUTV-TV Salt Lake City, KALL-AM-FM Salt Lake City, KGHL(AM)-KBMS(FM) Billings, Mont., and other media-related holdings (BPH-9757). Action May 26.

■ Livingston, Mont., Yellowstone Broadcast Services—Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 245 ft. P.O. address: Box 691, Livingston 59047. Estimated construction cost \$40,123; first-year operating cost \$28,637; revenue \$60,000. Format: MOR. Principals: Terry L. Kinne and Jack F. Hinman (49% each). Mr. Hinman owns 60% of KPRK(AM) Livingston. Mr. Kinne is vice president of KPRK (BPH-9932). Action June 3.

■ Alliance, Neb., Quiven Fortner and Robert Hill—Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 210 Niobrara Ave., Alliance 69301. Estimated construction cost \$49,993; first-year operating cost \$59,800; revenue \$80,000. Format: East listening. Principal: Applicants (50% each) have no broadcast interests. Mr. Hill deals in medical education. Mr. Fortner has business interests (BPH-9983). Action June 2.

■ *High Point, N.C., Trustees of High Point College—Broadcast Bureau granted 90.5 mhz, 10 w, HAAT 145 ft. P.O. address: 933 Montlieu Ave., High Point 27262. Estimated construction cost \$6,750; first-year operating cost \$800. Format: Variety. Principal: Applicant is private educational institution (BPED-2290). Action June 3.

■ *State College, Pa., Central Pennsylvania Christian Institute—Broadcast Bureau granted 89.9 mhz, 5 kw, HAAT 670 ft. P.O. address: 545 Orlando Ave., State College 16801. Estimated construction cost \$49,938; first-year operating cost \$24,000. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station (BPED-2346). Action June 6.

FM starts

■ *WPFW Washington—Authorized program operation on 89.3 mhz, ERP 50 kw, HAAT 410 ft. Action April 14.

■ *KBSU Boise, Idaho—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 13.

■ *WHSK Kokomo, Ind.—Authorized program operation on 89.1 mhz, TPO 10 w. Action April 20.

■ *KVCO Concordia, Kan.—Authorized program operation on 88.3 mhz, TPO 10 w. Action April 20.

■ KDEM Deming, N.M.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 195 ft. Action April 13.

■ WSUL-FM Monticello, N.Y.—Authorized program operation on 98.3 mhz, ERP 2 kw, HAAT 360 ft. Action April 15.

■ *WFÆ Charlotte, N.C.—Authorized program operation on 90.9 mhz, TPO 10 w. Action April 13.

■ *WKHR Bainbridge, Ohio—Authorized program operation on 88.3 mhz, TPO 10 w. Action April 12.

■ *WCUC-FM Clarion, Pa.—Authorized program operation on 91.7 mhz, ERP 2.3 kw, HAAT 320 ft. Action April 21.

■ KGGG-FM Rapid City, S.D.—Authorized program operation on 100.3 mhz, ERP 100 kw, HAAT 450 ft. Action April 21.

■ WGTG Germantown, Tenn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action April 12.

Ownership changes

Application

■ KAPX(FM) San Clemente, Calif. (107.9 mhz, 20.5 kw)—Seeks transfer of control of El Camino Broadcasting Corp. from David and Joanne Mathews and others (100% before; 3% after) to Radio Apex Inc. (none before; 97% after). Consideration: \$336,690. Principals: Mr. and Mrs. Mathews, Kirk Munroe and Mr. and Mrs. Frank Domenichini. Mr. Munroe owns KAOI(FM) Wailuku, Hawaii. Other sellers have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspegren (16.5%) and five others (none with more than 10% interest). Mr. Gill has various petroleum interests in Southern California. Mr. Bell is general sales manager of KWIZ(AM) Santa Ana, Calif. Ms. Aspegren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. Ann. June 8.

Actions

■ KWYT(AM) Salinas, Calif. (1570 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Mount Toro Broadcasting Corp. to Salinas Radio Inc. for \$160,500. Seller is owned by David A. Rodgers, who also owns KKZZ(AM) Lancaster, Calif., and has purchased, subject to FCC approval, WBIS(AM) Bristol, Conn. Buyer is owned by Ron T. and Nancy E. Smith. Mr. Smith is chairman of Santa Monica, Calif., public relations firm and president of North America Media Inc., corp. established for purposes of acquiring broadcast properties. Mr. and Mrs. Smith have no other broadcast interests. Jack O. Koonce, president of buyer (no ownership), owns KWIP(AM) Merced and KXEM(AM) McFarland, both California (BAL-8967). Action June 8.

■ KWYT-FM Salinas, Calif. (100.7 mhz, 910 w)—Broadcast Bureau granted assignment of license from Mount Toro Broadcasting Corp. to Penmont Broadcasting Inc. 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 minor 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 broadcasting interest (BALH-2461, BASCA-808, BALST-348). Action May 31.

■ WSNB(AM) Torrington, Conn. (610 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Torrington Broadcasting Co. to Northwest Connecticut Broadcasting Co. for \$491,760. Principal in seller is Edmund W. Waller, who will remain with station as consultant. Buyer is wholly owned subsidiary of Home News Publishing Inc. of New Brunswick, N.J., which publishes *New Brunswick Home News*, five weekly newspapers and owns WINE-AM-FM Brookfield, Conn., and WKPT-AM-FM-TV Kingsport, Tenn. (BAL-8952). Action June 3.

■ WLOF(AM) Orlando, Fla. (950 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from Home Security Broadcasting to Rounsaville of Cincinnati for \$2,100,000. Seller: Home Security, owned by publicly traded Capitol Holding Corp., Louisville, Ky.-based insurance holding company, is spinning off WCIN(AM) Cincinnati which it is getting from Rounsaville for \$2.1 million to BENI of Ohio Inc. (see below). Home Security has no other broadcast interests. Robert W. Rounsaville, 100% owner of group broadcaster, paid nothing for WLOF \$375,000 for WLOQ. Because he owns WBJW-FM Orlando, Mr. Rounsaville will spin off WLOQ to comply with FCC multiple-ownership rules (Winter Park is suburb of Orlando). Rounsaville will keep WLOF but sell WNBE(AM) Winter Park, which it now owns. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Tampa, Fla., and WVOL(AM) Berry Hill, Tenn. (BAL-881, BALRE-3100). Action May 31.

■ WLOQ Winter Park, Fla. (103.2 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Home Security Broadcasting Co. to Litchfield Broadcasting Corp. for \$210,000 plus additional \$165,000 paid by R.W. Rounsaville Stations. Buyer is Herbert P. Gross, 100% owner of KLFD-AM-FM Litchfield and one-third owner of WGGR(FM) Duluth, both Minnesota. Rounsaville, which is trading its WCIN(AM) Cincinnati for Home Security's WLOF(AM) Orlando, Fla., is paying additional sum for WLOQ as part of trade. Rounsaville, which owns WNBE(AM) Winter Park-WBJW(FM) Orlando, will sell WNBE to comply with FCC duopoly rule. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Tampa, Fla., and WVOL(AM) Berry Hill, Tenn. (BALH-2452). Action May 31.

■ WNBE(AM) Winter Park, Fla. (1440 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted from R.W. Rounsaville Stations to WSEC Inc. for \$250,000. Seller is owned by R.W. Rounsaville (see above). Buyer is owned by Albert H. Chubb (20%), Derwood H. Godwin (37.5%), John E. Ingraham (10%) and Norman J. Suttles (32.5%). Messrs. Suttles and Godwin are principals in Southern Spot Sales Inc., radio rep firm based in Raleigh, N.C. They also have interests in WSML(AM) Graham, WRNC(AM) Raleigh, WSMY(AM) Weldon, WVBS-AM-FM Burgaw, all North Carolina, WLPN(AM)-WFOG(FM) Suffolk, Va., and WDIX(AM) *WJIS(FM) Orangeburg, S.C. (BAL-8946, BALRE-3185). Action May 31.

■ WFOM(AM) Marietta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Woofum Inc., licensee, from James A. Davenport III to S.M. Landress and Lloyd Gerald Crowe for \$347,473.98. Seller has no other broadcast interests. Mr. Landress is Marietta attorney, and Mr. Crowe is WFOM general manager. Neither has other broadcast holdings (BTC-8315). Action June 8.

■ WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (AM: 1580 khz, 1 kw-D; FM: 99.1 mhz, 26 kw)—Broadcast Bureau granted transfer of control of Crest Broadcasting Co. from estate of Hugh O. Jones (50.36% before; none after) to Sarah S. Jones and others (8.49% before; 58.85% after). Consideration: none. Transfer represents resolution of estate of Mrs. Jones's late husband. After transfer, holdings of principals will be: Mrs. Jones 28.5%, James O. Jones II 15.25% and Mabel J. Turnbough 15.05% (BTC-8274). Action May 31.

■ WKOR(AM) Starkville, Miss. (980 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Golden

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Triangle Radio Corp. from Charles Kenneth Irby (100% before; none after) to Charisma Broadcasting Co. (none before; 100% after). Consideration: \$256,000. Principals: Mr. Irby is retiring from broadcasting to devote time to other business interests. He has no other broadcast holdings. Buyer is owned by Charles B. and Wanda D. Cooper (69%). Donald Ray DePriest (30%) and George E. Donovan III (1%). Mr. Cooper is general manager of WKOR. Mrs. Cooper is manager of telephone answering service. Mr. DePriest is Columbus, Miss., manufacturer of textiles and surgical products. Mr. Donovan is consulting engineer in Jackson, Miss. (BTC-8314). Action June 8.

■ WADO(FM) New York (1280 khz, 5 kw-U)—Broadcast Bureau dismissed transfer of control of Bartell Broadcasters of New York from Bartell Media Corp. (100% before; none after) to Wilson Communications (none before; 100% after). Consideration: \$4.8 million. Principals: Seller retains WMXJ(FM) Miami, WOKY(AM) Milwaukee, WRQ(FM) Detroit, KCBQ(AM) San Diego and KSLQ(FM) St. Louis. Buyers are George Wilson, Nelson Lavergne and Robert Smith, all Bartell executives. Sidney Sodos, 29%, is attorney (BTC-8014). Action May 31.

■ WRDU-TV Raleigh-Durham, N.C. (ch. 28)—Broadcast Bureau granted assignment of license from Triangle Telecasters Inc. to Durham Life Broadcasting Service Inc. for \$2,275,000. Financially troubled Triangle is owned principally by Robinson O. Everett and his mother, Katherine R. Everett (34.4% each). Buyer is wholly owned by publicly traded, Durham Life Insurance Co. Theron A. Upchurch, president and board chairman, Hubert F. Ledford, cochairman, and Harold D. Coley, vice chairman. Durham Life owns WPTP(AM)-WQDR(FM) Raleigh, N.C., Southern Farm Network, and 3.5% of Jefferson Pilot Corp., group owner (BALCT-623, BAPLTT-7). Action May 16.

■ WCIN(AM) Cincinnati (1480 khz, 5 kw-D, 550 w-N)—Broadcast Bureau granted assignment of license from Home Security Broadcasting Co. to BENI of Ohio Inc. for \$1.8 million. Previously announced purchase by Jon C. Peterson fell through. Transaction is first in series which will result in eventual ownership of WLOF(AM) Orlando, Fla., by R.W. Rounsaville Stations, Atlanta (Broadcasting, Oct. 11, 1976). Home Security, subsidiary of Louisville, Ky.-based Capitol Holding Corp., is trading Rounsaville WLOF for WCIN, which it is then trading to BENI of Ohio. Home Security is also selling WLOQ(FM) Winter Park, Fla. BENI is subsidiary of Broadcast Enterprises Network Inc., Ragan Henry, president. BENI owns WAOK(AM) Atlanta and WGIV(FM) Charlotte, N.C., and acquired WTAN-AM-FM Clearwater, Fla., from Clearwater Radio Inc. for \$850,000 (Broadcasting, Sept. 20, 1976) (BAPL-489, BALRE-3187). Action May 31.

■ WHUM(AM) Reading, Pa. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Eastern Radio Corp. to Berks Broadcasting Co. for \$712,500. Seller is owned by Broadcast Associates (partnership), the principals of which are William Chanoff and Herman Lefco. They have no other broadcast interests. Buyer is owned equally by Kerby E. Confers and Paul H. Rothfuss. They also own WLYC(AM)-WILQ(FM) Williamsport, Pa., under another licensee (BAL-8916, BALRE-3165). Action May 31.

■ WFGN(AM) Gaffney, S.C. (1570 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Cherokee Radio Co. to M-W Broadcasting Co. for \$100,000 plus \$25,000 covenant not to compete. Seller: Principal is A. Ray Godshall, who is retiring. He has no other broadcast interests. Buyers are David Louis Warf (54.5%) and Tommy E. Martin (45.5%). Mr. Warf is station manager of WEIZ(FM) Columbus, Ga. Mr. Martin is staff writer for *Spartanburg* (S.C.) *Herald-Journal* (BAL-8965). Action May 24.

■ WFWL(AM) Camden, Tenn. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Michael R. Freeland to Benton County Broadcasting Inc. for \$225,000. Seller recently sold, subject to FCC approval, WFWA(FM) Sullivan, Ill., for \$178,000 and WBAR(AM) Bartow, Fla., for \$121,800 (BROADCASTING, Feb. 28). Buyers are Ron Lane, John Kent Curnutt, David Critchlow and John W. Drerup. Mr. Lane is general manager of WFWL; Mr. Curnutt is commercial manager of WCMT-AM-FM Martin, Tenn.; Mr. Critchlow is editor and co-owner of Union City, Tenn., *Daily Messenger* and has other newspaper interests, and Mr. Drerup is president of boot manufacturer (BAL-8957, BALRE-3188). Action June 3.

■ WLAC-AM-FM Nashville (AM: 1510 khz, 50 kw; FM: 105.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from WLAC Inc. to Billboard Publications Inc. for \$2.4 million. Seller is owned by Life & Casualty Insurance Co. of Tennessee, which is principally owned by B.N. Woodson. Seller has no other broadcast interests. Principal in buyer is W.D. Littleford, chairman of Billboard. Buyer has no other broadcast ownership, but publishes *Billboard* magazine, as well as nine other publications in London, Tokyo and U.S., and sells programing services to radio stations, discotheques and airlines (BAL-8929, BALH-2445, BASCA-802, BALRE-3171). Action May 26.

■ KMBS(FM) Harlingen, Tex. (96.1 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Magic Valley Broadcasting Inc. from Charles H. McBride et al. (99.6% before; none after) to Pedro Diaz Jr. (none before; 99.6% after). Consideration: \$200,000. Principals: Sellers are twenty stockholders, none of whom have other broadcast holdings. Ronald Garcia retains ownership of .4% of licensee. Buyer is owner of various real estate and grocery interests. Mr. Diaz has no other broadcast interests (BTC-8268). Action June 8.

■ WHJC(AM) Matewan, W.Va. (1360 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Three States Broadcasting Co. from Florence Morningstar et al. (25.5% before; none after) to George D. Warren Jr. et al. (74.5% before; 100% after). Consideration: \$9,520. Principals: Miss Morningstar is transferring her stock to Clifton Branham (17% before). Other principals are Mr. Warren and Gladys Yeats. None has other broadcast interests (BTC-8271). Action May 31.

Facilities changes

TV action

■ KFPW-TV Fort Smith, Ark.—Broadcast Bureau granted CP to change ERP to vis. 646 kw (max.), 417 kw(H), aur. 83.2 kw(H); change type ant. and ant. height 424 ft.; condition (BPCT-4990). Action May 27.

AM actions

■ KFAQ San Francisco—Broadcast Bureau granted CP to increase nighttime specified hours to 50 kw, install nighttime dir. ant. DA-2, unlimited and change nighttime site to 3636 Enterprise Ave., Hayward, Calif. (present day site); conditions (BP-20,164). Action June 3.

■ KHVH Honolulu—Broadcast Bureau granted CP to change frequency to 1040 khz and increase power to 10 kw; conditions (BP-20,688). Action May 26.

