

Yesterday Las Vegas, tomorrow the world:  
NAB coverage ■ MIP-TV advance

# Broadcasting Apr 17

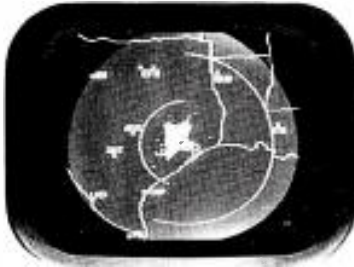
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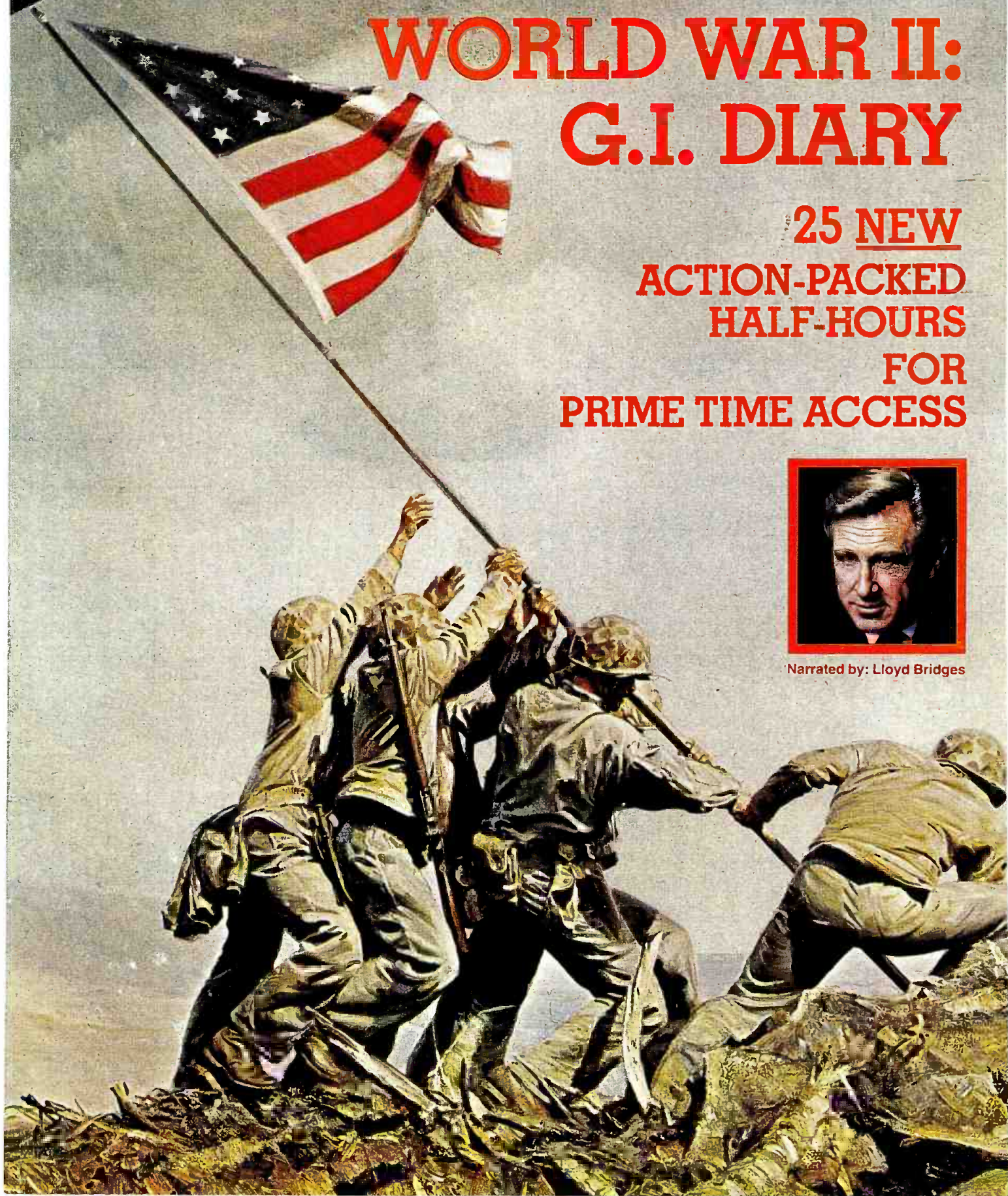
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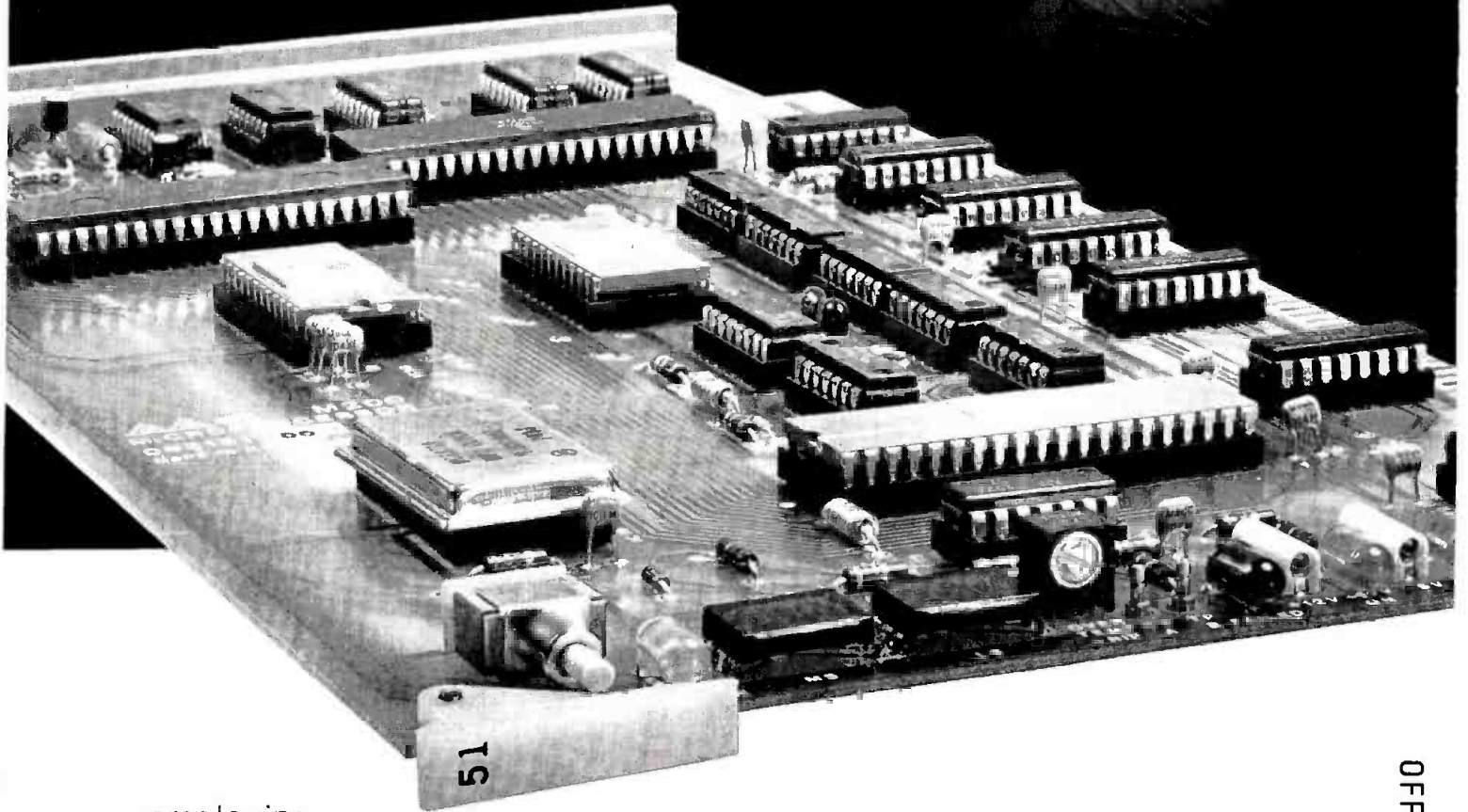
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**THE GRASS VALLEY GROUP, INC.**

A Tektronix Company

# The Week in Brief

**FERRIS'S DEBUT** □ The FCC chairman makes his maiden speech to the industry. It's something for everybody. **PAGE 29.**

**FACE TO FACE** □ The FCC commissioners meet their regulatees at the customary NAB session. Top of the topics: deregulation of radio, especially in the larger markets. **PAGE 30.**

**SO MUCH TALK** □ In a "Vince and Van" session at the NAB, the association president and the Communications Subcommittee chairman debate the merits of the Communications Act rewrite. **PAGE 31.**

**THE BIGGEST SHOW IN VEGAS** □ Exhibitors—a record 293—sprawl across the convention center. And a record number of broadcasters make the trek to see them. **PAGE 33.**

**STATE OF THE UNION** □ In convention addresses to radio and TV members, NAB President Wasilewski urges them to stick together in the fight against government intervention in broadcasting. **PAGE 36.**

**SPARRING PARTNERS** □ Everett Parker and Richard Wiley debate the pros and cons of the United Church of Christ's rewrite proposal. **PAGE 38.**

**REINSCH'S ADVICE** □ Winner of NAB's Distinguished Service Award counsels broadcasters to strive for integrity in their operations. **PAGE 38.**

**CLEARING THE AIR** □ At an NAB session, FCC staffers admit they goofed in allowing last-minute filings before the freeze on AM applications. They also say the commission is considering an EEO rulemaking for the handicapped, and, in answer to a question, say they would be lenient on stations that air indecent language during a fast-breaking news story. **PAGE 40.**

**MINORITY ADVOCATE** □ Margita White tells those gathered at NAB in Las Vegas that diligence in EEO matters may lead to fewer cases of government regulation. **PAGE 42.**

**HELPFUL HINTS** □ The FCC's acting head of its Complaints and Compliance division gives some tips on how to keep your broadcasting house in order prior to visits from the commission. **PAGE 42.** In another panel,

broadcasters hear advice on what to do if a petition to deny is filed against their station. In brief: Keep your cool. **PAGE 46.**

**MUTUAL BUYS WCFL** □ The network will pay \$12 million for the pioneer Chicago AM. With it, MBS will get its first O&O and, as a licensee, become subject to the FCC. **PAGE 52.**

**HANDLE WITH MORE CARE** □ There's much sentiment for more restraints on children's advertising at an NAB session. But not everyone is willing to blame TV for those sugar-related problems. **PAGE 60.**

**BEATING THE DRUMS** □ TVB unveils its newest sales presentation in Las Vegas along with reports of booming business. One dash of cold water comes from a Wall Streeter who points out that the medium isn't doing as well as it thinks with retailers. **PAGE 62.**

**SEX AND VIOLENCE** □ Producer-actor Michael Landon is the strongest voice in expressing such concerns at an NAB panel. **PAGE 68.**

**THE FAIR WAY** □ Les Arries, chairman of committee negotiating for new music licenses, insists a flat fee is the only equitable way to charge local TV stations. **PAGE 68.**

**BBC'S REDMOND** □ The director of engineering in London tells how the British are expanding their broadcast services. **PAGE 74.**

**NITTY-GRITTY OF AM STEREO** □ The question is no longer "if" but "when" as managers and engineers huddle in Las Vegas. **PAGE 76.**

**MIP-TV ADVANCE** □ Here's a look at the 14th annual event that opens next week in Cannes, what the organizers think and what the programmers expect. **PAGE 81.** The worldwide line-up of companies that will be represented starts on that page. A fuller listing of North American programmers, their product and personnel is on **PAGE 86.**

**GREY'S REISENBACH** □ As executive vice president and director of media and programing service for the agency, he is the final link in domestic expenditures of more than \$380 million. There have been a lot of pressures on Sandy Reisenbach, but his 25 years of media expertise have always given him the right answers. **PAGE 113.**

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# These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren't clear to anybody outside the business.

But the people and the press have a right to know what we're doing and how it will affect them.

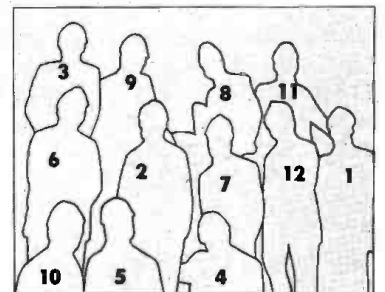
So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information.

We hope you'll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.



## Gulf people: meeting the challenge.



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2. Boston, Massachusetts  
James T. Morris • 617-227-7030
3. Denver, Colorado  
James W. Hart, Jr. • 303-758-5855
4. Houston, Texas  
James I. Gatten • 713-750-2736
5. Raymond Snokhous • 713-682-1170
6. Los Angeles, California  
Ralph E. Lewis, Jr. • 213-553-3800
7. New Orleans, Louisiana  
Michael H. Nelson • 504-566-2667
8. Philadelphia, Pennsylvania  
Jack Galloway • 215-563-6633
9. Pittsburgh, Pennsylvania  
Thomas D. Walker • 412-263-5938
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A. Samuel Adelo • 505-988-8905
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Jeffrey P. Harris • 918-560-4305
12. Washington, D.C.  
Nicholas G. Flocos • 202-659-8720

Gulf Oil Corporation



## Stay-at-home

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president of CBS/Broadcast Group, new president of TV network, new president of new entertainment division, new president of CBS Sports. ABC-TV, noon Monday, May 22, through banquet May 24. It has new president of ABC Entertainment, will be celebrating 25th year of present ownership as well as dominance in ratings, and stars will be out in force. NBC-TV, at New York Hilton, opens with reception starring newest president of all, Fred Silverman, Sunday evening, June 18. Business sessions will be limited to Monday and Tuesday mornings. Banquet Monday night will be major production built around previews of next-season prime-time shows.

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# "The Streets of

## Business Briefly

week TV flight beginning late this month. Mart Advertising, Fort Worth, will schedule spots in 45 markets during day and fringe time. Target: women and men, 25-49.

**Equitable Savings** □ Savings and loan group slates one-week TV and radio push beginning late this month. Colle & McVoy, Minneapolis, will seek spots in 40 radio markets and 12 TV markets during fringe and prime time. Target: total adults.