■ WAKS Fuquay Springs, N.C.—Broadcast Bureau granted CP to increase power to 5 kw; install Dir. Ant. (day); change type of trans.; change station location to Fuquay-Varina, N.C.; condition (BP-20,218). Action May 24.

FM Actions

■ KAIR-FM Tucson, Ariz.—Broadcast Bureau granted CP to make changes in ant. system (increase height); ERP 25 kw (H&V); ant. height 190 ft. (H&V) (BPH-10,556). Action June 6.

■ KKOS Carlsbad, Calif.—Broadcast Bureau granted CP to change trans. location to approximately 5 miles E-S.E. of Carlsbad; change ant. system (decrease height); ERP 3 kw(H&V); ant. height 300 ft.(H&V); remote control permitted (BPH-10,243). Action May 25.

■ KOSO Patterson, Calif.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); ERP 1.55 kw (H&V); ant. height 1790 ft.(H&V); remote control permitted (BPH-10,547). Action May 27.

■ KIINY-FM Riverside, Calif.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main studio location to be operated on 92.7 mhz, ERP 1.7 kw (H&V); ant. height 88 ft.(H&V) (BPH-10,557). Action June 6.

■ KYXY San Diego—Broadcast Bureau granted license covering changes and covering use of former main trans. as aux., for aux. purposes only; main ERP 30 kw (H&V), aux. 15 kw (H&V); main and aux. ant. height 540 ft.(H&V); (BLH-7130). Action May 31.

■ KMIX(FM) Turlock, Calif.—Broadcast Bureau granted mod. of CP to change trans. location/studio

location to 4043 Geer Rd., near Hughson, Calif.; change trans.: make changes in ant. system; increase height; ERP 1.6 kw (H&V); ant. height 390 ft.(H&V) (BMPH-15,110). Action May 31.

■ WKKJ Green Cove Springs, Fla.—Broadcast Bureau granted mod of CP to change trans. location to .4 mile east of Highway 13; .5 mile S. of Switzerland, Fla.; studio location/remote control to site to be determined; Green Cove Springs; make changes in ant. system; increase height; FRP 3 kw(H&V); ant. height 300 ft.(H&V) (BMPH-15,111). Action May 28.

■ WAJC Indianapolis—Broadcast Bureau granted CP to install new trans.; ERP 38 kw (H&V); ant. height 340 ft. (H&V); remote control permitted (BPH-10,559). Action June 6.

■ KDMI Des Moines, Iowa—Broadcast Bureau granted CP to install new trans.; ERP 115 kw(H&V); ant. height 450 ft.(H&V); remote control permitted (BPH-10,577). Action June 6.

■ KLSS Mason City, Iowa—Broadcast Bureau granted CP to change trans. location to: three miles east of U.S. Highway 18, near Mason City; change studio location and remote control to: Weir Building, 5 West State Street, Mason City, install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 54 kw (H&V); ant. height 320 ft. (H&V); remote control permitted; condition (BPH-9661). Action May 24.

■ *WGBH Boston—Broadcast Bureau granted CP to install new trans.; ERP 98 kw (H&V); ant. height 650 ft. (H&V); remote control permitted (BPED-2502). Action June 6.

■ WIMI Ironwood, Mich.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (H&V); ant. height 560 ft.(H&V); remote control permitted (BPH-10,576). Action June 6.

■ WYLL Minneapolis—Broadcast Bureau granted CP to change trans. location to IDS Building, between 7th and 8th Streets and Nicollet and Marquette Ave., Minneapolis; make changes in ant. system; increase height; ERP 100 kw (H&V); ant. height 820 ft.(H&V); remote control permitted (BPH-10,187). Action June 6.

■ WLLOL-FM Minneapolis—Broadcast Bureau granted CP to change trans. location to IDS Tower, Minneapolis; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 880 ft. (H&V); remote control permitted; condition (BMPFT-31). Action May 24.

■ *KBFL Buffalo, Mo.—Broadcast Bureau granted CP to change ERP and trans. line; ERP 4.3 kw (H&V); ant. height 245 ft. (H&V); remote control permitted (BPED-2494). Action June 6.

■ KYYS Kansas City, Mo.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location; ERP 100 kw (H&V); ant. height 940 ft.(H&V) (BPH-10,570). Action June 6.

■ KMMX Poplar Bluff, Mo.—Broadcast Bureau granted mod of CP to change permittee name to Farr Communications Corp., specify studio location/remote control location as Highway 67 North, Hillsdale Plaza Shopping Center, Poplar Bluff (BMPH-15,123). Action May 31.

■ WNED-FM Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans.; ERP 105 kw (H&V); ant. height 710 ft.(H&V); remote control permitted (BPH-10,572). Action June 6.

■ WBLS New York—Broadcast Bureau granted mod. of CP to change trans.; ERP 5.4 kw (H); 3.8 kw (V); ant. height 1220 ft.(H&V); remote control permitted (BMPH-15,140). Action June 6.

■ *WUNC Chapel Hill, N.C.—Broadcast Bureau granted CP to install new trans.; ant.; change TPO; ERP 100 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BPED-2492). Action May 25.

■ WKRQ Cincinnati—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location; ERP 23 kw (H&V); ant. height 690 ft.(H&V) (BPH-10,571). Action June 6.

■ WWWW Cleveland—Broadcast Bureau granted mod. of CP (as reinstated and modified) to change trans.; ERP 27 kw (H&V); ant. height 900 ft.(H&V); remote control permitted (BMPH-15,145). Action June 6.

■ WTUE Dayton Ohio—Broadcast Bureau granted CP to change trans. location to east of I-75 and .55 mile south of Great Miami River, Moraine, Ohio; make

changes in ant. system; increase height; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted; condition (BPH-10.510). Action June 1.

■ WJEH-FM Gallipolis, Ohio—Broadcast Bureau granted mod. of CP to change trans.; ERP 35 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BMPH-15,143). Action June 6.

■ KKNG Oklahoma City—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 92.5 mhz; ERP 25.5 kw (H&V); ant. height 900 ft. (H&V); remote control permitted (BPH-10.558). Action June 6.

■ WCOM-FM Urbana, Ohio—Broadcast Bureau granted mod. of license covering change in studio location to Dugan Road, between State Route 29 and U.S. 36, .4 mile east of Urbana (main transmitter location) (BMLH-574). Action May 31.

■ WRFY-FM Reading, Pa.—Broadcast Bureau granted CP to change trans. location (same site); install new ant.; make change in ant. system; increase height; ERP 15 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BPH-10.505). Action May 31.

■ WWSA-FM Isabela, P.R.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 42 kw (H&V); ant. height—26 ft. (H&V); correct coordinates; condition (BPH-10.035). Action May 24.

■ KWCB Floresville, Tex.—Broadcast Bureau granted mod. of CP to change trans.; ERP 3 kw (H&V); ant. height 94 ft. (H&V) (BMPH-15,139). Action June 1.

■ *KOCV Odessa, Tex.—Broadcast Bureau granted CP to install a new trans.; ERP 5 kw (H&V); ant. height 255 ft. (H&V); (BPED-2508). Action June 6.

■ KOUL Sinton, Tex.—Broadcast Bureau granted request for waiver of rules to identify as Sinton-Corpus Christi, Tex.; delete dual city identification of Sinton-Portland, Tex. Action June 1.

■ KAAL-FM Salt Lake City—Broadcast Bureau granted CP to install new trans.; ant.; change TPO; ERP 40 kw (H&V); ant. height 3060 ft. (H&V); remote control permitted (BPH-10.549). Action May 25.

■ WRJC-FM Mauston, Wis.—Broadcast Bureau granted CP to change ERP to 1.8 kw (H&V); ant. height 390 ft. (H&V); remote control permitted (BPH-10.578). Action June 6.

■ *WSUW Whitewater, Wis.—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system; increase height; ERP 1.3 kw (H&V); ant. height 185 ft. (H&V); conditions (BPED-2447). Action May 27.

■ KMTN Jackson Wyo.—Broadcast Bureau granted CPs to install new aux. trans. at main trans. location to be operated on 96.9 mhz; main ERP 48 kw (H&V); aux. ERP 2.9 kw (H&V); ant. height 940 ft. (H&V); remote control permitted (BPH-10.568-9). Action June 6.

In contest

Designated for hearing

■ Ashland, Ore., **FM proceeding:** Faith Tabernacle Inc., Kilibro Broadcasting Corp., and John D. Feldman, Arthur B. Hogan and Arnold D. Sias, competing for 101.7 mhz (Docs. 21,171-2)—Chief, Broadcast Bureau, designated for hearing. Action June 9.

■ Cheraw, S.C., **FM proceeding:** Town and Country Radio Inc. and Cheraw Broadcasting Co., competing for 103.1 mhz (Docs. 21,258-9)—Chief Broadcast Bureau, designated to hearing. Action June 3.

Case assignment

■ Gaithersburg, Md., **AM proceeding:** Radio Gaithersburg Inc., Montgomery Communications Inc., Communication Gaithersburg Inc., Montgomery Broadcasting Co., Gaithersburg, 1150 Limited Partnership, Barto Communications Inc., Montgomery County Radio Inc. and Gaithersburg Community Broadcasters Inc., competing for 1150 khz (Docs. 21,219-26)—ALJ Review board Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge and scheduled hearing for Aug. 30. Action June 2.

Procedural ruling

■ Greensboro, N.C., **TV proceeding:** WFMY

Television Corp. (WFMY(TV)) (Doc-20,835)—ALJ Lenore G. Ehrig Review board postponed certain procedural dates and rescheduled hearing to Sept. 20. Action June 7.

Joint agreements

■ Escondido, Calif., **cable TV proceeding:** TM Communications Co. (Doc.-20,970)—ALJ Reuben Lozner granted joint request by TM Communications, Pacific Cablevision and Chief, Cable Television Bureau, and accepted consent agreement; vacated order to show cause, and terminated proceeding. Action June 6.

■ Holidaysburg and Altoona, both Pennsylvania, **FM proceeding:** Cove Broadcasting Co. and Altoona Trans-Audio Corp. competing for 104.9 mhz (Docs. 21,093-4)—Chief ALJ Chester F. Naumowicz Jr. granted joint motion by applicants and approved agreement; dismissed application of Altoona Trans-Audio; granted application of Cove, and terminated proceeding. Action June 6.

Initial decision

■ WAIR(AM) Winston-Salem, N.C., **renewal proceeding:** Holiday Broadcasting Corporation (Doc. 20,688)—ALJ John H. Conlin granted one year renewal. Judge said denial of renewal would be too harsh, but one year renewal appeared to be more appropriate action. Ann. June 10.

Fines

■ WZST(AM) Tampa Fla.—Broadcast Bureau ordered licensee to forfeit \$250 for failing to calibrate remote ammeters to indicate with 2% of regular meter. Action May 24.

■ KIUL(AM) Garden, City, Kan.—Broadcast Bureau ordered licensee to forfeit \$1000 for failing to determine antenna input power by indirect method between Feb. 12, 1976 and April 14, 1976 following damage to antenna system. Action May 25.

■ WEKY(AM) Richmond, Ky.—Broadcast Bureau ordered licensee to forfeit \$1000 for failing to maintain actual antenna input power as near as practical to authorized power. Action May 25.

■ WAMD(AM) Aberdeen, Md.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to keep proper log as required. Action May 27.

■ WNAD(AM) Norman, Okla.—Broadcast Bureau ordered licensee to forfeit \$500 for operating with antenna input power greater than 105% of authorized power during daytime operation. Action May 27.

■ WCSV(AM) Crossville, Tenn.—Broadcast Bureau notified licensee that it had incurred apparent liability for \$1,300 for failing to maintain receiver capable of receiving Emergency Broadcast System tests or emergency action notifications and terminations at nighttime control point. Action May 27.

■ WDIC(AM) Clintonwood, Va.—Broadcast Bureau ordered licensee to forfeit \$2,000 for operating with modes of power other than those specified in basic instrument of authorization. Action May 31.

Allocations

Petition

■ Galveston, Tex.—Old Time Religion Hour Inc., Tomball, Tex., requests substitution of ch. 48 for ch. 49 (RM-2897). Ann. June 7.

Actions

■ Augusta, Me.—Broadcasting Bureau assigned ch. 221 as community's third FM. Action was response to petition by Ocean Properties Inc., licensee of WRDO(AM) there. Effective July 20. Action June 2.

■ Forsyth, Mont.—Broadcast Bureau proposed assignment of ch. 267 as community's first FM. Action was response to petition by Gold-Won Radio Corp., licensee of KIKC(AM) there. Comments are due July 20; replies Aug. 9. Action June 2.

■ Hobart, Okla.—Broadcast Bureau assigned ch. 290 and deleted ch. 257A. Action was response to petition by Fuchs Broadcasting Co., licensee of KTJS(AM) there. Effective July 15. Action June 1.

■ Mechanicsville, Va.—Broadcast Bureau assigned ch. 224A as community's first FM. Action was response to petition by Crusade for Christ Inc. Effective July 22. Action June 7.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Middlesboro, Ky. (CAC-08058); Douglas Television Co., for Williams, Ariz. (CAC-08087); Clearview TV Cable of Enumclaw Inc., for Renton, Wash. (CAC-08123,6); Gonzales Cable TV Services Inc., for Gonzales, Tex. (CAC-08179); Allen's TV Cable Service Inc., for Morgan City, Berwick, St. Mary's Parish, all Louisiana (CAC-08231-3); Port Angeles Telecab Inc., for Sequim, Clallam, Sequim, Port Angeles, all Washington, (CAC-08235-7,62); Teleprompter Corp., for Hillsborough, Manatee, Bradenton Beach, Bradenton Beach, Holmes Beach, all Florida (CAC-08313-7); Cablevision Systems Long Island Corp., for Roslyn, Roslyn Estates, Laurel Hollow, Bayville, all New York (CAC-08340-3); Cablevision Systems Long Island Corp., for Mineola, N.Y. (CAC-08344); Valley TV Cable Co., for Waverly, South Waverly, Sayre, Athens, Athens, all Pennsylvania (CAC-08351-6); Delhi Video, for Delhi, N.Y. (CAC-08376); Alice Cable Television Corp., for Alice, Tex. (CAC-08378); Greater Humboldt-Dakota City Cable TV Inc., for Dakota City, Iowa (CAC-08384); Centerville Cablevision Inc., for Bloomfield, Iowa (CAC-08385); Greater Humboldt-Dakota City Cable TV Inc., for Humboldt, Iowa (CAC-08386); Alice Cable Television Corp., for San Diego, Tex. (CAC-08387); Warner Cable of Greenville, for Greenville, Greene, both Tennessee (CAC-08388-9); Sitka Alaska Television Inc., for Sitka, Alaska (CAC-08418); Cass Community Antenna TV Inc., for Wilmington, Braidwood, Coal City, Will, all Illinois (CAC-08462-5); Palm Beach Cable Television Co Inc., for Lost Tree, Fla. (CAC-08169).

Summary of broadcasting

FCC tabulations as of April 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4469	6	21	4496	42	4538
Commercial FM	2845	1	89	2915	148	3063
Educational FM	861	0	33	894	78	972
Total Radio	8175	7	123	8305	268	8573
Commercial TV	722	1	3	726	42	768
VHF	514	1	0	515	8	523
UHF	208	0	3	211	34	245
Educational TV	243	3	12	258	7	265
VHF	93	1	7	101	2	103
UHF	150	2	5	157	5	162
Total TV	965	4	15	984	49	1033

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Manager educational FM. Must have solid industry background including management experience and wide contacts. Teach radio and television production, communication, and supervise productions for FM network. M.A. required. Teaching experience desirable. Salary \$13,140-\$18,450. Send credentials to Dorothy R. Johnson, Marshall University, Huntington, WV 25701. EOE.

Come grow with us! Radio station manager, three market group. Must be good in sales. Raise your sights! Sorenson Broadcasting, Dean Sorenson 605-224-7381.

We need the right person to put a new Class A FM on the air just outside of Wichita, Kansas. Your job—sell advertising and build a good staff. A solid advertising background is the key. Your opportunity—a solid salary to start and a bonus based on future growth. Contact Ben Foster, Suite 920, 200 W. Douglas, Wichita, KS 67202. Telephone: 316-264-4348.