**George A. Hormel** □ Grocery products division focuses on its Mary Kitchen hash in four-week TV drive starting late this month. BBDO, Minneapolis, will seek spots in about 13 markets during daytime. Target: women, 25-49.

**Delta Airlines** □ Company schedules four-week TV flight starting last week. Burke Dowling Adams, Atlanta, will purchase spots in New York and Boston during fringe time. Target: adults, 25-49.

**Wilton Enterprises** □ Division of Pillsbury schedules four-week TV promotion for its Wilton supermarket product line, beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 36 markets during daytime. Target: women, 25-49.

**California Almond Growers Exchange** □ Almond group begins four-week TV buy beginning late this month. Steedman, Cooper & Busse, San Francisco, will pick spots in 11 markets during fringe and prime time. Target: adults, 25-49.

**G.D. Searle** □ Consumer products division focuses on its Metamucil laxative in four-week TV promotion starting late this month. Needham, Harper & Steers, Chicago, will select spots in six markets during fringe time. Target: women, 50 and over.

**T.G.&Y. Stores** □ Division of City Products Corp. starts four-week TV drive beginning late this month. Grey-North, Chicago, will buy spots in 28 markets during all day parts. Target: women and men, 18-49.

**Buick** □ Division of General Motors begins three-week TV promotion next week. McCann-Erickson, Troy, Mich., will pick spots in three-five markets during prime and early fringe time. Target: men, 25-54.

**Kinney** □ Shoe company features its ankle-wrap sandal in TV promotion beginning late this month. Sawdon & Bess, New York, will buy spots in 45 markets during fringe and prime time. Target: women, 18-34.

**Linen Curlers** □ Company begins three-week TV push for its linen curlers this week. A. Eicoff & Co., Chicago, will handle spots in about 10 markets during all day parts. Target: total women.

**Pennsylvania Lottery** □ Instant lottery takes two-and-a-half-week TV push starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six markets during day, fringe and prime time. Target: adults, 25-54.

**Chrysler** □ Dodge Dealer Advertising Association plans two-week TV flight beginning in early May. BBDO, Troy, Mich., will place spots in seven New England markets during fringe and prime time. Target: men, 18-49.

select spots in 25 markets including Memphis and Charlotte. Target: men, 25-49.

**Motors Insurance Corp.** □ Division of General Motors launches four-to-six-week radio push starting in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

**Sunny Delight** □ Orange Drink gets four-to-six-week radio push beginning in early May. Gumpertz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

**Renault** □ Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

**Emerson** □ Electric appliance company features its Quiet Kool air conditioner in four-week radio campaign beginning in mid-May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

**Kraft Foods** □ Division of Kraftco schedules three-week radio push for its Kraft dinners beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

**Best Products** □ Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Athey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

**Ace** □ Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.

### Radio only

**Piedmont Airlines** □ Airlines takes 13-week radio campaign starting this week. Liller, Neal, Battle & Lindsey, Atlanta, will

### BAR reports television-network sales of March 26

ABC \$322,890,400 (36.3%) □ CBS \$297,577,200 (33.5%) □ NBC \$268,903,000 (30.2%)

Day parts	Total minutes week ended March 26	Total dollars week ended March 26	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
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Monday-Friday Sign-on-10 a.m.	170 S	1,157,200	1,734	\$ 11,600,700	\$ 10,287,000	+12.8
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Monday-Friday

### Radio-TV

**Bahamas Ministry of Television** □



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

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# Business Briefly

## TV only

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**Coors** □ Brewery plans four-and-a-half-month TV flight starting in late April for its Coors beer. Kelly Nason, San Francisco, will schedule spots in 60 markets during fringe and prime time. Target: men, 18-34.

**Marcac** □ Paper products manufacturer starts three-month TV promotion in early May. Chalek & Dreyer, New York, will schedule spots in New York and Philadelphia. Target: total women.

**Valvoline** □ Oil company starts three-month TV drive for its Valvoline motor oil in early June. Fahlgren & Ferris, Cincinnati, will seek spots in 47 markets during fringe and prime time. Target: men, 25-54.

**First Union National Bank** □ Bank

## Rep appointments

□ **WBAL(AM)-WYYY(FM)** Baltimore: Blair Radio, New York.

□ **WNHC(AM)** New Haven, Conn.: The Queen Co., Boston.

□ **WGCH(AM)** Greenwich, Conn.: Kadetsky Broadcast Properties, Boston.

□ **KLEB(AM)-KZZO(FM)** Golden Meadow, La.: Jack Bolton Associates, Atlanta.

group arranges two-month TV campaign starting this week. Burton-Campbell, Atlanta, will schedule spots in six markets during fringe, prime and news time. Target: adults, 18-49.

**Crocker National Bank** □ Institutional and retail banking group arranges eight-week TV promotion starting in late May. Needham, Harper & Steers, Los Angeles will handle spots in California markets during day time. Target: adults, 18-49.

**Showerings Ltd.** □ Baby champagne

fruit wine gets eight-week TV push beginning in early May. D'Arcy-MacManus & Masius, San Francisco, will handle spots in about three markets during day and prime-access time. Target: women, 18-34.

**Olympia** □ Cameras receive six-week TV promotion beginning late this month. Wells, Rich, Greene, New York, will buy spots in 15 markets during prime and early fringe time. Target: men, 18-49.

**Standard Packing Corp.** □ Plastic dinnerware gets six-week TV test starting in late May. Mandabach & Simms, New York, will schedule spots in two test markets—Minneapolis and Milwaukee—during fringe time. Target: women, 25-54.

**Beechnut** □ Baby food company starts five-week TV campaign late this month. Weightman Advertising, Philadelphia, will buy spots in 20 markets during day and early fringe time. Target: women, 18-34.

**Commercial Credit Co.** □ Firm features its consumer loans in four-week TV flight beginning in early May. W.B. Doner, Baltimore, will select spots in North Carolina markets during fringe and prime-access time. Target: men, 25-54.

**State of Missouri** □ Department of Tourism slates four-week TV campaign beginning in early May. D'Arcy-MacManus & Masius, St. Louis, will buy spots in 21 markets during prime, early fringe and late news time. Target: men and women, 18-49 and teen-agers.

**Pacific Finance** □ Corporation slates four-week TV and radio buy beginning in early May. Ayer Jorgensen MacDonald, Los Angeles, will seek spots in approximately 25 markets. Target: adults, 18-49.

**Hebrew National** □ Kosher foods group plans four-week TV flight for its frankfurters beginning this week. Scali, McCabe, Sloves, New York, will arrange spots in three markets during day, fringe and prime time. Target: women, 18 and over.

**Galaxy Carpet Hills** □ Carpet manufacturer features its Oleg Cassini line in four-week TV flight starting in early May. Albert J. Rosenthal, New York, will select spots in 15 markets during day and fringe time. Target: adults, 18-49.

**M.B. Walton** □ Roll-O-Matic mop gets four-week TV buy beginning this week. A. Eicoff & Co., Chicago, will arrange spots in 30 markets during all day parts. Target: total women.

**Tandy Corp.** □ Color tiles get three-

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week TV flight beginning late this month. Mart Advertising, Fort Worth, will schedule spots in 45 markets during day and fringe time. Target: women and men, 25-49.

**Equitable Savings** □ Savings and loan group states one-week TV and radio push beginning late this month. Colle & McVoy, Minneapolis, will seek spots in 40 radio markets and 12 TV markets during fringe and prime time. Target: total adults.

**George A. Hormel** □ Grocery products division focuses on its Mary Kitchen hash in four-week TV drive starting late this month. BBDO, Minneapolis, will seek spots in about 13 markets during daytime. Target: women, 25-49.

**Delta Airlines** □ Company schedules four-week TV flight starting last week. Burke Dowling Adams, Atlanta, will purchase spots in New York and Boston during fringe time. Target: adults, 25-49.

**Wilton Enterprises** □ Division of Pillsbury schedules four-week TV promotion for its Wilton supermarket product line, beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 36 markets during daytime. Target: women, 25-49.

**California Almond Growers Exchange** □ Almond group begins four-week TV buy beginning late this month. Steedman, Cooper & Busse, San Francisco, will pick spots in 11 markets during fringe and prime time. Target: adults, 25-49.

**G.D. Searle** □ Consumer products division focuses on its Metamucil laxative in four-week TV promotion starting late this month. Needham, Harper & Steers, Chicago, will select spots in six markets during fringe time. Target: women, 50 and over.

**T.G.&Y. Stores** □ Division of City Products Corp. starts four-week TV drive beginning late this month. Grey-North, Chicago, will buy spots in 28 markets during all day parts. Target: women and men, 18-49.

**Bulck** □ Division of General Motors begins three-week TV promotion next week. McCann-Erickson, Troy, Mich., will pick spots in three-five markets during prime and early fringe time. Target: men, 25-54.

**Kinney** □ Shoe company features its ankle-wrap sandal in TV promotion beginning late this month. Sawdon & Bess, New York, will buy spots in 45 markets during fringe and prime time. Target: women, 18-34.

**Linen Curlers** □ Company begins three-week TV push for its linen curlers this week. A. Eicoff & Co., Chicago, will handle spots in about 10 markets during all day parts. Target: total women.

**Pennsylvania Lottery** □ Instant lottery takes two-and-a-half-week TV push starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six markets during day, fringe and prime time. Target: adults, 25-54.

**Chrysler** □ Dodge Dealer Advertising Association plans two-week TV flight beginning in early May. BBDO, Troy, Mich., will place spots in seven New England markets during fringe and prime time. Target: men, 18-49.

**Piedmont Airlines** □ Airlines takes 13-week radio campaign starting this week. Liller, Neal, Battle & Lindsey, Atlanta, will

select spots in 25 markets including Memphis and Charlotte. Target: men, 25-49.

**Motors Insurance Corp.** □ Division of General Motors launches four-to-six-week radio push starting in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

**Sunny Delight** □ Orange Drink gets four-to-six-week radio push beginning in early May. Gumpertz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

**Renault** □ Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

**Emerson** □ Electric appliance company features its Quiet Kool air conditioner in four-week radio campaign beginning in mid-May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

**Kraft Foods** □ Division of Kraftco schedules three-week radio push for its Kraft dinners beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

**Best Products** □ Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Athey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

**Ace** □ Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.

### Radio only

### Radio-TV

## BAR reports television-network sales of March 26

ABC \$322,890,400 (36.3%) □ CBS \$297,577,200 (33.5%) □ NBC \$268,903,000 (30.2%)

Day parts	Total minutes week ended March 26	Total dollars week ended March 26	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	170	\$ 1,157,200	1,734	\$ 11,600,700	\$ 10,287,000	+12.8
Monday-Friday 10 a.m.-6 p.m.	963	15,249,200	12,150	197,263,700	178,069,800	+10.8
Saturday-Sunday Sign-on-6 p.m.	318	9,218,700	4,035	110,831,900	108,592,400	+2.1
Monday-Saturday 6 p.m.-7:30 p.m.	102	4,410,500	1,212	51,291,200	46,924,900	+9.3
Sunday 6 p.m.-7:30 p.m.	21	1,278,500	271	17,649,000	15,005,800	+17.6
Monday-Sunday 7:30 p.m.-11 p.m.	408	37,642,800	4,993	451,160,900	421,264,700	+7.1
Monday-Sunday 11 p.m.-Sign-off	219	3,884,200	2,543	49,573,200	49,627,500	-0.1
<b>Total</b>	<b>2,201</b>	<b>\$72,841,100</b>	<b>26,938</b>	<b>\$889,370,600</b>	<b>\$829,772,100</b>	<b>+7.2</b>

Source: Broadcast Advertisers Reports

# KMBZ

# KMBR

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New York Chicago Detroit Atlanta Memphis Dallas  
Denver Los Angeles San Francisco Portland Seattle

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from John E. O'Toole, president-chief creative officer, Foote, Cone & Belding Communications, New York

## A little tension keeps 'em tuned in

In the course of pondering what is required to lure the hasty eye to a magazine ad, I began wondering what the corresponding attributes might be needed for television commercial.

They're two different things, of course. One presents itself to the eye in its entirety, to be rejected or investigated further on the basis of a quick glance. The other reveals itself sequentially to the eye and ear, offering the viewer any number of points at which to decide to stay aboard or to abandon ship.

But there are similarities. At least I concluded so after seeking every opportunity, over a period of several weeks, to observe human behavior in television-intensive situations. (For those unfamiliar with researchese, that means I watched people when there was a TV set on in the room. Mostly my wife and kids.)

It seems to me that something has to happen very quickly in a commercial, much as in a print ad, to engage and hold the prospect. I suspect it must occur in the first five seconds.

It also seems to me (and, again, this is not dissimilar to the print experience) that the commercial must establish a tension, a sort of magnetic field compelling enough to overcome the viewer's natural tendency to discuss the preceding program material, to listen to someone else do so, to go to the bathroom or to simply disengage his mind.

In addition, it seems to me that the tension must center on, or lead quickly to, some question the viewer might want answered, some need or want or problem he suddenly recognizes or acknowledges, some insight into the reality of his life. Whichever, it must relate logically to the product or service that is being advertised.

If these conditions do not pertain, the result is quite similar to that of a magazine ad that has had its point deliberately obfuscated by an over-zealous writer or art director—the result is a flip.

But in the case of the commercial, instead of the page being flipped, it is the channel selector. Or the "on-off" switch. Or, most often, the selector switch in the viewer's mind. It is then that refrigerators, bathrooms and alternate subjects of conversation or contemplation are visited.

For example, an emotional climax is reached in an episode of "Family." Tension prevails. Fade to black. Man with collar open leans over in front of a parrot. Parrot screeches, "Ring-around-the-collar." Tension diminishes. Embarrassed wife says to herself, "Oh, no. Ring around the collar." Tension lowers. Gorge rises—Flip.



John E. O'Toole has spent his entire career with Foote, Cone & Belding, except for one year with BBDO from 1953-54. He joined FC&B in Chicago in 1954 as copy writer and was elected vice president in 1961. He was creative director of the agency's Los Angeles office from 1964 to 1967 when he returned to Chicago in a like capacity. He was named senior vice president in 1968 and the next year went to New York as president of Foote, Cone & Belding Advertising, its U.S. advertising agency subsidiary. In 1970 he was elected president and chief creative officer of the parent company, Foote, Cone & Belding Communications. Mr. O'Toole writes poetry; his book of poems appeared in 1948 and he has had others published in various magazines.