Radio Station Manager. Immediate opening. Major midwest market; established major station. MOR format. Experienced, competent manager with ability to coordinate large sales, program and engineering staff. Salary open. Box G-65.

Aggressive Florida based broadcasting firm has sales/management position that will lead to general management within 12 months. Must have strong personal sales background, exhibit management potential and be prepared to take newly acquired fulltime AM to profitable position in top 50 market. Write full details, including current billing and past employer references to Box G-70.

Southeast's leading 50,000 watt country music station seeking sales manager capable of creating, motivating and selling. Must be aggressive. Excellent base and fringes. Send complete resume first letter. Equal Opportunity Employer. Box G-94.

Radio station manager—Professional, full time manager for WXPN University of Pennsylvania FM Radio Station. Experience in educational and/or commercial programming directed to wide range of listeners. Academic interest and qualifications desirable. Opportunity to work with students, faculty and community and share in shaping high quality university broadcasting. Send resumes to: Andrew J. Condon, Director of Student Life, University of Pennsylvania, Houston Hall, Philadelphia, PA 19104. Equal Opportunity Employer.

Local sales manager to work RAB material for this Beautiful Music station covering the Palm Beaches. Creativity a must. Send your story to Bill Dix, VP-GM, WGMW, PO Box 10386, Riviera Beach, FL 33404.

Opening for a person that can lead, develop sales ideas and work into management position. All respondents held in complete confidence. Texas stations. Send resume to Box G-69.

Wanted-Aggressive Radio Salesperson, excellent opportunity with top Northeast Ohio Medium Market FM Stereo. City population 150,000, market 300,000 plus. Big dollar and management opportunities now exist. EOE. Resume ASAP. Box G-114.

HELP WANTED SALES

Account Executive—I need a pro for our Mid-West market. Radio sales experience essential for fast growth with our station. Send a resume to Phil Hoover, General Sales Mgr., WDIF Radio, Box 524, Marion, OH 43302.

Local sales manager in top 15 market. Three years experience. Fast promotion with young aggressive organization. Send resume to KDAN, Box 159, Newport, MN 55055.

Florida. Need three sales people for a newly acquired station with a growing company. Openings on both AM & FM stations for aggressive hungry people who would like to get out and develop an existing account list. Nice market of about 100,000 and good place to live. Get in on the ground floor. Bill Brown 904-234-6592.

Sales Manager. Tired of City living? Here's a chance to become Sales Manager of WJMS and WIMI-FM located in the beautiful snow country of Northern Michigan. Interested? Call Bob Knutson, Ironwood, MI 906-932-2411.

KDTH, Dubuque, Iowa, has its first sales representative opening since 1971. List available presently bills over \$100,000. Experience selling news, public affairs, MOR desirable. RAB awareness and CRMC would be even more attractive. Company expanding into new markets, increasing growth potential. Excellent fringes. Beautiful place to live. Contact Personnel Department, Box 688, Dubuque, IA 52001. KDTH is an Equal Opportunity Employer.

North Carolina 10KW—Sales Manager, guaranteed salary plus commission. Send resume to WURL, PO Box 5197, Winston-Salem, NC 27103.

Upper Midwest AM with emphasis on news, billing near 3/4 million, needs Sales Manager who can hire, train, plan and execute for team achievement. Compensation \$25,000 plus, with good fringes in growing company. Resume and references required. Box G-140.

Top 50 Mkt U seeking salesperson to work newly created local list. EOE. M/F. Box G-117.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

Strong Personality for N.E. Contemporary M.O.R. Must be able to communicate. Experience and Third Phone necessary. Reply Box G-36.

Are you a professional talk show host, aggressive, well versed, able to line up interesting guests and committed to making your show a success? We're looking for you! Excellent money for right person. Contact B.J. Wexler, KTOK Radio, Covenant Broadcasting, PO Box 1000, Oklahoma City, OK 73101. An Equal Opportunity Employer.

Announcer, experienced with production capabilities for 5000 watt AM, MOR station. Contact, PD, WCOJ, Coatesville, PA 215-384-2100. Applications desired from members of minority groups. EOE.

Top 40 medium market. Jock with personality wanted. Rush tape and salary requirements to: Lee Sommers, 3 WD, 422 Liberty St., Schenectady, NY 12305.

Help Wanted. Top quality country jock, with news background, Mid-Atlantic state. Good pay, excellent fringe benefits, modern facilities. 5 years minimum experience, credit and previous employment carefully checked. Box G-82.

Minimum two years experience in Country and Rock. Upper Midwest. Box G-39.

Bright morning personality for Midwest medium market. Growing "Easy-MOR"FM. Send resume and salary requirements to Box G-77.

Morning communicator, Adult Contemporary, for expanding Midwest team. Send resume and tape to Dean Craun, KHUB, Box 669, Fremont, NE 68025.

Needed yesterday. Afternoon Drive personality. A real grab em pro extrovert for super country station. We want the best because you'll be working with the best. Tape, resume to Dave Donahue, KHAK, Box 1360, Cedar Rapids, IA 52406.

KYND is conducting a nationwide search for the country's best beautiful music communicator. This is our first major opening in three years. Rush tape and resume to Jim Sharon, KYND, 1001 East Southmore, Pasadena, TX 77502. EOE.

Adding to our staff, commercially experienced DJ who wants to upgrade. Salary open. Easy listening. Sensible schedule. WVOS AM & FM, Liberty, NY. 914-292-5533.

Top five market. Top rated MOR station. If you've got a great voice and know your way around a production studio as well as a control room, here's your chance to move up. An Equal Opportunity Employer. Reply to Box G-131.

Adult-oriented, upstate New York MOR has openings two announcer-salesmen. Will train right voices. Good small-market living. Box G-133.

Announcer-Salesperson for Maryland contemporary station. Part announcing; part sales calls. Sales training provided. Box G-116.

Experienced D.J. wanted. Person must be available for interview. Send tape and resume to Gary James, WARE Radio—Ware, MA 01082.

University owned non-commercial station seeking announcer familiar with classical, jazz, and big band music, composers and artists. \$7100 plus 15% fringe benefits, 12 days annual leave and 8 paid holidays. Send vitae, audition tape, including classical, to Dick Ellis, Manager WETS-FM, Box 21,400A, East Tennessee State University, Johnson City, TN 37601. An Equal Opportunity Employer/M/F.

Public Radio, KHKE/KUNI needs Announcer/Producer to produce woman's interest programs, serve as co-host of weekday morning show, deliver news, announce classical, jazz and folk music, develop special radio programs, conduct interviews and operate control boards. Qualifications include: clear, smooth authoritative delivery, good knowledge of music, broad background, B.A. or equivalent, (3rd class endorsed license), some broadcast experience. Salary range: \$9,380-\$10,376 for initial 11 month appointment, plus fringe benefits. Send application, resume, and audition tape (7 1/2 reel) by July 11, 1977 to: Douglas L. Vernier, Director of Broadcasting, KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613. The University operates two separately programmed FM stereo stations KUNI at 100,000 watts covers nearly one half of Iowa. KHKE, 6,000 watts, covers greater Waterloo/Cedar Falls. New studios, seven control rooms, three studios, 12,000 square feet plant. UNI is an EEO/AA Employer.

Drivetime news announcer wanted. No beginners. Strong air delivery, good writing a must. Prefer Texas news background. Tape and resume immediately to Equal Opportunity Employer Carl Cramer, WBAP, 3900 Barnett, Fort Worth, TX 76103.

Texas Panhandle city of 25,000 seeking play-by-play announcer to do high school sports and assume servicing of an active account list. Experience necessary on play-by-play. An excellent opportunity. Send tape and resume to KGRO, Box 1779, Pampa, TX 79065. Phone Darrell Sehorn, area code 806-669-6809.

KCUB, Tucson's award winning Country Music station needs a superior, experienced air person. Country knowledge helpful. Rookies and screamers are dreamers.

HELP WANTED TECHNICAL

Medium market midwest AM/FM needs a full charge chief engineer. Thorough knowledge of AM directional and FM stereo is necessary. We believe in doing things right. Must be a leader. Good pay and benefits with a growing corporation. Equal Opportunity Employer. Send resume to Box G-93.

HELP WANTED TECHNICAL CONTINUED

Wanted: Engineer capable of maintaining technical excellence at medium market AM and FM station complex. Good salary, benefits. Great place for a professional. Send resume to Manager, WAJR, Morgantown, WV 26505. EOE.

Major group seeking engineers and chief engineer. Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-58.

The typical need not apply. Chief with First. New public station. About 50% engineering, 50% programming activities including production, air work, etc. Will also have responsibilities in television. Flexibility, willingness to be totally involved with community-oriented station a must. Excellent salary DOE. Outstanding benefits. Resumes: Personnel Office, College of DuPage, Glen Ellyn, IL 60137. Equal Opportunity Employer.

Wanted—Chief Engineer, AM/FM Directional and automation experience necessary. Send resume to WOHO WXEZ, 2965 Pickle Rd., Toledo, OH 43616. No calls please.

Chief Engineer. 5 KW AM DA, 50 KW FM Stereo automated. Light announcing duties. Central CA. M. Hill, PO Box 717, Merced, CA 95340. 209—723-2191.

Want your own station? Top WV Broadcaster in competitive market needs bright aggressive self-starter as Chief. Strong on maintenance, AM-FM stereo, studio construction. Can you make the best sound better? Resume: Dick McGraw, WCLG FM/AM, Morgantown, WV. EOE/MF.

HELP WANTED NEWS

Creative writing and delivery skill second to none? News director we want understands our first priority which is More Listeners. Tape, resume to Dave Donahue, KHAK, Box 1360, Cedar Rapids, IA 52406.

Experienced newscaster with pleasant, authoritative, fast pace delivery. AM/FM top rated Northeast market. Ideal opportunity with stability. 10-13M yr. EOE. Letter and resume to Box G-44.

Statewide radio network needs experienced reporter. Self-starter, experience in political coverage preferred. No rookies. Tape, resume and photo to Missouri Network, Inc., 217 E. McCarty, Jefferson City, MO 65101.

News Anchor. Tired of rip & read on the hour? If you can read, write, and gather news and want to be part of a metro NY all news operation, tape & resume to: WHPN, PO 95, Hyde Park, NY 12538. NBC affil.. EOE.

Outstanding Small Market station looking for aggressive, dependable News Director. Must be a digger, good writer, and dedicated. Excellent salary plus benefits for the right person. Contact Manager, KOKX, Keokuk, IA.

Consultant seeks news people for client stations. Radio and TV, on and off-air. Norm Woodruff, 453 Roosevelt Way, San Francisco, CA 94114.

If your interest is news and sports, then help us turn small market radio into Central Utah's main news source. High school football PBP is a priority. KDLT, Delta is growing. If you want to help, our PO Box is 636.

Experienced newscaster/reporter needed for AM radio news department. Send resume and tape to Jack Spencer, News Director, KVI Radio, Tower Building, 7th and Olive, Seattle, 98101. An Equal Opportunity Employer.

Experienced news person wanted at station where news is first. Person will cover news stories, write them and air them. Must be close enough for interview. Send tape and resume to Gary James, Radio Station WARE, Ware, MA 01082.

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Covenant Broadcasting, PO Box 1000, Oklahoma City, OK 73101.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Help wanted. College teaching. Oklahoma State University seeks instructor for Fall 1977. Minimum master's degree plus three years professional experience desired. Must be good writer who expects high student performance. Send resume: by July 15th, to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity, Affirmative-Action Employer.

Program Director wanted for Top 10 Market. Must have previous experience as R&B program director. Please send resume. Equal Opportunity Employer. Box E-125.

Midwest radio group looking for air personality-operations. Come grow with us. Sorenson Broadcasting. Dean Sorenson 605—224-7381.

I need a Broadcaster who can sell and build a successful sales force for a top notch accredited Broadcasting School. Prove to us you can do the job and you will be the highest paid person in our organization. We are 9 years old and have a placement ratio of 81.4%. Located in the Midwest. In the first resume tell us why you feel you're the person we should select. Send resume to Box G-121.

Production Continuity Director. Creative take-charge Production/Continuity chief needed for Mid-West adult contemporary. We need a production and copy pro with excellent organizational and administrative skills. Work with the best and grow. Send resume in confidence to Box F-104.

Top rated Mid-West AM/FM with winning tradition. needs good administrator with creative ideas for Program Director. Please send tape and resume to Bob Russell, Midland Broadcasters, Inc., PO Box 4407, Topeka, KS 66604.

Two positions. New public station. 1. Music Director, Third Endorsed. Know all music, especially classical, jazz, etc. Build collection, produce all types of programming, do air work, other duties. 2. Traffic/Office Manager. May do air work depending on qualifications, license. Both require flexibility, willingness to be totally involved with community-oriented station a must. Outstanding benefits. Resumes: Personnel Office, College of DuPage, Glen Ellyn, IL 60137. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

The reason you're reading this ad is that you've got a problem. Ratings are down, costs are too high, and profits are off or non-existent. I can help. I'm no miracle worker—I am a hard worker with heavy experience in Sales, Programming and Management. I've worked in medium and large markets—G.M. in a major market with a major group—and I have the best of references. I'm especially interested in situations offering a chance for participation in ownership but will consider others. If you've got a problem, write to me in confidence and I'll contact you immediately to talk about solving it. Box G-80.

GM can sell religious format. Record includes taking station from 144K annual average to 480K in major Southwest market in one year. Call 713—463-1867.

Sharp, Young Sales Manager itching to improve my situation. 5 years successful small to major market experience. I'm a good man who can make you money. Call and let me sell you. 205—586-4151, 717—675-4016.

Operations Manager with air staff. I handle everything, but sales. I will provide, promote, motivate and maintain the most exciting air product you've ever heard. You'd be surprised how easy that is to sell. My intention is to give you the best bottom line possible. If you want a sincere and aggressive professional, I want a market with a challenge. Yours in success! Please reply in confidence to Box G-118.

General Manager: 35 yrs old with 21 years of experience in all aspects of radio. I am a sales-oriented GM seeking a position preferably in the Midwest but will consider all offers. I would welcome hearing from you. Box G-103.

GM. Shirt sleeved mountain climber. Know how to lead, sell, manage, train, program, inspire. Creative. Ethical, professional standards. Documented successes. Box G-123.

Take charge manager—top sales ability—references. Presently employed, prefer Oklahoma, New Mexico, Texas. Will negotiate in small-medium market. Box G-143.

SITUATIONS WANTED SALES

Over two decades experience. 1st ticket. Wants to settle in good stable station. Prefer year round warm climate but will consider all replies. Box G-148.

SITUATIONS WANTED ANNOUNCERS

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 203—227-5687.

PD, Suburban Market MOR. Formerly Top 40 announcer. Top 10 market. First phone. Available soon. Box F-122.

Minority Person. Trained. Some experience. 3rd endorsed. No Fee. Box G-1.

Hello, I'm 27, have experience, 3rd ticket, and want full-time air shift in Beautiful Music format. Good pipes, tight board, good news, commercials, production. Will relocate immediately. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343 Phone 714—658-1094.

D.J. Strong on commercial and news. Available now. Hard working, honest, reliable, energetic. 3rd endorsed. All markets. Richard Davis, 7805 So. Yates, Chicago, IL 60649. Call 312—751-1288 morning until 8:00 p.m.

3 years experience in MOR, rock and country. 1st phone, family, excellent voice. Scott Lofness 1—419—782-6968.

D.J. good commercials, great personality. Available now. Honest, reliable, hard working—3rd endorsed—all markets. Thomas Matriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Call 312—788-5068 between 9 a.m.—10 p.m.

Small, medium market jock. College jock, commercial news, productions, music, automation, network feeds. Anywhere. Box G-66.

Aggressive jock, 24, ready to do it all for your station. BA Speech. 3rd endorsed, immediate relocation. Box G-41.