There are any number of ways to create this tension at the outset of a commercial, so many that it is really inexcusable to encounter as many "flippable" commercials as one does on an average evening.

One way is a situation that evokes a "shock of recognition" in the viewer. A Solarcaine commercial opens with a small, red boy in a bathing suit looking up at camera saying, "I stayed out in the sun too long and I feel like a french fry." We have been there. The memory supplies the tension.

Another is a strong demonstration. It is in our nature to enjoy a confrontation, although we know the outcome, a certain tension compels us to hang in there and be sure. Maybe this time the DieHard battery will only start four of the five cars. The woman might choose the sock washed without Clorox.

Appetite appeal is a sure-fire way to set up the tension and hold the salivating prospect to the final frame. Minutes after dinner, the viewers I observed sat transfixed

as juice-laden oranges burst open in Sunkist spots; as apples were twirled through rich, melted masses of Kraft caramels; as Pizza Hut customers directed thick, cheese-festooned wedges into their eager mouths.

The fact that the particular viewers observed shared a father whose livelihood depended on those advertisers had, I am convinced, little to do with their response.

Perhaps the oldest way of holding an audience through tension is to tell a story, to open with characters that engage and a situation that promises a rewarding or surprising denouement. This is the secret of our Raid commercials, and of such great Hallmark commercials as "What a Day," "Freddie and Sam" and "Moving Day."

There are other ways to establish tension in the opening seconds of a commercial. But my research demonstrated there are many more ways not to. As evidence I offer, in their entirety, my notes from one evening in early January:

"9:16 p.m.—Commercial opens on dark streets. Announcer says, 'Midnight is mystery. Midnight is excitement. Now midnight is Cougar by Mercury.' My older daughter raises her eyes heavenward and leaves room. Flip."

"9:28 p.m.—A fat lady is looking at us. She says, 'It's all over between Scott Towels and me.' My wife opens a book. Flip."

"9:47 p.m.—Someone is asking me to 'Meet the clean that can take it.' Flip."

"10:02 p.m.—My family has fled. I am alone with the tube. A man is standing up in what appears to be a board meeting. He is saying, 'Let's buy our small computer from the giant computer company.' Flip."

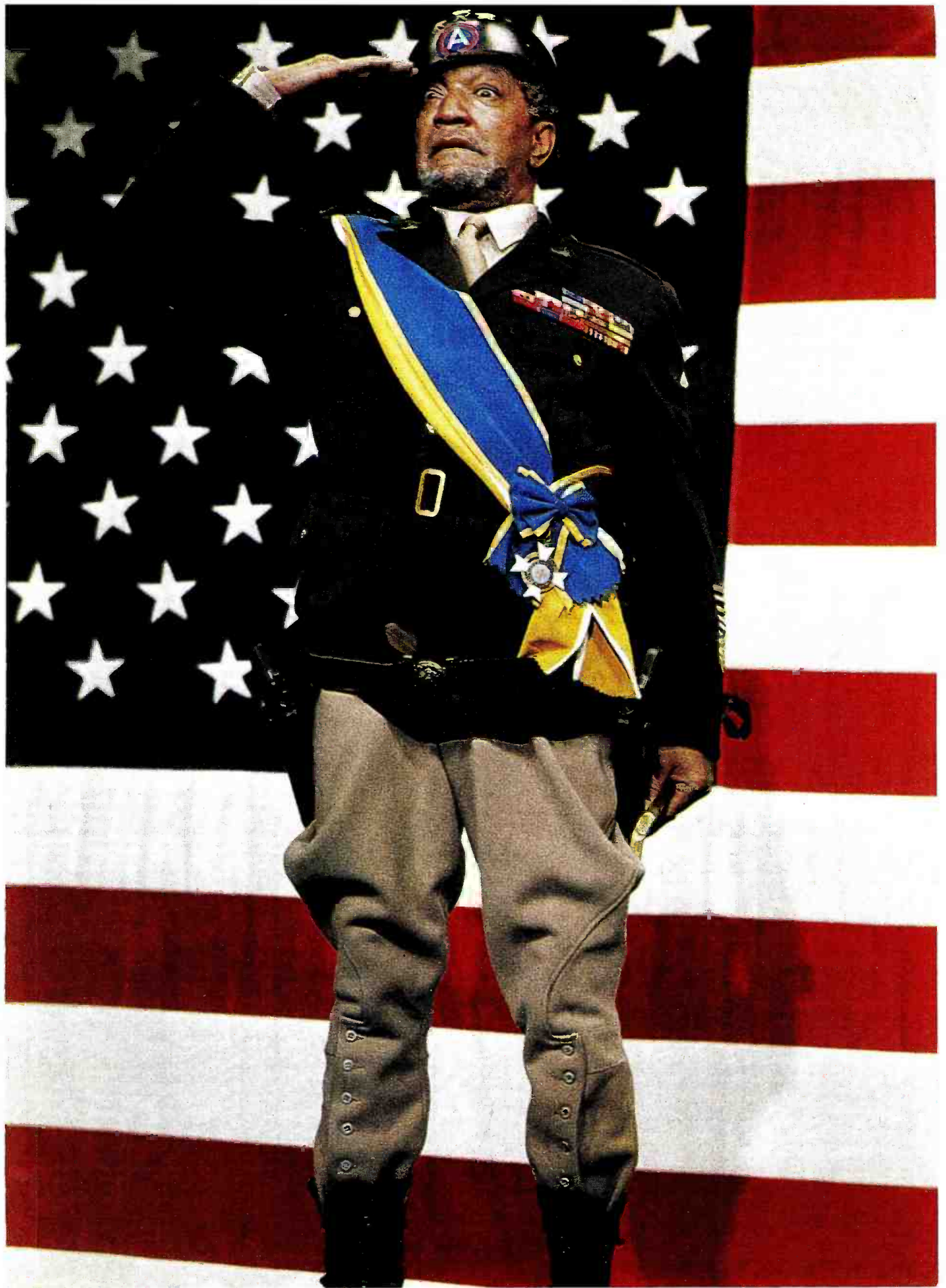
"10:17 p.m.—Man in shower: 'Carrie, did you unpack my dandruff shampoo.' Lady not in shower: 'No, but here's my beauty shampoo.' Flip."

"10:44 p.m.—There is a man suggesting I 'Take a look at someone who uses Geritol.' Flip."

"10:58 p.m.—'How do you spell relief?' 'I spell relief R-O-' Flip."

"2:01 a.m.—Where am I? There is a flag waving in the breeze and a band is playing 'The Star Spangled Banner.' I'll try again tomorrow night. Flip."

Reviewing my notes the next day, I realized there was nothing terribly wrong with those commercials, just something missing. There was no tension to hold the viewer from the opening frame to the point from where the relevance of the proposition to his life is made manifest. Without that tension a commercial is doomed. For today we not only have to give the viewer a good reason to watch our commercial, we have to provide a good reason for him not to *not* watch it.



■ indicates new or revised listing

## This week

**April 16-18**—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

**April 16-21**—The 28th Broadcast Industry Conference of *San Francisco State University*. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 21. San Francisco.

**April 17**—FCC's deadline for comments on Office of Telecommunications Policy and Department of Commerce petitions to promote broadcast ownership by members of minority groups (RM-3055). FCC, Washington.

**April 17**—Application deadline for journalists interested in participating in *National Endowment for the Humanities'* summer humanities seminars. Program brings journalists together with literary scholars, philosophers and others for month of full time tuition-free study. Journalists selected receive \$1,200 stipend and reimbursement for travel. Write: Professions Program, Fellowships Division, National Endowment for the Humanities, Washington 20506.

**April 18-20**—*House Communications Subcommittee* hearings on public broadcasting legislation. Rayburn House Office Building, Washington.

■ **April 18-20**—*Concert Music Broadcasters Association* conference. CMA is trade organization for commercial classical broadcasters and this year's sessions will focus on sales opportunities. Hotel Gotham, New York.

**April 19**—*International Radio and Television Society's* sixth newsmaker luncheon. Former Secretary of State Henry A. Kissinger, now special consultant to NBC, will speak. New York Hilton hotel, New York.

**April 19-20**—*Alabama Cable Television Association* annual "Citizen of Year" awards meeting. Honored will be Fred Singleton, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

**April 19-21**—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will be the principal speaker. Executive West Inn, Louisville, Ky.

**April 20**—Meeting of *American Women in Radio and Television New England chapter*. Keynote speaker will be Connecticut Governor Ella Grasso. Yankee Silversmith, Wallingford, Conn.

**April 20**—Public meeting of *Carnegie Commission on Future of Public Broadcasting*. Nebraska Educational TV Commission, Lincoln.

**April 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Directors Association region 3 conference. C'est Bon hotel, Park City, Utah.

**April 21-22**—Symposium on "The Media: Do the Guards Need Guards" and awards banquet of *Accuracy in Media*. Twin Bridges Marriott, Washington.

**April 21-22**—Regional *Intercollegiate Broadcasting System* conference for students and instructors with presentations and workshops by commercial broadcasters. Bemidji State University, Bemidji, Minn.

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Davenport hotel, Spokane, Wash.

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

**April 21-27**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

**April 22**—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI;

Society of Professional Journalists, SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

**April 22**—Regional workshop by *Radio Television News Directors Association and Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

**April 23**—*Iowa Associated Press Broadcasters* meeting. Ramada Inn, Ames, Iowa.

**April 23-25**—*Washington State University's* Edward R. Murrow broadcast journalism symposium. Washington State University, Pullman. Contact: Hugh Rundle, Department of Communications (509) 335-5058.

**April 23-27**—*Seventh American Institute of Aeronautics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

## Also in April

**April 24**—New date for comments in FCC rulemaking to amend Form 395 and instructions—annual employment report (Docket 21474). Old date was March 24. Reply comments are now due May 24. FCC, Washington.

**April 24**—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters and University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, U. of Florida, Gainesville.

**April 24**—*Women in Communications Indianapolis chapter* "Matrix Dinner" Stouffer's, Indianapolis.

**April 24**—Symposium on television in the courtroom, sponsored by *Alpha Epsilon Rho, the National Honorary Broadcasting Society*. Lawson Hall, Southern Illinois University, Carbondale.

## Major meetings

**April 21-27**—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

**April 26-29**—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

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

**May 9-10**—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 22-26**—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

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

**June 7-10**—*Broadcasters Promotion Association* 23rd annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

**June 13-17**—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton. Los Angeles.

**June 17-20**—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

**June 18-20**—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

**Sept. 17-20**—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel,

**April 25**—*Tennessee Association of Broadcasters* Eddie Allgood sales seminar. Hilton Airport Inn, Nashville chairman: Jack Mayer WDXN Clarksville, Tenn.

**April 26-29**—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

■ **April 27**—*Southern California Broadcasters Association's* 17th annual radio broadcasting and community leadership seminar. FCC Commissioner Margita White will be keynote speaker. Baxter Hall, California Institute of Technology, Pasadena, Calif.

**April 27-29**—Spring meeting of the *Louisiana Association of Broadcasters*. Diamondhead, Miss.

**April 27-29**—Human resources workshop of *Broadcast Financial Management Association*. Hyatt Regency Chicago.

**April 28**—Revised deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. Reply comments will be due May 26. FCC Washington.

**April 28**—Biannual convention of *Broadcasters Association of Puerto Rico*. Condado Holiday Inn, San Juan, PR.

**April 28-29**—*Society of Professional Journalists, Sigma Delta Chi*, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Bel Air hotel, St. Louis.

**April 28-29**—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

**April 28-May 2**—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

**April 29**—*White House Correspondents Association* 64th annual dinner in honor of the President. Washington Hilton hotel, Washington.

**April 29**—*Radio Television News Directors Association* region four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: Bob

Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Sept. 17-20**—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York. 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

**Sept. 20-22**—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago. Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

**Oct. 28-Nov. 2**—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

**Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

**Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

**March 10-14, 1979**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conference: March 8-12, 1980, Nob Hill complex, San Francisco.

**March 25-28, 1979**—*National Association of Broadcasters* convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.



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**April 29—Wisconsin Broadcast News Council and Radio Television News Directors Association** joint seminar. University of Wisconsin campus, Stevens Point, Wis.

**April 29-May 2—Chamber of Commerce of the United States** 66th annual meeting. Washington.

**April 30-May 2—Action for Children's Television** seventh annual symposium on children's TV. Kennedy Center and Marvin Center (George Washington University), Washington.

■ **April 30-May 2—Annual meeting of The Copyright Society of the U.S.A.** examining problems already encountered under the 1976 Copyright Act. Buck Hill Inn, Pa.

**April 30-May 3—Annual convention of the National Cable Television Association.** Rivergate Convention Center. New Orleans.

## May

**May 1-3—Association of Canadian Advertisers** annual seminar. Royal York hotel, Toronto.

**May 1-5—Eighteenth annual National Press Photographers Association-University of Oklahoma TV** newsfilm workshop. Norman, Okla.

**May 2—Television Bureau of Advertising** retail workshop. Waldorf-Astoria, New York.

**May 4-5—Spring meeting of Minnesota Broadcasters Association.** Learnington hotel, Minneapolis.

**May 4-5—Annual meeting of Public Broadcasters Organization of Michigan.** Beyne Highlands, Mich.

**May 4-6—Human resources workshop of Broadcast Financial Management Association.** Waldorf-Astoria, New York.

**May 5—Second media law seminar.** co-sponsored by National Association of Broadcasters, Radio Television News Directors/Association, Reporters Committee and Society of Professional Journalists, Sigma Delta Chi. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

**May 5-6—Sixth annual Gospel Radio Seminar.** Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

**May 5-7—Spring convention, Illinois News Broadcasters Association.** Sheraton Motor Inn, Rock Island.

**May 7-10—Workshop on reporting of government and economy,** jointly sponsored by National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom. NAB headquarters, Washington.

**May 9-10—Annual meeting of CBS-TV affiliates.** Century Plaza hotel, Los Angeles.

■ **May 10—FCC's** new date for reply comments in its "saturated" cable systems inquiry (Docket 21472). FCC, Washington.

**May 11—National Radio Broadcasters Association** seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.

**May 11-14—Western States Advertising Agencies Association** Western advertising conference. Canyon hotel, Palm Springs, Calif.