Thirty year old criminal trial attorney seeking sports commentary and play-by-play position. After 40 jury trials, capable of occasional wit under stress, and of being entertaining even in (frequent) defeat. For resume and tapes, contact: Robert Hammerle, 1232 Circle Tower Building, Indianapolis, IN 46204.

Young Texas Broadcaster wants to move closer to family. Four years experience announcing, sales, news, PBP and does all well. Single and very reliable. Wants a job in Kansas, Missouri, Nebraska or Iowa. Any size market. Call Steve Lewis at 512—398-6244.

Florida stations. Top personality at number 1 New England medium market looking for Adult Contemporary or Top 40. Creative, funny, no ego problems. B.A., P.D. experience. 28. Box G-46.

Take my voice—please! Newscaster. DJ some experience. Broadcast trained. Tape available. Phone Ken 212—221-3702 or Box G-68.

Experienced announcer with good production and programming seeks best offer in Top 40, Rock, or Progressive radio. Contact John R. Ellstrom, 1000 Valley Forge Circle, King of Prussia, PA 19406. Call 215—783-7159 after 6 p.m. or 215—783-7738.

I want to settle down in medium Upper Midwest market. Two years experience with first phone. Hard-working and responsible with one to one approach. Box G-132.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Seasoned Radio Pro, 18 years experience. Stable family man. Seeking med. or maj. market as staff announcer—C&W, MOR. Prefer Midwest or Sunbelt states. 3rd endorsed. Excellent commercial delivery, excellent references. Available now. Richard Giles, 909 First Street, Alpena, MI 49707. Phone 517-354-3108 after 4:00 e.s.t.

Over ten years experience—all formats. Preference. Modern Country, Contemporary, Gospel music host. Age 25. Third ticket. Ready to relocate. Tim Tolbert, Box 156, Holland, IN 47541 812-536-3020.

Capable and professional sounding PBP hockey and basketball announcer for any pro or college teams. Honest, knowledgeable, objective, can really reflect the game. Available for coming seasons. Have tapes, resume. Box G-128.

Look no more. Married, family man looking for stability. Sales management and owner background. 3rd. School grad. Tight board, with warm personality. Willing to work hard. Looking for small or medium market in Arizona. Call or write—Barry Stevens, 2116 Ave. M., B'klyn, NY. 212-338-3316.

Just back from Europe. 8 years experience—announcing, programming, sales. Returning to Radio after a years absence. Any offer considered. Box G-152.

Six years experience. last four PD at successful fulltime Mid-West AM. College grad. Some sales, cont. MOR/talk, also extensive knowledge of AOR music. Let's talk! Alter 5, 309-343-1880.

Humorous, First Phone, air personality desires Top 40 or Adult Contemporary small market station. 213-387-7175.

Experienced adult announcer in Beautiful Music or MOR for West Central States. Nine years experience first phone, pleasant Midwest voice. Dave Teller 602-944-0214.

Experienced. Seeking station that needs someone knowledgeable on oldies or adult contemporary formats. Tight board. Good voice. Box G-107.

Personality seeks afternoons major MOR. Excellent production. 1-308-632-7357 after 7 p.m. MDT.

Contemporary jock, 22, single, Medium-market Top 40 experience. Willing to learn more and grow with the pros. Frank 412-339-3026.

Versatile D.J. 3rd endse. 2 yrs experience at 2250 W College stat. Good news, board, prod. Looking for 1st commercial break. Frank Collins, 46 Lincoln Ave., Keansburg, NJ 07734. 787-3860.

Currently employed. 6 years major market experience. Seeks challenging situation 18-49 oriented shift and/or format. Inquire Box G-146.

Mature announcer, copywriter. Deep voice. Primarily commercial, beautiful music, news. Third. Barry Ritenour, Buffalo News, Buffalo, NY 14240 716-849-3475.

Black DJ 3rd endorsed. Don't let anyone hire me before you do. Young determined, creative, production tight board. Soul, jazz, MOR, Top 40 formats ready to go now. Will relocate. Equal Opportunity Employee. Box G-137.

Graduate of Broadcasting school seeks lulltime position as D.J. or newsmen. Have 3rd class license. Contact Glenn Raley, 1 Donegal Lane, Rolling Meadows, IL 60008.

Ambitious announcer with first phone seeks employment with Contemporary MOR or Progressive Rock station. One year & eight months on-air experience. Call Tom: 1-218-229-2102.

SITUATIONS WANTED TECHNICAL

Family man—eight years in fourth largest market—Desires permanent position, smaller town. Bob Ramsey, 960 Ramsay Road, Warminster, PA 18974.

Who needs a mature, experienced Chief Engineer who can talk, too? AM/FM. 805-947-6737.

1st phone, 3 yrs. exp. in Radio, seeks non-maintenance technical position, or chance to learn maintenance. Frank 212-236-6657.

Mature, experienced AM-FM Chief engineer desires to relocate. Fine references. Box F-111.

First Class Operator—in performance as well as liltle. Experienced, capable, references. Box G-149.

AM/FM Chief, long varied experience, wishes to relocate, fine references. Box G-130.

Good Chief, good experience, all facets, \$1100/benefits, month. Northern New England, five days. Box G-63.

Conscientious Chief, seven years extensive electronics background. AM directional, FM, remote control, proofs, best maintenance available, first phone, thorough knowledge of FCC rules. Salary requirement. 15K-20K. 609-327-2856 or Box G-73.

1st phone. Some repair experience. Trainee with good electronics education. Relocate now. References and resume. Box G-67.

SITUATIONS WANTED NEWS

Mature, experienced AM-FM chief engineer desires to relocate. Fine references. Box F-111.

News Director: Currently supervising 30 person staff, desires to move South. Excellent success record and references. Seeks dedicated MOR operation. Box G-74.

Professional who strives for excellence rather than settles for adequacy. Newscaster, reporter, writer, editor. Both network and wire service experience. 13 years in Broadcast Journalism. FCC 1st. Available immediately. Box G-84.

News Director—Highly motivated and aggressive radio & print reporter, editor, seeks opportunity to put talent to better use. Nine years experience. Press club president. Box G-48.

First rate play by play all sports. Over 10 years same place doing high school and college. Also excellent sales record. 20K minimum. Upper Midwest only. Box G-61.

Broadcast school trained female. Third endorsed. Interested in sports and news. Will relocate. Teacher primarily interested in summer work. Andrea Seaman, 5916 Fredanna Street, Pittsburgh, PA 15207. Phone 412-462-3241.

Experienced State Capitol reporter with excellent writing, reporting, production and delivery looking for CBS Bureau Chief job in Bahamas. Will consider next best offer from major market newsroom. Box G-129.

Experienced sportscaster—Five years PBP, solid writing and reporting ability, strong on news also. 3rd endorsed. BA Journalism, will relocate for right position. Available immediately. 212-663-0503, Gary Sparber.

Radio news is my career. I'm 22. Broadcast Journalism grad, hard-working, well-read, can spell. Four years small-market experience with commercial Cable FM, ABC affiliate. News Director, Radio-TV. Seeking stable position with competent radio news operation. Prefer Midwest. will answer your letter. Box G-139.

Sportscaster seeking 1st break in commercial radio; recent college graduate. 3 yrs. PBP football/basketball, 2 yrs. SD. Experience in daily and weekly sportscasts, interviews and newscasts. 3rd endorsed, conscientious. Will relocate. Box G-101.

Conversational news writer/journalist with two years experience seeks opportunity with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Mid Market Sports Director—All sport PBP, sports talk, interviewing, documentary, writing, B.A., 7 years experience. Jim 1-815-434-0396.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative, innovating young man wants promotion job to help build your station. Hard work for modest pay. Write for sample. H.-J. Carver, RKO General Broadcasting, Boston, MA 02114.

Professional programmer seeking Midwest or Rockies Contemporary station. Seven years experience. BS Broadcasting, first phone. Will consider announcer position if good opportunity. Fred Leemhuis 901-365-0767.

TELEVISION

HELP WANTED MANAGEMENT

Development Director. Directs fund-raising activities including on-air campaigns and corporate underwriting. Prepares production grant proposals. Supervises membership office. Serves as liaison with Public Advisory Council. Minimum BA and two years' experience in development or public relations at PTV or radio station. \$15,000-16,000. Send resume, official college transcripts, three letters of recommendation by 6/30/77 to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

HELP WANTED SALES

Experienced local salesperson to assume local list for the fastest growing indy in the country, Top 10 Mid-West market. Must be aggressive. E.O.E. M/F. Immediate opening, send resume to Box G-119.

General Sales Manager, with drive and knowhow. Top 50 market. Network affiliate. Photo. Resume treated confidentially. Box G-127.

Sales-oriented Producer/Director to sell Commercial Production. Major market independent. Excellent opportunity for Creative Service Individual. EOE. M/F. Reply Box G-134.

Video Salesman. Expanding video production facility needs experienced articulate salesman with working knowledge of video production..Leads furnished for both Broadcast/Non-Broadcast markets. Box G-145.

In Virginia—local sales. Big chance for fast promotion. Appx. \$18-20M to start. Must have strong background in sales. Prefer TVB/RAB trained. No beginners. Account list mainly direct, some big agency. E.O.E. Station. Box G-13.

Salesperson, top 50 market. Experience necessary. Opportunities excellent. Resume and picture. Box G-126.

HELP WANTED TECHNICAL

Southeast Sunbelt television station has immediate opening for experienced first phone technician strong on VTR production with TCR-100, TR-70C and TR600 machines. Maintenance experience required. Equal Opportunity Employer. Send resume and salary requirements to Box G-15.

Wanted, Chief Engineer in medium-sized market in Florida. Must have 6 to 10 years minimum experience. Box G-78.

Chief Engineer/Maintenance Engineer for Los Angeles based TV Production Company. Experience necessary in maintenance of broadcast cameras, videotape recorders, and other studio equipment. Experience in television remote broadcasting desirable. Salary commensurate with experience. Send resume to Box G-97.

Wanted: Television studio engineer with first-class FCC license for program and production, some maintenance. Excellent working conditions, and benefits. Experience preferred, but willing to train right person. EOE. Contact Chief Engineer, John Truitt, WLUC-TV, Marquette, MI 49855. Phone 906-475-4161.

Wanted: Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions with full benefits. An equal opportunity employer. Contact Chief Engineer, Jack Jopliling, WJBF-TV, Augusta, GA.

Studio Engineering Supervisor—Must be able to perform specialized technical duties necessary to the operation, installation modification, and maintenance of television studio equipment. Ability to guide, motivate and supervise people. A First Class License is a requirement. An Equal Opportunity Employer. Send resumes to: A.R. Garrett, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

HELP WANTED TECHNICAL CONTINUED

Small California Community College seeks experienced television technician who can operate, maintain, and repair color studio and portable TV equipment as well as oncampus CCTV system. Located in beautiful, recreation-oriented Northern California, the College of the Siskiyous is situated in Weed, California, pop. 3,000, at the base of majestic Mt. Shasta. Send complete resume of experience, education, current and acceptable salary to: Mr. Harry Beck, Vice-President for Instruction, College of the Siskiyous, 800 College Ave., Weed, CA 96094.

Videotape Operations and Maintenance Engineer for AVR-3 Equipment PTV in the Pacific Northwest. Must have extensive experience in editing and videotape production to high standards. Digital background desirable. Salary range: \$11,800-\$15,100 plus liberal benefits. Call Dick Oldham, KCTS-TV Seattle, 206-543-2000. Closing date for application: July 6, 1977.—An Affirmative Action/Equal Opportunity Employer.

Radio/TV Engineering Technologist. B.S. in Electrical Engineering or Electronic Technology; or High School and 4 years experience in television equipment maintenance, plus a 1st. Class FCC Radio Operator License. Experience in T.V. transmitter repair and operation is essential. Send Resume to: Jeff Haller, Central Employment Ctr., 2nd Floor Hub, Univ. of FL, Gainesville, FL 32611. Equal Employment Opportunity, Affirmative Action Employer.

Need experienced broadcast maintenance, 1ST phone engineer. Good place to live. Good, growing company. E.O.E. Contact R. Hardie, C.E., KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79105.

Studio Operations Maintenance engineer needed. Must have solid technical training and willing to learn. Experience desirable. Equal Opportunity Employer. Send resume to: Lewis Brown, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

Maintenance/Operations Engineer—Northeast coast. First phone required. Equal Opportunity Employer. Send resume and salary requirement to Box G-100.

Antenna Engineer & Antenna Sales Engineer. Jampro is expanding into the challenging field of CP Television Transmitting Antennas. Both positions are now open and pay is commensurate with experience and past history. Plant and offices located in Sacramento, California. A subsidiary of Cetec Corporation, offering excellent fringe benefits and good living conditions. Expanding opportunities await qualified and experienced people for immediate employment. Write in full confidence to Lee Snyder, Personnel Director, Jampro Antenna Company, P.O. Box 28425, Sacramento, CA 95828.

VTR (Quad.) & camera maintenance engineers for active TV Station and Production House. E.O.E. M/F. Box G-24.

Experienced Chief Engineer: Class Four AM, semi-automated FM in single studio-transmitter location. Beautiful, safe college town. Decent wages, fringe benefits. Resume to GM, W M O A, Box 708, Marietta, OH 45750. Equal Opportunity Employer, Male-Female.

TV Maintenance Engineer: studio and VHF Transmitter maintenance. Must have FCC license. An Equal Opportunity Employer. WSTV-TV Altamont Hts., Steubenville, OH 43952.

Videotape and Distribution operating engineer, experienced, with VR7950 and Videocassettes. Resumes to Telecommunication Center, Purdue University, West Lafayette, IN 47907. An Equal Access/Equal Opportunity Employer.

HELP WANTED NEWS

News and Public Affairs Director. Produce, write, report on-air public affairs and daily news shows. Supervise full-time and student news staff. Minimum BA and two years' experience in broadcast journalism. \$12,000-12,600. Send resume, official college transcripts, three letters of recommendation, audition tape by 6/30/77 to Ron Gargasz, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

If you're an anchor person in a small market or on weekends someplace we have a good 6 & 11PM anchor position open. Ours just left for a major market. Its a real opportunity for someone who can do the job. E.O.E. Box G-30.

Enthusiastic Sports Reporter—A real go getter with solid sports background. Medium market station in major University City. Equal opportunity employer. Box G-29.

No Song And Dance man need apply. Solid news types with innovative production smarts should. We're a no nonsense news station, in a "top 65" market, looking for a Producer for our newscasts who sees things our way. EEO Employer. Send resumes. Box G-71.

Television meteorologist needed for beautiful southern coastal city. Must have professional forecasting and television weather experience, AMS certification. Fully equipped weather lab with radar. Will consider establishing regional weather service. EOE. Reply. Broadcasting Box F-38.

Assignment Editor for top 40's market in beautiful Midwest city. Knowledge of all phases of news operation necessary. E.O.E. Call Bill Gill, 616-459-8834.

News Director. Small Market. ABC network affiliate. Experience in TV news required including anchor reporting and administrative capacity. An equal opportunity employer. Reply Box G-43.

Wanted Now for Midwest ABC affiliate on the move. Must have at least one year of TV experience, know production, ability to exercise editorial judgment, work with reporters and work closely with News Director. No beginners. Salary negotiable. An EOE. Replies to News Director, WYTV-TV, 3800 Shady Run Rd., Youngstown, OH 44502.

News Director—Top 20 market, growing news department. Strong editorial judgment, writing, management skills, experience working with talent and mini-cam helpful. Box G-56.

Top 50 reporter wanted. Minimum 2 years Television news experience. Send resume and writing samples. Equal Opportunity Employer. Reply Broadcasting Box G-87.

Northeastern top 50 market station seeks experienced weather person for Monday-Friday air work early and late. Box G-147.

Public Affairs Producer-Director-Writer at public tv, KUID-TV, to plan and execute investigative documentaries. Salary \$12,500 to \$13,500. For application procedure, contact Arthur R. Hook, Gen. Mgr., KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is July 31. An EEO/AA Employer.

Cinematographer. Major Eastern market. Outstanding group ownership. Newsroom experience must. ENG experience helpful. Send resume. Equal Opportunity Employer. Box G-109.