**May 12—FCC's** new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21505). Replies are now due June 12. FCC, Washington.

**May 12-13—UPI Ohio Broadcasters Association** annual convention. Marriott hotel, Columbus, Ohio.

**May 15—Legal workshop on political advertising and commercial practices by National Association of Broadcasters.** Hyatt on Union Square, San Francisco.

**May 16—NBC Radio Network** regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

**May 16—National Radio Broadcasters Association** seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

**May 16—New Hampshire Association of Broadcasters** sales seminar. New England Center, Durham, N.H.

**May 17—NBC Radio Network** regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

**May 17—National Radio Broadcasters Association** "radio sales day." Airport Sheraton hotel, Philadelphia.

**May 17—World Telecommunications Day of International Telecommunications Union** of the United Nations. Geneva.

**May 17-18—Ohio Association of Broadcasters** spring convention. Program will include FCC Commissioner Margita White; Jack Perkins, NBC News and Tony Orlando. New Marriott East, Beachwood-Shaker Heights (Cleveland).

**May 18—Legal workshop on political advertising and commercial practices by National Association of Broadcasters.** Marriott at Kansas City Airport, Kansas City, Mo.

**May 18-19—Arizona Broadcasters Association** spring convention. Little America, Flagstaff, Ariz.

**May 18-20—Third annual Upper Midwest Communications Conclave** for record people and broadcasters. Radisson Inna Plymouth, Minneapolis. Information: Box 6303, Minneapolis 55406.

**May 18-20—Human resources workshop of Broadcast Financial Management Association.** Marriott, New Orleans.

■ **May 19—Missouri Public Radio Association** spring meeting. Hilton Plaza Inn, Kansas City, Mo.

**May 19-20—Public Radio in Mid America** spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

**May 21-23—Washington State Association of Broadcasters** spring meeting. Sheraton Spokane hotel, Spokane, Wash.

**May 21-24—Tenth annual Southern Educational Communications Association** conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

**May 22-23—Virginia Cable Television Association** spring meeting. Technical sessions will be set up with cooperation of Society of Cable Television Engineers. Holiday Inn, Roanoke, Va.

**May 22-26—Annual meeting of ABC-TV affiliates.** Century Plaza hotel, Los Angeles.

**May 23—National Radio Broadcasters Association** seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

**May 23—Legal workshop on political advertising and commercial practices by National Association of Broadcasters.** Red Coach Convention Center, Portland, Me.

**May 23-25—Electro/78** international electronics show and convention, sponsored by New England and New York chapters of Institute for Electrical and Electronic Engineers and Electronic Representatives Association. Hynes auditorium and Sheraton-Boston hotel, Boston.

**May 26-27—Annual convention of UPI Broadcasters Association of Texas.** Hilton Inn, Amarillo, Tex.

**May 26-June 3—Eighth Prix Jeunesse International,** an international television competition for children's and youth programs under the auspices of the European Broadcast Union and UNESCO. Building of Bayerischer Rundfunk, Munich, Germany.

**May 29-June 1—Canadian Cable Television Association** 21st annual convention. Queen Elizabeth hotel, Montreal.

## June

**June 1-3—Associated Press Broadcasters** annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes. Stouffer's Twin Towers, Cincinnati.

**June 1-3—International Idea Bank** convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

**June 1-3—Iowa Broadcasters Association** meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

**June 1-3—Human resources workshop of Broadcast**

**Financial Management Association.** Sir Francis Drake, San Francisco.

**June 4-6—National Association of Broadcasters** third children's TV programming conference. Hyatt-Regency hotel, Washington.

**June 4-7—Workshop on reporting of government and economy,** jointly sponsored by National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom. NAB headquarters, Washington.

**June 6—NBC Radio Network** regional affiliate meeting. Logan Airport Hilton hotel, Boston.

**June 6-9—Third Asian-Pacific television conference,** sponsored by The Cultural and Social Centre for the Asian and Pacific Region, Seoul, Korea, with San Francisco State University as co-host. Satellite communications will be the theme. San Francisco State University, San Francisco.

**June 7—NBC Radio Network** regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

**June 7—Advertising Research Foundation** midyear conference. Hyatt Regency O'Hare, Chicago.

**June 7-10—Broadcasters Promotion Association** 23d annual seminar. Radisson St. Paul, St. Paul.

**June 8-10—Alabama Broadcasters Association** spring convention. Gulf Park Resort, Gulf Shores, Ala.

**June 8-10—Florida Cable Television Association** annual convention. Dutch Inn at Lake Buena Vista, near Orlando, Fla.

**June 8-11—Mississippi Broadcasters Association** annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

**June 8-11—Combined meeting of Missouri Broadcasters Association and Kansas Association of Broadcasters.** Marriott, Kansas City International Airport.

**June 11-13—Montana Broadcasters Association** annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

■ **June 11-13—New Jersey Broadcasters Association** annual convention. Resorts International hotel, Atlantic City.

**June 11-14—Electronic Industries Association/Consumer Electronics Group** 1978 International Summer Consumer Electronics Show. Chicago.

**June 12-14—National Association of Broadcasters** meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

**June 13—Tennessee Association of Broadcasters** congressional breakfast. Washington.

**June 13-17—American Women in Radio and Television's** 27th annual convention. Los Angeles Hilton, Los Angeles.

**June 14—Virginia Association of Broadcasters** meeting. Mariner Resort Inn, Virginia Beach, Va.

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

**June 15-17—South Dakota Broadcasters Association** meeting. Holiday Inn, Mitchell, S.D.

**June 16-17—Broadcast Financial Management Association/BCA** quarterly board of directors meeting. Opryland hotel, Nashville.

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

**June 17-18—Radio Television News Directors association** board meeting. Atlanta Hilton, Atlanta.

**June 17-20—American Advertising Federation** annual convention. St. Francis hotel, San Francisco.

**June 18-20—Annual meeting of NBC-TV affiliates.** New York Hilton, New York.

■ **June 19-23—Workshop on community broadcasting and public access,** sponsored by Department of Communication Media, Bemidji State University. Bemidji, Minn.

**June 20-22—Armed Forces Communications and Electronics Association** 32d annual convention. Senator Harrison H. Schmidt (R-N.M.), member of Senate

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Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

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

**June 21-23**—*National Broadcast Editorial Association*, eighth annual convention. Mayflower hotel, Washington.

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

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

**June 22-24**—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Cody, Wyo.

**June 23-24**—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VOCM St. Johns, Newfoundland A1B 3P5.

**June 24-28**—*Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

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

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

## July

**July 6-9**—National Federation of Local Cable Programmers convention, jointly sponsored by The *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

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

**July 12-16**—Combined *Colorado Broadcasters As-*

*sociation/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

**July 15-18**—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

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

**July 16-19**—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

**July 16-19**—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

**July 16-28**—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

## August

**Aug. 10-11**—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

**Aug. 17-20**—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

**Aug. 20-23**—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

**Aug. 25**—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

**Aug. 27-29**—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

## September

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

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

**Sept. 12-14**—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

**Sept. 13-16**—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

**Sept. 14-17**—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

**Sept. 15-16**—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

**Sept. 16-18**—*Nebraska Broadcasters Association* annual convention. Kearney, Neb.

**Sept. 17-20**—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

**Sept. 17-20**—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

**Sept. 20-22**—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

**Sept. 22-24**—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

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

**Sept. 24-26**—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

■ **Sept. 25-27**—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

**Sept. 25-29**—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television*



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Sept. 26-28—CBS Radio Network Affiliates convention. Arizona Biltmore hotel, Phoenix.