News Producer, capable of overseeing ENG system, editing, producing live feeds, must have strong ENG experience, could lead to executive producer spot, for top 30 market in Northeast. An Equal Opportunity Employer. Send resume to Broadcasting Magazine, Box G-138.

News Director that knows news & can motivate people. To supervise TV-Radio operation in medium market. Deep into E.N.G. & Microwave E.O.E. Employer. Box G-153.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty Position: Radio/TV or print; film desirable. Ph.D. Experienced. Inquire Dr. Ruth B. Lewis, Head, Department of Mass Media-Communication. The University of Akron, Akron, OH 44325.

We're The Number One Station in a medium Mid-East market. We're looking for a Producer/Host of a new morning talk show to premiere in September. The person we're looking for should be an experienced on-air personality, an expert interviewer, possess a sense of humor and know how to research background information on people, places and things. The person we hire must be a dynamic personality experienced enough to make this show number one in its time period. EOE. Box G-9.

Live In The Beautiful Black Hills. Opening for Control Room Operator. Experience and First Phone required. Write Bill Royster, Box 1760, Rapid City, SD 57701 or call 605-342-2000. E.O.E.

Production Employee, immediate opening, med market CBS-V; experience should include: studio camera, audio, lighting, switching, and char gen. Contact Bruce Franzen, Prod Mgr. WSTV-TV, Steubenville, OH 43952. 614-282-0911 ext. 250. An Equal Opportunity Employer.

Producer/Director for Midwest Medium Market network affiliate expanding in production. Seeking hard working, enthusiastic person. Minimum 2 years experience directing news and commercial production. First phone desired. An Equal Opportunity Employer. Send resume with references to: Box G-108.

Promotion Manager creative, aggressive, ambitious. Looking for an opportunity to produce for medium market affiliate. Equal Opportunity Employer. Box G-154.

Producer Director for Broadcast facility expanding into full service production center for commercial production. We are looking for a creative, aggressive person with a minimum of 4 years studio and location experience who can communicate with major clients and provide creative expertise. Send resume and reel to: John Proffitt, KCMO TV, 125 E. 31st St., Kansas City, MO 64108. An Equal Opportunity Employer M/F.

SITUATIONS WANTED MANAGEMENT

Promote a promoter. After four years with top-20 affiliate, aggressive female wants to create audience and sales promotion campaigns for you. Experienced in print, production, media buying. Flexible location and salary for right creative challenge. Box G-99.

3 years experience in film/programming management for Top 40 Mid-Western net affiliate. Currently Manager Trainee for national cable tv company. Desires return to broadcasting. Write Box G-111.

Super Sales Manager/Salesman for large to medium market. Mature, quality professional. Thoroughly experienced. Expertise in retail (local) sales production. Trained 18 salesmen to become top producers. In 22 years, broke all records for 3 TV stations. Highly competitive, aggressive; innovative. Accustomed to challenges and management-responsibilities. Details and documentation available. Can triple sales within 2 years. Box G-144.

SITUATIONS WANTED SALES

Experienced Sales Engineer. Television Broadcast Equipment. Over 15 years in active field sales & a successful track record. Write for details Box G-33.

SITUATIONS WANTED TECHNICAL

Experienced Broadcast Engineer— Experience includes Field Engineering for major TV equipment supplier and duties as Chief Engineer. Desire position as chief engineer, TV. Reply to Box G-32.

First phone, B.S. Radio-Television. Desires work in technical TV, eager to learn. Will relocate. R. Killian, 1544 Florence Drive, Sycamore, IL 60178. 815-895-5345.

Broadcast maintenance—repair: 3 years experience (military), plus 2100 hours electronics education. 1st phone, young and self-motivated. All markets. Box G-89.

Production Man wants to move into News. Videotape, studio camera, mini-cam experience, as well as radio news, disc-jockey, and college TV News Anchor and sports. 3rd phone. Box 5174, Midland, TX 79701.

1st Phone, 3 yrs. exp. in Radio, seeks nonmaintenance technical position, or chance to learn maintenance. Frank 212-236-6657.

SITUATIONS WANTED NEWS

Experienced reporter, masters degree, good on-air presence, sports and news background, looking for street and/or anchor job. Box G-81.

News Director—News Manager. Major market Radio-TV experience BA. L.L.B. Howard 305-741-0544.

SITUATIONS WANTED NEWS CONTINUED

25 Year Old white, male producer-anchor, 3-years Small Market, 1-year Medium Market. SOF editing, shooting, interviewing, cut-picking, 2-shots, and hand-offs. Back grounds in weather, sports and markets. Am used to anchoring 10 shows per week, 25,000 homes per show. Looking for something slightly bigger. Recently married, no children. Dan Corpron 915-367-6249. Mornings, please.

TV News Director. Intelligent, professional and thoughtful approach to news management. Award winning, network-related reporting experience. Seek progressive, dedicated news operation in West, Southwest or South. Box G-105.

First Phone, maint, field work. XMTR, studio, Box G-113.

Versatile Experienced Reporter with crisp writing and communicating skills wants to join newsroom on the move. Anthony-717-347-1149.

Experienced Television Reporter with background in radio and print, ready to work in larger market. Current assignments include street reporting, air-work producing and administration. Hard-working hustler with degree and graduate training. Reply Box G-124.

Sports Director in Top 50 seeking major market move. Solid talent and heavy experience. Box G-150.

Young, Aggressive radio sports director with four sport PBP experience seeks TV sports anchor or street position with small or medium market station. First Class. Bill 219-356-5983.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Producer/Director, lots of experience, film & tape, documentaries, sports, variety, commercials. Fast, enjoys work & people. Call or write Bob Soukis, Box 251, Bronx, NY 10471. 212-549-1431.

Versatile Production Specialist. Produce, direct, switch, camera, audio, lighting, film, ENG, and operations. 7 years professional experience. Management potential. Graham Brinlon, 215-664-3346.

Assistant to Program Manager with three years experience in media with knowledge of production equipment, cable, satellite TV with background in Public Service and Public Affairs. Reply Box G-135.

Production Manager 7 years experience in supervising all creative departments involved in production and on air operations. Degree smile. Box G-136.

Recent Baylor Graduate with broadcasting degree seeking employment. Experienced with cameras, audio board, video switcher. Hard-working anxious to learn. Lane Peeler, 9490 Northeast 5 Avenue, Miami Shores, FL 33138. 305-758-3908.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Local Origination Manager: Challenging position with rapid growing CATV system in Honolulu. Must have experience with 3/4" and 1/2" VTR equipment including studio and control room facilities. Responsibilities include development, direction and management of PA, LO and STV operation. Send resume, salary history and references to: Milo E. Rodich, Vice President, Oceanic Cablevision, Inc., P.O. Box 27087, Honolulu, HI 96827.

EMPLOYMENT OPPORTUNITIES

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.

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5.

HELP WANTED MISCELLANEOUS

Director, School of Journalism, The Pennsylvania State University. Qualifications: professional experience in the mass media, Ph.D., administrative experience in journalism education. School offers undergraduate sequences in broadcast-news, journalism and advertising and the M.A. degree. Desired availability June, 1978. Application deadline Aug. 1, 1977. Affirmative action/Equal opportunity employer. Applicants contact Prof. William L. Dulaney, Chairman, Search Committee, 215 Carnegie Building, Box B, The Pennsylvania State University, University Park, PA 16802.

The City of Fall River, Massachusetts, is soliciting applications for a cable license to operate within the geographic boundaries of the city. Deadline for receipt of applications is August 31, 1977. Application should be addressed to: Office of the Mayor, City of Fall River, One Government Center, Fall River, MA 02722.

WANTED TO BUY EQUIPMENT

Need 5kw Transmitter in good condition and also 400ft. Tower. Waks Radio, P.O. Box 588, Fuquay, NC 27526. Tel: 919-552-2263.

VHF TV Translators. Ken Lewis, 163 Thompson St., East Haven, CT 203-469-8077.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms-4reels, 470 ft each-can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

Consoles-Collins Stereo 212E w/plug in modules 9 mixers. Also Collins 212A Dual Channel 10 mixer, both in good condition and both for \$1,300. 904-234-8858.

Harrie BC1K 1510KHz located in Illinois. Two years old; \$6,400 firm. Taken on trade by Cetec Broadcast Group; 805-968-1561 Linda Padilla.

AM Transmitters: Collins 21E-5KW, RCA BTA-5F-5KW, RCA BTA-1R-KW, CCA AM-1000-D-1KW, Gates BC-1J-1KW, Gates BC-1H-1KW, Collins 20-V3-1KW, RCA BTA-1M-1KW, Raytheon RA-250B-250W, Gates BC-250GY-250W, Collins 300J-2-250W AM. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Collins 831-G2B-20KW, AEL FM-25KD-25KW, Rust FM-15A-15KW, CCA FM-1000-DS-10KW, Collins 830-F1A-10KW, RCA BTF-10D-10KW, Gates FM-10H-10KW, Westinghouse FM-10-10KW, Collins 830E-1A-5KW, ITA FM-5000-B-5KW, RCA BTF-5D-5KW, Rust FMT-5B, RCA BTF-5B-5KW, RCA BTF-5E-5KW, Gates FM-250B-250W, Gates FM-1C-1KW, Collins FM-1000-B-1KW, ITA FM-250-B-250, RCA BTE-10CT-10W, Gates BFE-10C-10W, ITA FM-10BM-10W, Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Fully equipped mobile radio studio, mobile home, full galley, bathroom, sleeps four, audio console, two tables, full P.A. system. Any reasonable offer. Call, 301-953-2332.

(2) GE PE 250's, complete, must sacrifice, both for \$20,000. 1-205-956-2200.

RCA BTA-50H1S 50 Kilowatt transmitter with BTE-20A solid state exciter. Presently in use tuned to 1170 KHz. Available August, 1977. Excellent condition, used only 31,000 hours. \$45,000. KLOK, San Jose, CA 408-274-1170.

Expertly maintained production equipment including Datatron Vidicue Editor 5200, Grass Valley Group 1400-7 Production Switcher, Phillips-Norelco MD-3 Audio Console. Best Offer-202-783-2700.

Ampex AG600B, two channel, half track. New, used less than two hours. \$450 or best offer. 505-298-9381.

Transmitter, power supply. Westinghouse MW-2. 2-30 MHz, 2.5 KW. New. Best offer. A&A Electronics, Box 1711, Whittier, CA 90609.

IVC 870 color VTR with brand new 07 selected video head plus two other IVC machines-\$4,500. Call day or night 201-838-2249.

CRV Systems has 2 IVC 870 C's with remote, less than 100 hours use. \$6000 or best offer. Also New du Pont U-Matic tape, DVS TBC's, Shintron switchers, NEC VTR's, Rapid Q cart machines. Call us first. CRV Systems Inc. 2370 Vinton St. Huntington, WV 25701. Phone 304-525-2633.

400 Fidellpac carts, 70, 90, 3 1/2, 5 1/2. Switching brands. 50 cents each plus UPS. K O Z E Lewiston, ID.

Audio-Video distribution/routing switcher. Twelve inputs by eight outputs, with eight remote control panels. Recently updated. Call CE, E. J. Stewart, Inc., 215-543-7600.

Collins 20V Transmitter, very clean. Available July 1. Also GR 1931B Modulation Monitor. Contact Don Sports, WCLA, Box 427, Claxton, GA 30417. 912-739-3035.

5" Air Hellax copper-New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

Ampex 3000, complete unit, excellent condition \$29,990. Norelco PC 70, excellent condition \$29,990. Principals only. Call 212-TR6-4900 After 8 p.m. 914-238-9229.

Two Ikegami TK-355 Studio/Remote color cameras. Studio grade tubes with extended red; Canon PV10x15 auto iris lenses; 100 foot mini-cables; remote control panels with 50 ft. cables. Half-rack C.C.U.'s with waveform and monitor switchers. Internal sync generators and auto pedestal units available. Currently in studio operation and available for inspection. For further information call Paul Roston or Steve Detch at Roscor 312-539-7700.

Bauer 10kw FM Amplifier. Self contained, single cabinet with space for exciter, stereo generator \$3500 plus shipping. RCA 10 watt tube type exciter \$500. P.O. Box 486 Miami, AZ 85539. 602-473-3051.

Two Ampex VR-3000 Portable High Band Videotape Recorders, in carrying cases, with three video heads, battery packs and body braces. Top condition and sensibly priced. Box G-112.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

FRUITBOWL is not for comedians; It's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Do You Have a client who needs a jingle? If you've been calling Dallas or Memphis, call us. We create custom jingles in 48 hours. Phila. Music Works Box 947 Bryn Mawr, PA 19010 215-525-9873.

Deejays: A collection of Stories, Facts, and Laughs. King's Korner. Write to The King at 1045 Park Avenue, River Forest, IL 60305 for free sample.

Italcom is preparing its 1978 Italian Broadcasting & CATV Four W's Directory in English at \$5 per copy. For rate card write: 12 Corn Ct. Mastic Beach, NY 11951.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401, 703-373-1441.

First Class FCC license in 8 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. 213-379-4461.

RADIO

Help Wanted Management

LOCAL SALES MANAGER

WQXM(FM) is a major full-power, beautiful music facility serving the Tampa/St. Petersburg market 24 hours daily.

An immediate opening exists for a mature professional person to head up the local sales staff. Responsibilities include the installation of sales organizational materials, along with the physical implementation of planned contact on the street. The successful candidate will be expected to launch an all-out local sales effort that produces results in terms of development of new accounts, maintenance of existing accounts, and consistent upgrading of rate structures. The local sales manager will be required to work on the street with the sales staff and develop each sales person to his or her maximum sales potential.

If you have a strong sales and/or sales management background and are willing to work hard to hit realistic local sales goals, the position of local sales manager for WQXM Radio has excellent earning potential. Experience with the approach of selling a beautiful music format will guarantee special consideration, however, is not mandatory for the position. If you are looking for a "soft touch" situation and/or have an "arm chair" management approach ... *do not apply.*

If you feel you qualify for this position, send a complete resume to:

General Manager
WQXM Radio
P.O. Box 4809
Clearwater, FL 33518

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Sales

Sales Opportunities

WMBD AM/FM, Peoria, has immediate need for three career sales persons. Key local account lists available. Women and minorities encouraged. Rush resume to Dick Booth, WMBD, 3131 N. University, Peoria, IL 61604.

SALES ADMINISTRATOR

CCA is on the move and needs more experienced sales people for inside and outside assignments. Technical or electronic mfg co. experience required, preferably with broadcast equipment background and a desire to grow in sales. Send letter incl salary requirements plus resume, to:

Arthur A. Silver, V.P.-Sales
CCA Electronics Corporation
716 Jersey Ave.
Gloucester City, NJ 08030

Help Wanted Announcers

Bright Morning Entertainer

Top rated Midwestern M.O.R. Looking for real talent. Top pay and benefits. E.O.E. Rush letter and resume to Box G-102.

Help Wanted News

WGST, Atlanta, Newscaster Opening

Minimum 3 years experience as a news reporter/announcer in a top 50 market. Person should be aggressive and experienced in self-starting radio news gathering techniques, proficient in news writing and use of production facilities.

College Journalism or Communications degree helpful, but not necessary. Writing, voice and delivery must be of quality suitable to WGST standards.

No telephone calls accepted. Send tape and resume to:

News Director
WGST Radio
550 Pharr Road, N.E.
Atlanta, Georgia 30305

An equal opportunity employer.

RADIO NEWS

Excellent teacher with strong professional news and public affairs background needed beginning September for 3-year-old Journalism department where emphasis is placed on professional education. Candidate must have master's, doctorate highly desirable. Located in state capital, Florida A&M University is an historically black institution moving toward growth and change. Department has new radio station and other modern equipment for print and TV news. If you are seeking challenging work as an assistant or associate professor in the \$14,300-\$17,600 salary range (depending on qualifications), write or call: Robert M. Ruggles, Chairman, Department of Journalism, P.O. Box 14, Florida A&M University, Tallahassee, FL 32307. (904) 599-3718. An Equal Opportunity, Equal Access Institution. Application deadline: June 27.

Help Wanted Programing, Production, Others

Program Director

59 WOW Radio
Omaha, NE.

Adult Contemporary
One of the Nation's
Top Stations
Experience & Track Record
Required
EOE M/F

Send Resumes To:
Jim Eddens VP & GM
11128 John Galt Blvd.
Omaha, NE 68137

Situations Wanted Management

Experienced GM

Strong, Experienced GM with outstanding track record with successful blockbuster stations in top major markets looking for position. Reply in confidence 215-449-7378.

HERE'S WHAT I HAVE TO OFFER

1. Shirt sleeve executive who is a street fighter who sells like a S.O.B. to local and agency accounts.
2. A GM who trains and motivates his sales force and takes the words NO and HE WON'T BUY from their vocabulary.
3. A GM who knows programming and promotions and what it takes to make a station No. 1.
4. A GM who can take a loser and make it a winner or take a winner and keep it a winner with increased sales.
5. A GM who has a degree in accounting and three years of law school.
6. A GM who gets totally involved with the community.
7. A GM who knows the FCC and their rules and regs.
8. A GM whose profit minded and knows that the complete success of the station is the bottom line. It took ten years of experience and hard knocks to acquire my knowledge and I can back all I say with a track record and references that are impeccable. My best references would probably be my competitors.

WHAT DO YOU HAVE TO OFFER?

If its right ... I will, at my own expense, meet you eyeball to eyeball to discuss a mutual relationship. Box G-156.

Situations Wanted News

PLAY-BY-PLAY FOOTBALL

Major market play-by-play veteran seeks football assignment for the coming season. I have major college play-by-play experience for a statewide network. Will consider pro or college opportunity.

Reply Box G-16.

MIZ NEWS

Female journalist experienced in news reporting, street reporting and special news features. Newshawked in N.Y.C. as well as for stations thru-out the country. Looking for full time real news broadcasting work. Box G-125.

TELEVISION
Help Wanted Management

**Advertising
Agency
Broadcast AE**

New Business Development

We're a well established 15-year old metro Washington, DC agency with national accounts, mostly print, who want to develop our broadcast business. We seek an all around ad agency broadcast or network sales person to head our broadcast department and broadcast new business development. Top salary, % of new business development + bonus + profit-sharing. Washington now No. 1 growing market in the U.S., we want our share of it! If you're the right person, this could be just the opportunity you seek. EOE. Please contact:

Garrett Sanderson, Chairman

STACKIG, SANDERSON & WHITE, INC.

2243 Wisconsin Avenue, NW
Washington, DC 20007
(202) 337-1010

Help Wanted Technical

**TELEVISION
OPERATIONS**

An all new, three studio, teleproduction facility is being staffed in Columbus, Ohio. We will be working in all phases of television live productions, remote operations, and electronic journalism and we need full time experienced operators. We offer corporate benefits and the chance to work with all new equipment and programming ideas. If you qualify, send resume to:

WARNER COMMUNICATIONS, INC.
1201 Olentangy River Road
Columbus, Ohio 43212
Or Call
614-299-1128

**TELEVISION
MAINTENANCE AND
OPERATIONS ENGINEER**

1st class phone license and 2 years experience in full color operation. Salary range \$876-1174/monthly. Applications deadline July 5, 1977. Please write or call: Jane Buser, Boise State University, 1910 University Drive, Boise, Idaho 83725. An Equal Opportunity Employer M/F.

Help Wanted News

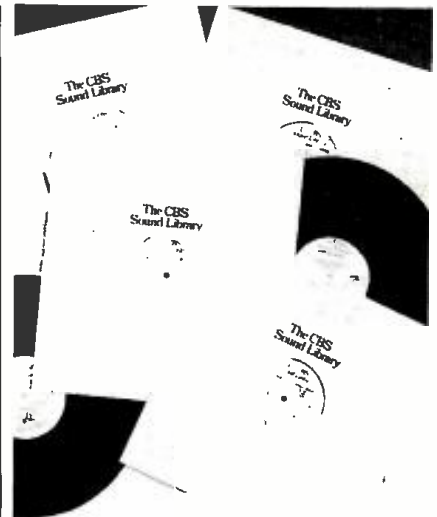
**FRANK N. MAGID
ASSOCIATES, INC.
IS STILL GROWING**

and we are looking for extraordinary individuals to grow with us. You must be an extremely creative person with a strong background in television news, public affairs, programming or promotion. You must be able to work with management, and be willing to work hard. If you meet all of these requirements and are also a highly motivated, self-starter send a resume to:

Mr. Leigh T. Stowell
Frank N. Magid Associates, Inc.
One Research Center
Marion, Iowa 52302

**PUBLIC TELEVISION
BROADCAST
OPPORTUNITY**

If you're experienced in TV Broadcast Journalism, Production or Engineering, here's your opportunity to get in on the ground floor of an expanding news operation at a large Eastern State TV Network. Benefits package and career advancement opportunities. Send resume with complete details of experience and salary to Box G-122. (This advertiser is an Equal Opportunity Employer.)



**THE CBS
SOUND
EFFECTS
LIBRARY
IS THE BEST
YOU CAN
BUY.**

**OVER 8 HOURS OF
SOUND EFFECTS:** fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
**407 CUTS IN ALL -- AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name -----

Firm or Call Letters -----

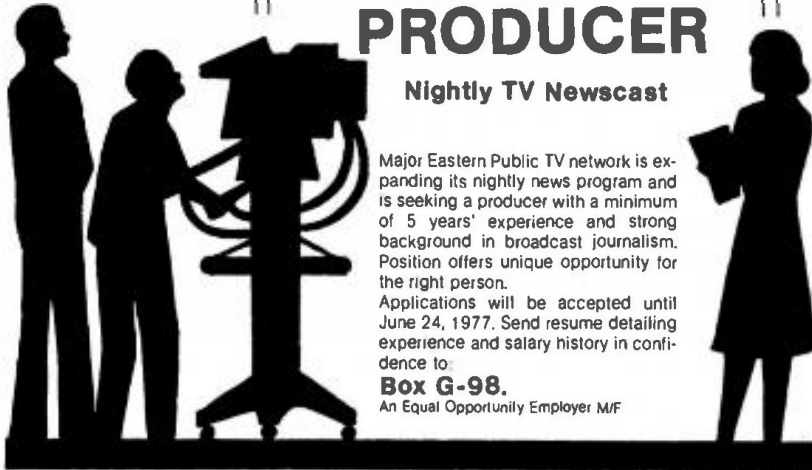
Address -----

City -----

State ----- Zip -----

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.



EXECUTIVE PRODUCER

Nightly TV Newscast

Major Eastern Public TV network is expanding its nightly news program and is seeking a producer with a minimum of 5 years' experience and strong background in broadcast journalism. Position offers unique opportunity for the right person.

Applications will be accepted until June 24, 1977. Send resume detailing experience and salary history in confidence to:

Box G-98.

An Equal Opportunity Employer M/F

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE - CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305)491-3700

Equipment For Sale

MAKE US AN OFFER!

We have 2,000 slightly used 2" video tape reels and tapes (30 second and 60 second commercials). What will you pay for all or part of them? You pay the shipping. Call or write Howard T. Boasberg, Bernstein/Rein & Boasberg Advertising, 800 W. 47th St., Kansas City, Missouri 64112. 816-756-0640.

PUBLIC NOTICE

UNITED STATES DISTRICT COURT

For the Western District of Pennsylvania In re: Cover Broadcasting, Inc., Debtor, in proceedings for an arrangement under Chapter XI, Bankruptcy No. 75-1025.

NOTICE TO CREDITORS AND OTHER PARTIES IN INTEREST OF SALE OF PROPERTY FREE AND CLEAR OF LIENS AND ENCUMBRANCES

Notice is hereby given that: Dominic Ciarrimboli, Receiver has filed an application to sell property free and clear of liens and encumbrances. The property consists of:

A. AM, FM and Television Licenses from the Federal Communications Commission (FCC) for:

1. Radio station WJNL-AM, 1490 Khz, 1 Kw from sunrise to sunset and 250 W from sunset to sunrise, from a 155 ft antenna

Main Transmitter: RCA, 8TA-1R3.

Auxiliary Transmitter: ITA, Type AM, 1000.

Geographic Coordinates are: 40° 19'25" north latitude, 78° 53'49" west longitude.

2. Radio station WJNL-FM, 96.5 MHz with an ERP 50 KW (50,000 W) horizontal and vertical. Antenna height above average terrain is 490 ft

Transmitter Nomenclature: RCA 8TF-20E1, RCA BFC-6B

Geographic Coordinates are: 40° 19'45.2" north latitude; 78° 53'54.2" west longitude.

3. Television station WJNL-TV, Channel 19, 500-506 Mhz with ERP visual 178,000 watts (178 KW) vis with omni directional horizontal field pattern, and 15.81 maximum horizontal and power

Transmitter nomenclature: RCA TTU-12A (Visual and Aural)

Antenna: RCA TFU-24DL-652 ft. above average terrain.

Geographic coordinates: North latitude 40° 19'47"; West longitude 78° 53'45".

B. Real Estate:

1. Vacant land in Lower Yoder Township, Cambria County, Pennsylvania. See Deed Book Volume 966, page 469 in the Recorder's Office of Cambria County, Pennsylvania

2. A 23.33 acre tract in Conemaugh Township, Cambria County, Pennsylvania, having erected thereon a television tower and a concrete building. See Deed Book Volume 910, page 489 in the Recorder's Office of Cambria County, Pennsylvania.

3. A parcel of land in the Eighth Ward of the City of Johnstown, Cambria County, Pennsylvania. See Deed Book Volume 910, page 489 in the Recorder's Office of Cambria County, Pennsylvania.

4. A 3.659 acre tract in Conemaugh Township, Cambria County, Pennsylvania. See Deed Book Volume 919, page 235 in the Recorder's Office of Cambria County, Pennsylvania.

5. A 3.659 acre tract in Conemaugh Township, Cambria County, Pennsylvania. See Deed Book Volume 919, page 239 in the Recorder's Office of Cambria County, Pennsylvania.

C. Equipment:

Complete telecasting and radio equipment, television tower, radio tower, furniture and fixtures, and a tractor.

For complete details as to all property offered for sale and for arrangements to inspect said property, contact Dominic Ciarrimboli, Attorney at Law, 101 N. Main Street, Greensburg, Pennsylvania 15601, telephone (412) 837-2757.

Terms and conditions of sale: public auction sale starting at \$1,000,000.00 or such higher amount as may be bid: 10% deposit by cash, certified check or cashier's check; deposit to be invested by Receiver at interest pending confirmation and closing of sale; sale subject to consent and approval of FCC in accordance with the requirements of that agency; balance payable in cash, certified check or cashier's check upon confirmation and closing of sale; deposit interest earned to accrue to the benefit of purchaser at time of confirmation and closing of sale. Deposit and interest, less administrative costs, shall be returned to prospective purchaser if FCC approval is not obtained for reasons attributable to the estate of the debtor. If FCC approval is not obtained for reasons not attributable to the estate of the debtor, then one-half of deposit and one-half of interest shall be retained by the estate as liquidated damages, the balance, less administrative costs, to be returned to the prospective purchaser. In the event that the prospective purchaser fails to make necessary application to the FCC within 60 days, or in the event that the prospective purchaser obtains FCC approval but fails to consummate purchase within 45 days thereafter, then the deposit and interest shall be retained by the estate as liquidated damages.

Any prospective bidder or purchaser desiring to enter a proposal at variance with the terms and conditions listed above and/or for only part of the property offered for sale should contact the Receiver in advance of the public auction date listed below.

A hearing will be held in Room 1605 Federal Building, 1000 Liberty Avenue, Pittsburgh, Pennsylvania 15222 on June 29, 1977 at 2:00 PM, for the purpose of passing on said petition, when and where all objections will be heard, when and where the general public is invited, when and where public auction bidding will take place. At said time and place the Court will issue such Order and certifications required by the successful bidder for purposes of making application to the FCC.

Dated at Pittsburgh, Pennsylvania this 7th day of June, 1977.

BERNHARD SCHAFFLER
Bankruptcy Judge
1611 Federal Building
1000 Liberty Avenue
Pittsburgh, PA 15222

MEDIA DEPARTMENT CHAIRPERSON

Comprehensive N.J. community college seeks innovative Broadcast Educator to develop a strong career-oriented program in Broadcast Communication with an emphasis on Industrial/Instructional T.V. and Radio. The Chairperson will also be responsible for production of instructional mediated materials and supervision of appropriate support personnel. Media facilities include a 3/4" color TV studio, closed circuit TV, distribution system, ITFS tower, audio production center, graphics & photo labs. This 12-month position requires 5 yrs experience in Broadcast industry, plus 5 yrs in college teaching & administration, and a Master's degree plus 30 credits in communications & media. Salary commensurate with credentials and experience, with liberal benefits. Address all inquiries with detailed resume before July 12, 1977 to:

Box G-110,
Equal Opportunity/
Affirmative Action Employer

Situations Wanted News

Television & Radio Sportscaster

My sports shows are meant for your sports fans. Interviews, features, and commentary, 10 years experience. PBP includes all the major sports I've covered both national and international events from the Masters to the Olympics in Innsbruck to Daytona. I can provide your station with experience and the ability to produce Box G-155.

Situations Wanted Programing, Production, Others

TELEVISION PROGRAMMING RESEARCHED

From detailed content analyses to TV Trivia. Prompt and reliable work done by communications expert. Also can provide professionally written features on TV: Past and Present

Write to: TVR
P.O. Box 11574
Phila. Pa 19116

Miscellaneous

Major Media

Mergers/Acquisitions Financing
E.F. Hutton Co. Inc.,
 One Boston Place,
 Boston, MA 02108.

FCC ATTORNEY

Phoenix-based NYSE-listed multimedia communications company requires an attorney with FCC and broadcast law experience. This corporate level staff position will entail responsibilities for preparation and filing various reports with the FCC and answering communication, broadcast and advertising legal questions. Applicant must have a minimum of 2-5 years FCC experience or comparable experience with a legal firm specializing in broadcast law. High academic qualifications are essential. Starting salary commensurate with qualifications. Send resume in confidence along with complete salary history. to:

Chief Counsel
 Post Office Box 25518
 Phoenix, Arizona 85002
 An Affirmative Action, Equal Opportunity Employer

STAMFORD, CONNECTICUT
 Gracious split/level colonial

Four B-room, 3-bath, spacious living room, dining room, family room, dream kitchen, breakfast room, patio, old-brick wood burning fireplace, on one-acre beautifully landscaped, giant shade trees, partly wooded in private cul-de-sac (corner acreage), impressive portico entrance, newly decorated, completely carpeted, many extras, A/C, over-sized garage, electric door, complete laundry appliances including Culligan water-softener system, convenient for commuting, excellent buy—\$154,500. Principals only. Call: 203-322-2546. 10:00 A.M. to 9:00 P.M.

Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.
 Reply Box E-69.

STATIONS WANTED

Have desire and means to acquire AM/FM Radio or TV stations in Southeast U.S.A. Financial statements available upon request. Box G-38.

Wanted:

Larger Market UHF or VHF, affil. or inde. Qualified Corporate Buyer.
 Box G-106.

Wanted To Buy Stations
 Continued

DETERMINED AND LOOKING

- To Buy
- * AM or FM
 - * AM/FM
 - * Turn Around OK

Cash or Terms Sunbelt Preferred Write Principal: Bayard M. Grant 127 W. 10th Street. K.C. MO 64105

For Sale Stations

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
 415-873-4474

EAST COAST 210 EAST 53RD ST. NO. 5D. NEW YORK 10022
 212-288-0737

FLORIDA FULLTIME

For Sale: Florida Full Time AM & FM radio stations. Long established, high ratings. Growth market. Principals Only. Box G-17.

SMALL MARKET FM.

Station in Eastern Missouri. Two times gross, includes real estate, principles only, terms available. Box G-151.



Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
 P.O. Box 946 • (607) 733-7136

For Sale Stations
 Continued

RALPH E. MEADOR

Media Broker
 AM - FM - TV - Appraisals
 P.O. Box 36
 Lexington, Mo. 64067
 Phone 816-259-2544

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers
 Los Angeles Washington

Contact:
 William L. Walker
 Suite 508, 1725 DeSales St., N.W.
 Washington, O.C. 20036
 202-223-1553

MEDIA BROKERS APPRAISERS

RICHARD A.

Shaheen INC
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



- Fulltimer North Central California. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in city covering metro area of about 390,000 in Southeast. Good billing. \$600,000. Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Terms.
- Daytimer. N.C. Black. \$90,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
 615-894-7511 24 HOURS



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

CA	SUB	profitable	\$475K
SE	Metro	profitable	1.570K
NY	Metro	power	850K
WV	Metro	fulltime	250K
SE	Maj	profitable	4.000K

CONTACT

S138K	Ray Stanfield	(213)363-5764
29%	Bill Chapman	(404)458-9226
cash	Art Simmers	(617)837-6711
cash	John A. King	(517)467-2201
nego	Bill Hammond	(214)243-6043

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341.

For Sale Stations Continued

50,000 WATT FM STEREO

Station Covering Hampton—Newport News—Williamsburg—Norfolk and many other areas. Sale price under \$200,000 on excellent terms. Submit financial qualifications for more information. Box G-115.

Non-directional AM

5,000 Watt, Non-directional AM, D with 6:A.M. sign on in 370,000 market South-east. Very reasonable terms and pay out. Principals only. Box G-120.

FLORIDA

Stations Available
Owner-Operator

\$150,000 to \$275,000 (terms)

REGGIE MARTIN Media Broker
(305) 361-2181

731 S. Mashla, Key Biscayne, Fla. 33149

WTBJ Radio

Monticello, Florida
Contact H. L. Townsend, Jr.
Box A, Parsons, TN 38363
901—847-3621.

You belong in Broadcasting

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management. Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:
—Help Wanted 70c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—5.00 weekly minimum.
—All other classifications, 80c per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.
—All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

The Acropolis MEDIA LIBRARY
all 6 important books
for just \$50!
(a savings of \$5.25)

1 The American Film Institute's GUIDE TO COLLEGE COURSES IN FILM AND T.V.

The complete "yellow pages" to 8,225 film and t.v. courses offered at 791 American and foreign colleges and universities. \$6.95 quality paperback

2 THE AMERICAN FILM HERITAGE Impressions from The American Film Institute Archives

Foreword by Gregory Peck "... filled with nostalgic sidebars about the infant years of the American film industry."—SMITHSONIAN MAGAZINE \$17.50 deluxe cloth with silver sleeve box/184 pages/8 1/2 x 11 over 150 photos and illustrations

3 THE ELEMENTS OF EFFECTIVE COMMUNICATION Ideas Power Tactics

the basic elements to idea-handling and the communicative arts \$6.95 cloth/180 pages/6x9/index

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Stock Index

Stock symbol	Exch.	Closing Wed. June 15	Closing Wed. June 8	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
Broadcasting										
ARC	N	44	44 1/8	- 1/8	- .28	45 1/4	37	10	18,058	794,552
CAPITAL CITIES	N	48 1/2	47 7/8	+ 5/8	+ 1.30	57	44 3/4	10	7,484	362,974
CBS	N	58 3/4	58 1/4	+ 1/2	+ .85	60 3/8	55	10	28,395	1,668,206
COX	N	27 3/4	27	+ 3/4	+ 2.77	33 5/8	27	8	5,872	162,948
GROSS TELECASTING	GGG	14 7/8	15 3/8	- 1/2	- 3.25	15 1/2	13 5/8	7	800	11,900
KINGSTIP COMMUN.	KTVV	4 1/2	4 1/2		.00	4 5/8	3 7/8	8	461	2,074
LIN	D	17 3/8	16 1/2	+ 7/8	+ 5.30	19 1/8	16 1/2	7	2,725	47,346
MOONEY	MODN	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	16 1/2	16 1/2		.00	18 1/2	8 5/8	20	1,281	21,136
SCRIPPS-HOWARD	SCRP	35 1/2	34	+ 1 1/2	+ 4.41	36 1/2	31 1/2	8	2,589	91,909
STARR** *	SBG	5 1/4	5 1/4		.00	7	3 1/2		1,418	7,444
STDRER	SBK	22	21 3/8	+ 5/8	+ 2.92	26 7/8	21 3/8	5	4,876	107,272
TAFT	TFB	28 1/4	27	+ 1 1/4	+ 4.62	33 7/8	27	8	4,070	114,977
TOTAL									78,454	3,393,853

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/4	4 7/8	+ 3/8	+ 7.69	5 1/2	3 3/4	7	1,234	6,478
AVCO	AV	N	16 1/4	15 7/8	+ 3/8	+ 2.36	16 5/8	13 3/8	3	11,656	189,410
JOHN BLAIR	BJ	N	16 3/8	16 1/4	+ 1/8	+ .76	17 1/2	11 1/8	6	2,414	39,529
CHRIS-CRAFT	CCN	N	4 5/8	4 1/2	+ 1/8	+ 2.77	7 3/8	4 1/2	4	4,396	20,331
COMBINED COMM.	CCA	N	21 1/8	20 3/8	+ 3/4	+ 3.68	23	19	7	6,493	137,164
COWLES	CWL	N	14 1/2	14 1/2		.00	15 5/8	12 1/2	17	3,969	57,550
DUN & BRADSTREET	DNB	N	28 1/4	27	+ 1 1/4	+ 4.62	30 1/2	26 1/4	15	26,447	747,127
FAIRCHILD IND.	FEN	N	12 5/8	12	+ 5/8	+ 5.20	12 5/8	9 1/2	11	5,708	72,063
FUQUA	FQA	N	9 1/2	9 3/8	+ 1/8	+ 1.33	13	9 1/8	6	8,987	85,376
GANNETT CO.	GCI	N	34 5/8	33 1/2	+ 1 1/8	+ 3.35	40 3/4	32 3/4	15	22,430	776,638
GENERAL TIRE	GY	N	29 1/8	27 3/4	+ 1 3/8	+ 4.95	29 1/8	24 3/4	6	22,242	647,798
GLOBE BROADCASTING	GLBTA	O	4	3 7/8	+ 1/8	+ 3.22	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	10	10		.00	11	8	5	475	4,750	
HARTE-HANKS	HHN	N	26 1/4	26 1/2	- 1/4	- .94	29 3/8	26	11	4,470	117,337
JEFFERSON-PILOT	JP	N	29 5/8	29	+ 5/8	+ 2.15	32 3/8	26 5/8	11	24,128	714,792
KAISER INDUSTRIES	KI	A	4 3/4	4 5/8	+ 1/8	+ 2.70	18 5/8	4 5/8	2	28,119	133,565
KANSAS STATE NET.	KSN	O	5 5/8	5 5/8		.00	6	4 3/4	8	1,716	9,652
LEE ENTERPRISES	LNT	A	23 5/8	23 1/2	+ 1/8	+ .53	28 1/8	22 1/4	11	5,010	118,361
LIBERTY	LC	N	20 5/8	20 3/4	- 1/8	- .60	21 5/8	18	7	6,762	139,466
MCGRAW-HILL	MHP	N	17 3/4	17 1/2	+ 1/4	+ 1.42	18	15 5/8	10	24,655	437,626
MEDIA GENERAL	MEG	A	16 7/8	16 3/8	+ 1/2	+ 3.05	20	16 3/8	8	7,272	122,715
MEREDITH	MDP	N	20 3/8	19 3/4	+ 5/8	+ 3.16	20 3/8	17 3/8	5	3,067	62,490
METROMEDIA	MET	N	26 1/2	26	+ 1/2	+ 1.92	31 1/8	25 3/4	6	6,771	179,431
MULTIMEDIA	MMED	O	24 1/4	23 3/4	+ 1/2	+ 2.10	25 1/2	21 1/2	10	4,391	106,481
NEW YORK TIMES CO.	NYKA	A	17 3/8	17	+ 3/8	+ 2.20	19 1/4	15 3/4	8	11,207	194,721
OUTLET CO.	DTU	N	19 5/8	19 1/8	+ 1/2	+ 2.61	24 1/4	16 5/8	8	2,140	41,997
POST CORP.	POST	O	17 3/4	18	- 1/4	- 1.38	19 1/4	16 1/4	7	869	15,424
REEVES TELECOM	RBT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	20 1/4	19 1/2	+ 3/4	+ 3.84	24 1/4	17 1/8	11	13,404	271,431
RUST CRAFT	RUS	A	11 7/8	11 3/4	+ 1/8	+ 1.06	11 7/8	8 1/2	8	2,291	27,205
SAN JUAN RACING	SJR	N	8	8 1/8	- 1/8	- 1.53	10 3/8	7 5/8	7	2,509	20,072
SCHERING-PLOUGH	SGP	N	36 7/8	35 3/4	+ 1 1/8	+ 3.14	44 3/4	32 7/8	12	54,084	1,994,347
SONDERLING	SDR	A	9	9		.00	10 7/8	8 3/8	4	1,103	9,927
TECH OPERATIONS**	TD	A	2 7/8	3 1/8	- 1/4	- 8.00	3 3/8	2 3/8		1,344	3,864
TIMES MIRROR CO.	TMC	N	22 1/2	21 3/4	+ 3/4	+ 3.44	23	20 3/4	10	33,927	763,357
WASHINGTON POST CO.	WPO	A	24 1/4	23 1/2	+ 3/4	+ 3.19	25 1/8	21 3/4	8	8,876	215,243
WOMETCO	WOM	N	11	11		.00	12 3/4	10 7/8	7	9,437	103,807
TOTAL									379,166	8,604,607	

Cablecasting

ACTON CORP.	ATN	A	4 1/8	4	+ 1/8	+ 3.12	4 3/4	3 1/8	9	2,757	11,372
AMECO**	ACO	O	1/4	1/8	+ 1/8	+ 100.00	1/2	1/8		1,200	300
AMERICAN TV & COMM.	AMTV	O	24 1/2	24 1/4	+ 1/4	+ 1.03	25 3/4	19 3/4	16	3,374	82,663
ATHENA COMM.** *	O	3/8	3/8		.00	3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	O	3 1/8	3 1/8		.00	4 1/8	3 1/8	21	8,319	25,996
CABLE INFO.	D	3/4	3/4		.00	7/8	1/2	4		663	497
COMCAST	D	4 3/8	4 3/8		.00	4 3/8	3 3/4	8	1,662	7,271	
COMMUN. PROPERTIES	COMU	O	5 3/8	5 1/4	+ 1/8	+ 2.38	5 1/2	3 5/8	16	4,761	25,590
CDX CABLE	CXC	A	22 5/8	22 3/4	- 1/8	- .54	22 3/4	16 1/2	20	3,566	80,680
ENTRON	ENT	O	7/8	1	- 1/8	- 12.50	2	7/8	1	979	856
GENERAL INSTRUMENT	GRL	N	19 3/4	19	+ 3/4	+ 3.94	21 3/4	18 1/8	10	7,332	144,807
GENEVE CORP.	GENV	D	7 3/4	7 1/2	+ 1/4	+ 3.33	9 1/4	7 1/2	52	1,121	8,687
TELE-COMMUNICATION**	TCOM	O	4	3 3/4	+ 1/4	+ 6.66	5 1/8	2 7/8	57	5,281	21,124
TELEPROMPTER	TP	N	7 1/8	7	+ 1/8	+ 1.78	9 3/8	6 3/4	238	16,793	119,650
TEXSCAN	TEXS	O	1 1/2	1 1/2		.00	2	1 1/4	9	786	1,179
TIME INC.	TL	N	35 7/8	35 5/8	+ 1/4	+ .70	38 1/4	33	10	20,306	728,477
TOCOM	TOCM	O	3 1/4	3 1/4		.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	15 3/4	15 1/2	+ 1/4	+ 1.61	18	15 1/2	12	1,679	26,444
UNITED CABLE TV**	UCTV	O	4 3/8	4 1/4	+ 1/8	+ 2.94	4 5/8	3 7/8		1,879	8,220
VIACOM	VIA	N	14 1/8	14 3/8	- 1/4	- 1.73	15 5/8	9 1/2	13	3,736	52,771
TOTAL									88,936	1,349,385	

Stock symbol	Exch.	Closing Wed. June 15	Closing Wed. June 8	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
Programming													
COLUMBIA PICTURES	CPS	N	14 1/4	13 3/8	+	7/8	+	6.54	14 1/4	7 3/8	5	6,748	96,159
DISNEY	DIS	N	34 5/8	33 3/8	+	1 1/4	+	3.74	47 5/8	32 1/2	15	31,908	1,104,814
FILMWAYS	FWY	A	9 5/8	9 1/8	+	1/2	+	5.47	9 7/8	6 7/8	9	2,397	23,071
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	14 1/2	14 1/8	+	3/8	+	2.65	18 3/8	13 1/8	3	48,269	699,900
MCA	MCA	N	40 3/4	40 1/2	+	1/4	+	.61	42 1/2	36 3/8	8	18,024	734,478
MGM	MGM	N	24	23 3/8	+	5/8	+	2.67	24	16	10	13,102	314,448
TELETRONICS INTL.	O		4 3/4	4 1/2	+	1/4	+	5.55	5 1/2	4 1/2	7	1,018	4,835
TRANSAMERICA	TA	N	14 5/8	14	+	5/8	+	4.46	15 1/4	13 5/8	8	67,238	983,355
20TH CENTURY-FOX	TF	N	22	20 7/8	+	1 1/8	+	5.38	22	10	11	7,631	167,882
WARNER	WCI	N	32 1/2	32 1/4	+	1/4	+	.77	32 1/2	26 1/4	7	14,436	469,170
WRATHER	WCO	A	6	6				.00	6 3/4	4 1/2	10	2,243	13,458
									TOTAL			213,681	4,612,237

Service

BRDD INC.	BRDD	O	29	27 3/4	+	1 1/4	+	4.50	29	22 1/2	9	2,513	72,877
COMSAT	CO	N	34 1/8	35 3/4	-	1 5/8	-	4.54	36 3/4	29 3/8	9	10,000	341,250
DOYLE DANE BERNBACH	DOYL	O	19	18 3/8	+	5/8	+	3.40	19 7/8	16 3/4	6	1,866	35,454
FOOTE CONE & BELDING	FCB	N	16	15 1/2	+	1/2	+	3.22	16 5/8	14 3/4	8	2,304	36,864
GREY ADVERTISING	GREY	O	26 1/4	23 1/4	+	3	+	12.90	25 1/4	16 1/2	7	729	19,136
INTERPUBLIC GROUP	IPG	N	35 1/8	33 3/4	+	1 3/8	+	4.07	35 1/8	28 1/2	8	2,387	83,843
MARVIN JOSEPHSON	MRVN	O	14 3/4	14 3/4				.00	14 3/4	10 1/4	7	1,896	27,966
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2 1/4	-	3/8	-	16.66	2 1/2	1 3/4	7	19,985	37,471
MOVIELAR	MOV	A	1 3/4	1 3/8	+	3/8	+	27.27	2	1 1/4	10	1,410	2,467
MPO VIDEOELECTRONICS	MPD	A	6	6				.00	9	4	7	520	3,120
NEEDHAM, HARPER	NDHMA	O	13	13				.00	13	11 1/8	6	823	10,699
A. C. NIELSEN	NIELB	O	20 1/8	20 1/8				.00	22 1/8	18 7/8	12	10,762	216,585
OGILVY & MATHER	OGIL	O	31 1/2	31 3/4	-	1/4	-	.78	33 1/2	31	8	1,805	56,857
J. WALTER THOMPSON	JWT	N	15 3/4	16	-	1/4	-	1.56	18 1/2	15 1/8	7	2,649	41,721
									TOTAL			59,649	986,310

Electronics/Manufacturing

AEL INDUSTRIES**	AELBA	O	5 1/8	4 3/8	+	3/4	+	17.14	5 1/2	2 3/8	23	1,672	8,569
AMPEX	APX	N	9 1/8	8 1/4	+	7/8	+	10.60	9 3/8	7 3/8	13	10,885	99,325
ARVIN INDUSTRIES	ARV	N	16 1/2	16	+	1/2	+	3.12	19 1/4	15	4	5,959	98,323
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3 1/8	3	+	1/8	+	4.16	3 1/8	1 3/4	13	441	1,378
COHU, INC.	COH	A	2 3/4	3	-	1/4	-	8.33	3 1/8	2 1/8	13	1,779	4,892
CONRAC	CAX	N	24 1/4	23	+	1 1/4	+	5.43	27 1/4	23	7	1,433	34,750
EASTMAN KODAK	EASKD	N	59 5/8	60	-	3/8	-	.62	85 3/4	58	15	161,371	9,621,745
FARINON ELECTRIC	FARN	O	9 1/4	9	+	1/4	+	2.77	12	8	11	4,267	39,469
GENERAL ELECTRIC	GE	N	56 5/8	56	+	5/8	+	1.11	56 5/8	49 1/4	13	184,581	10,451,899
HARRIS CORP.	HRS	N	37 1/4	37 3/4	-	1/2	-	1.32	39	28	13	12,261	456,722
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	3/8	3/4	-	3/8	-	50.00	2 3/8	3/8	8	2,701	1,012
MICROWAVE ASSOC. INC	MAI	N	24 1/2	22 7/8	+	1 5/8	+	7.10	24 1/2	20 1/4	11	1,320	32,340
MMM	MMN	N	48 3/8	48 1/2	-	1/8	-	.25	57	48 3/8	16	115,265	5,575,944
MOTOROLA	MDT	N	41 1/4	38 3/8	+	2 7/8	+	7.49	55 7/8	37 3/4	13	28,544	1,177,440
N. AMERICAN PHILIPS	NPH	N	32	33 1/4	-	1 1/4	-	3.75	36	31 5/8	7	12,033	385,056
OAK INDUSTRIES	OAK	N	14 1/4	14 1/2	-	1/4	-	1.72	17 7/8	9 5/8	10	1,639	23,355
RCA	RCA	N	31 1/2	31 1/2				.00	31 1/2	25 3/8	13	74,807	2,356,420
ROCKWELL INTL.	ROK	N	36 1/4	35	+	1 1/4	+	3.57	36 1/4	30 7/8	9	32,400	1,174,500
RSC INDUSTRIES	RSC	A	1 7/8	2	-	1/8	-	6.25	2	1 5/8	6	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	17 1/2	+	7/8	+	5.00	21 1/8	16 3/4	12	1,668	30,649
SONY CORP.	SNE	N	9 1/8	8 7/8	+	1/4	+	2.81	10 3/8	8 1/8	17	172,500	1,574,062
TEKTRONIX	TEK	N	35 1/4	34 1/4	+	1	+	2.91	68 1/2	28 1/4	16	17,342	611,305
TELEMATION	TINT	O	1/2	1/2				.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	20 1/2	19 7/8	+	5/8	+	3.14	20 1/2	14 3/4	14	6,838	140,179
WESTINGHOUSE	WX	N	21 5/8	20 1/2	+	1 1/8	+	5.48	21 5/8	16 1/4	8	87,492	1,892,014
ZENITH	ZE	N	22 7/8	23 1/2	-	5/8	-	2.65	28	21 3/8	12	18,818	430,461
									TOTAL			963,133	36,229,437
									GRAND TOTAL			1,783,019	55,175,829

Standard & Poor's Industrial Average

109.9 108.2 +1.7

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.

David Salzman: revitalizer for Group W Productions

"The company needed to be energized—it was stagnant."

The speaker was David Salzman; the company he was talking about is Group W Productions and the way it was operating in August 1975, when he was named its chairman and chief executive.

"I knew we had to get some diversity into our product and become known as something more than the Mike Douglas company," Mr. Salzman continued, remembering the circumstances surrounding his appointment to the new job. Group W has syndicated *The Mike Douglas Show* since 1961, but by mid-1975 "it had begun losing its thrust and losing markets," according to Mr. Salzman.

So "we turned the show around," he said. "We added more contemporary music and went after more topical guests. We also went on location more to give the show a different kind of feel."

These improvements inflated the Douglas budget by 50% in two years, he said, so he and his head of sales at the time, George Back, created a new marketing concept for the show, a modified-barter strategy; two minutes were subtracted from each of the 90-minute episodes for national advertisers like American Home Products. These revenues permitted Group W to meet the inflated production costs without going back to the stations at contract-renewal time and asking for disagreeably large increases. Although a few stations balked at the extra commercial minutes, he said, the show was, in effect, given a new lease on life. As one example of its new-found strength, the Douglas show was renewed by CBS-owned WCBS-TV New York and KNXT(TV) Los Angeles a couple of months ago in preference to one of its main competitors, *The Dinah Shore Show*, which was dropped by both stations.

"David has energy to burn," says Jim King, the vice president and general manager of KHOU-TV Houston and Mr. Salzman's former boss at KDKA-TV Pittsburgh. Mr. Salzman is an intense, articulate young man with the brisk, no-nonsense manner of an executive who doesn't like to waste time. It's easy to believe him when he says that on the frequent trips he takes for Group W "I work until I drop." Long hours and, as Mr. King puts it, "total dedication to the business" are elements that have figured prominently in his climb to the lofty position he holds at the relatively tender age of 33.

As Mr. Salzman described it, his coming of age in Brooklyn was almost a classic story of the young kid on the make. He talks about the Flatbush section of Brooklyn



David Elliot Salzman—chairman and chief executive officer, Group W Productions, New York; b. Dec. 1, 1943, Brooklyn, N.Y. BA, English, Brooklyn College, 1965; MA, mass communications, Wayne State University, 1967; various executive jobs, Kaiser Broadcasting Co., Detroit, 1967-71; program manager, KDKA-TV Pittsburgh, 1971-72; general manager KYW-TV Philadelphia, 1972-73; general manager, KDKA-TV Pittsburgh, 1973-75; present post, August 1975; m. Sonia Gonsalves, Oct. 19, 1967; children: Daniel, 8; Andrea, 4; Adam, 10 months.

where he grew up in the forties and fifties as "a real neighborhood—everyone had his defined role, from the butcher and the grocer to the drunk and the war hero and the brain who was destined to go to an Ivy League college." He bemoans the fact that his own children, who are being brought up in suburbia, will be denied this experience of urban neighborhoods in all their diversity.

His parents couldn't afford to send him to Columbia University so he settled on a free-tuition education at Brooklyn College. It was while stringing for New York newspapers as a student that he came to the conclusion that newspapers were contracting and a still-growing medium called television "was showing potential that seemed massive and exciting," as he puts it.

So he spurned a job offer from the *New York Herald Tribune* after getting his BA from Brooklyn College and instead went on to graduate study in communications, choosing Wayne State University because it ran the local public station, WTVS-TV Detroit. Between 1965 and 1967 he so immersed himself in the college and the station that "I was putting in 21-hour days, seven days a week."

He also remembers that even as a student producer he was getting solid reviews from the most influential critics in the

area, Betty Lou Peterson in the *Detroit Free Press* and Frank Judge in the *Detroit News*. With offers from Group W and Kaiser, among other broadcasters, and from the University of Michigan Law School (where he applied in his final year at Wayne State), he chose to go to work for Kaiser's WKBD-TV Detroit because Kaiser agreed to let him do as much freelance writing on the side as he could squeeze in.

Kaiser assigned him right off the bat to the producer's job on *The Lou Gordon Show*, in many ways the most tumultuous two years in Mr. Salzman's career because of Lou Gordon's go-for-the-jugular tenacity as a Joe Pyne-type interviewer. The late Mr. Gordon may have set the record, Mr. Salzman says, for provoking interviewees to walk off the show in mid-interview.

Following his stint with Lou Gordon, Mr. Salzman served as an executive producer and then a program manager of WKBD-TV, compressing, as he puts it, "about 10 years' worth of live-television experience into a three-year span" because WKBD-TV would telecast as many as three live sporting events in one night. During this period, "I was also doing a lot of free-lance writing," he said, including articles for the *Detroit Free Press* and a piece on Jimmy Hoffa for *Playboy* magazine.

By 1971, Mr. Salzman had decided that programming was the area he wanted to aim toward and, as he explains it, Group W was so hot to get him that it said to him, in effect, "As soon as you're ready to run our production company, you can have the job." His preparation for the top spot at Group W Productions encompassed a year as program manager of KDKA-TV Pittsburgh, two years as general manager of KYW-TV Philadelphia and two years as general manager back at KDKA-TV, in that order.

Lately, he's been investing a good deal of his time in *The Star Show* as a possible syndicated weekly variety hour focusing on young comics, which Group W would produce and distribute in association with Lexington Broadcast Services, with Revlon as a barter sponsor. The pilot went out over the air earlier this month to an ad-hoc line-up of stations that reached more than 85% of the country. Mr. Salzman thinks *The Star Show's* setting (a studio made to simulate a small, intimate nightclub) and its content (hip new comics whose material is pegged to young adults) set it apart from the typical network variety series.

If he's right, and if audiences are ready to turn *The Star Show* into a Nielsen winner, Mr. Salzman may be ready to start cashing in on his pledge to make Group W Productions into something more than the Mike Douglas company.

Welfare for lawyers

Government subsidies for citizen-group participation in FCC proceedings have been endorsed in principle by two former FCC chairmen and two former members. The four, as reported in BROADCASTING a week ago, were testifying before the House Communications Subcommittee which is variously reported to be rewriting, revising, reviewing or, some say, ravishing the Communications Act of 1934.

Former Chairman Dean Burch did express some reservations. "I've no objection to reimbursing for worthwhile work," he said, "but how do you decide what is worthwhile?" Good question, but Mr. Burch could have asked a better one. Where is the evidence that American citizens are unserved in FCC proceedings now? Somehow all the talk of consumer representation before the federal government omits mention that the government itself is the creation of consumers, who are known also as the public. The FCC, for example, is explicitly charged in the act that governs it to put the public interest above all other interests.

Ah, the professional consumerists say, but the FCC is the captive of the industries it is supposed to regulate. Nonsense. If the FCC loses track of its fundamental mission, it can be—and often has been—corrected by the courts and the Congress. The array of power that can be brought to bear upon communications issues by federal bodies that are responsive to the public is enormous.

Government subsidies would only enlarge the band of lawyers who specialize in the recruitment and representation of causes and who are largely supported by foundation money now. If federal fees became available, the incentive would be irresistible to search out grievances and magnify dissidence—to the inevitable distortion of a process that has served the public well.

Party time?

As chairman of a Senate Appropriations Subcommittee, Senator Ernest (Fritz) Hollings (D-S.C.), who happens also to be chairman of the Senate Communications Subcommittee, has told the FCC to defer its network inquiry until a new chairman replaces Richard E. Wiley, whose FCC term ends June 30. The FCC had asked the appropriations unit for approval to transfer funds.

However Senator Hollings may explain his instructions, his letter to the FCC will be interpreted as political in origin. The merits (or demerits) of the inquiry into networking do not seem to be at issue here. The question is whether a project of such scope should be launched under a departing Republican chairman or delayed until an appointee of the Democratic President is in the chair. Whatever happened to the theory that the FCC is to be an independent agency?

Try, try again

In announcing the formation of another commission on public broadcasting, the Carnegie Corp. of New York has asked all the right questions about a system that has fallen short of the expectations raised by the first Carnegie commission, which drew the blueprint. Getting at the answers won't be as easy.

The first question goes to the purposes of a system that was originally assigned a special batch of frequencies on the assumption that it would be principally educational. The departure from that role is now so complete that Carnegie is wondering whether the role ought to be abandoned entirely. What is the system supposed to do? Is it to complement or compete with the commercial system? More and more in its programing and fund-raising prac-

tices, public television has been trending toward the latter.

If competition with the commercial system is to be the purpose, the public broadcasting system ought to be freed to compete completely—for programing, for advertising, for audience. But wait. It can hardly be permitted to do that while occupying frequencies originally set aside for the exclusive use of noncommercial, educational broadcasting. At the same time, commercial allocations were put up for grabs by rival claimants who spent fortunes in the competition for contested construction permits. Nor does it seem equitable to free the noncommercial system to compete head-on with the commercial system while the noncommercial system is supported in large part by the government.

If the public system is to avoid competition with the commercial system, how can it be a force on the American scene? Does the American public really want to spend \$300 million a year on televised dilettantism?

The Carnegie Corp. has given its commission a million dollars and 18 months to update the first commission's work. It's asking a lot for its time and money.

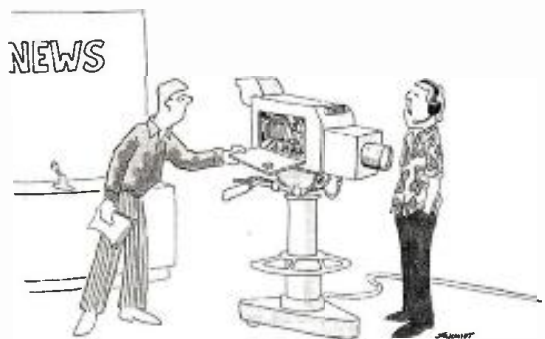
Ultimate endorsement

Imitation may be the sincerest flattery, but we prefer what print is doing in television. Print's buying television. In fact, the Television Bureau of Advertising says that print has become "the fastest-growing spot-TV category."

During the first quarter of this year, according to TVB, magazines, books and the like put \$22.2 million into spot television, a 73% increase from last year's first quarter. At the same time they increased their spending in network TV by 34%, to \$4.2 million. Between network and spot they hiked their national outlays by 66%—to \$26.4 million.

Obviously, magazines and books—and newspapers at the local level—use television primarily to boost circulation and advertising sales. Equally obviously, it works, or they'd quit doing it instead of putting more money into it. We are particularly impressed by Time Inc.'s publications; in this year's first quarter they spent \$6.4 million in television, virtually all of it in spot, for a 405% increase in one year.

Maybe Time's advertising buyers know something Time's top management didn't several years ago when the decision was made to sell off the company's broadcast holdings and raise the money to salvage the sinking magazine, *Life*. How much of that Time Inc. spot money has been placed on its old stations?



Drawn for BROADCASTING by Jack Schmidt

"It's made in Japan under license from a Dutch firm, shipped here by a British importer and serviced by some local guy."

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KTXL-TV Sacramento/Stockton now in its third year of news has established itself as America's pioneer Independent UHF nightly news service. TV40 has thirteen news people backed by full ENG capabilities, plus the world wide facilities of ITNA News Service in which KTXL-TV is the only UHF member.

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Our new CCA 55kw FM transmitter.

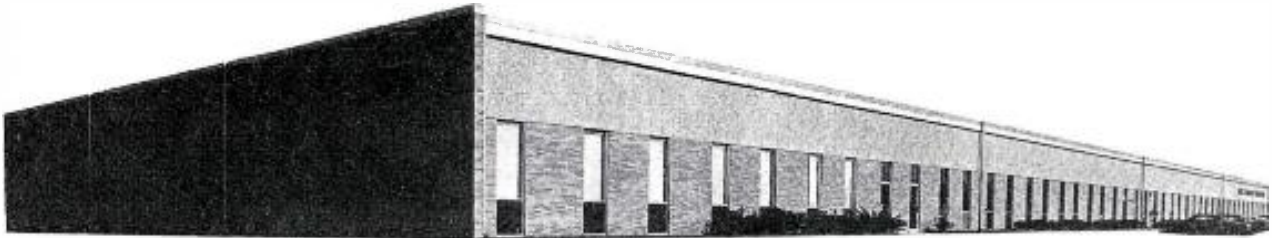
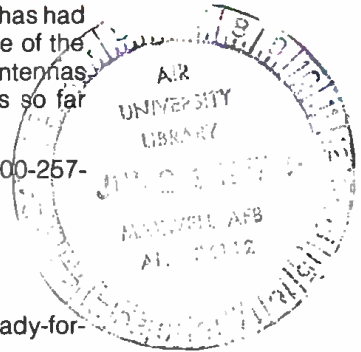
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