## October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by International Association of Business Communicators district 6. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—Pacific Northwest Cable Communications Association convention. Outlaw inn, Kalispell, Mont.

■ Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the Public Service Satellite Consortium. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

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

Oct. 12-15—Annual national meeting of Women in Communications Inc. Detroit Plaza hotel, Detroit.

Oct. 12-15—Missouri Broadcasters Association fall meeting. Ramada Inn, Columbia, Mo.

Oct. 16-17—Advertising Research Foundation annual conference. Waldorf-Astoria, New York.

Oct. 17-19—Texas Association of Broadcasters meeting. Galleria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers. Montreal.

Oct. 25-27—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Memphis.

# Open Mike®

## Of space and time

EDITOR: There was only one thing wrong with this year's convention of the National Association of Broadcasters: It was one day too short. Three years earlier, in the same Las Vegas convention center, the exhibits occupied 75,000 sq. ft.; this year it was 122,000 sq. ft. Three years ago there were some 200 exhibitors; this year there were around 300. It was a case of too much to do in too little time for those of us who wanted to go from wall to wall.

Something's got to give. One more day devoted entirely to exhibits—either opening them on Saturday instead of Sunday, or keeping them open through Thursday—might be the answer for what will surely be an even larger exhibition in Dallas next year.—W. Simmons, president, Communications Co. of North Carolina, Monroe, N.C.

## Father knows best

EDITOR: There's an interesting bit of additional information about my father,

Wallace Jorgenson of Jefferson—Pilot Broadcasting Co. who was the subject of your Jan. 9 "Profile". All five of his children are following in his footsteps:

Kristin is with United Way Communications (United Way) in Washington; Peter is general manager of WBLG(AM)-WKQQ(FM) Lexington, Ky.; Philip is an account executive at WLOS(FM) Asheville, N.C.; Lisa is an account executive at WFMV-TV Greensboro, N.C., and I am an account executive at WLWT(TV) Cincinnati.—Mark Jorgenson.

## Lost: 30 minutes

EDITOR: I would like to call to your attention an error in the "TV Usage Per TV Home Per Day" table (BROADCASTING: April 3). The year to date figure in 1972 should be 6:57 instead of 6:27.—Russell Kurland, research analyst, Peters Griffin Woodward, New York.

(The Television Bureau of Advertising says it made a clerical error in transmitting the figure for a table that showed TV viewing from 1972 through the first two months of 1978).

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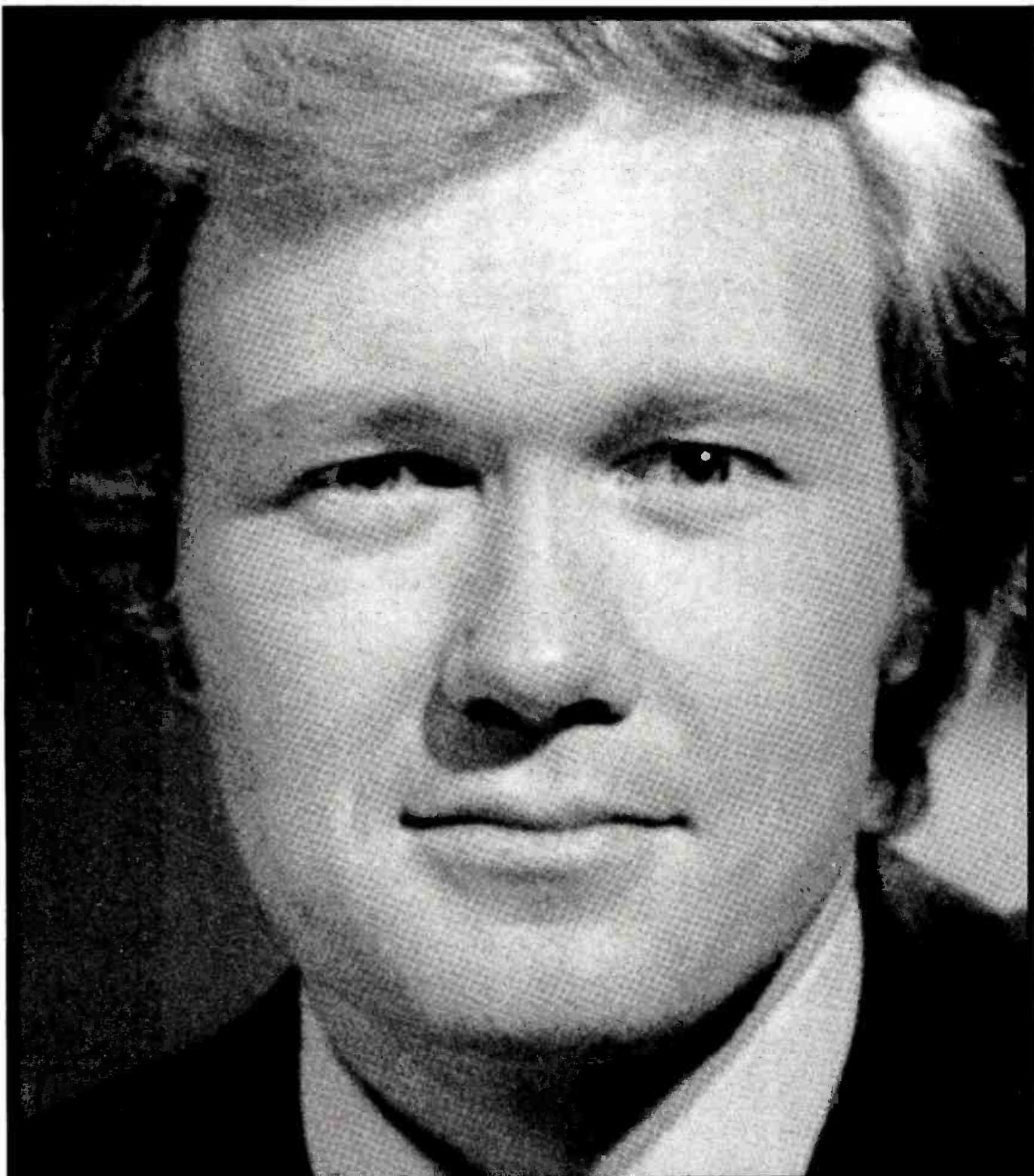
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\*SOURCE: Arbitron special tabulation, Monday-Friday 5 to 7 PM, 11 to 11:30 PM, February 1978. Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications available on request.





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It took an executive producer like Mike Frankovich in his first production for television after a succession of major motion pictures.

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And it takes 3 glorious hours on NBC-TV on Sunday night, May 21.

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Phone: 213-483-3148.  
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Founded in 1931 as *Broadcasting*\*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising*\* was acquired in 1932. *Broadcast Reporter*\* in 1933. *Telecast*\* in 1953 and *Television*\* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright © 1978 by Broadcasting Publications Inc.



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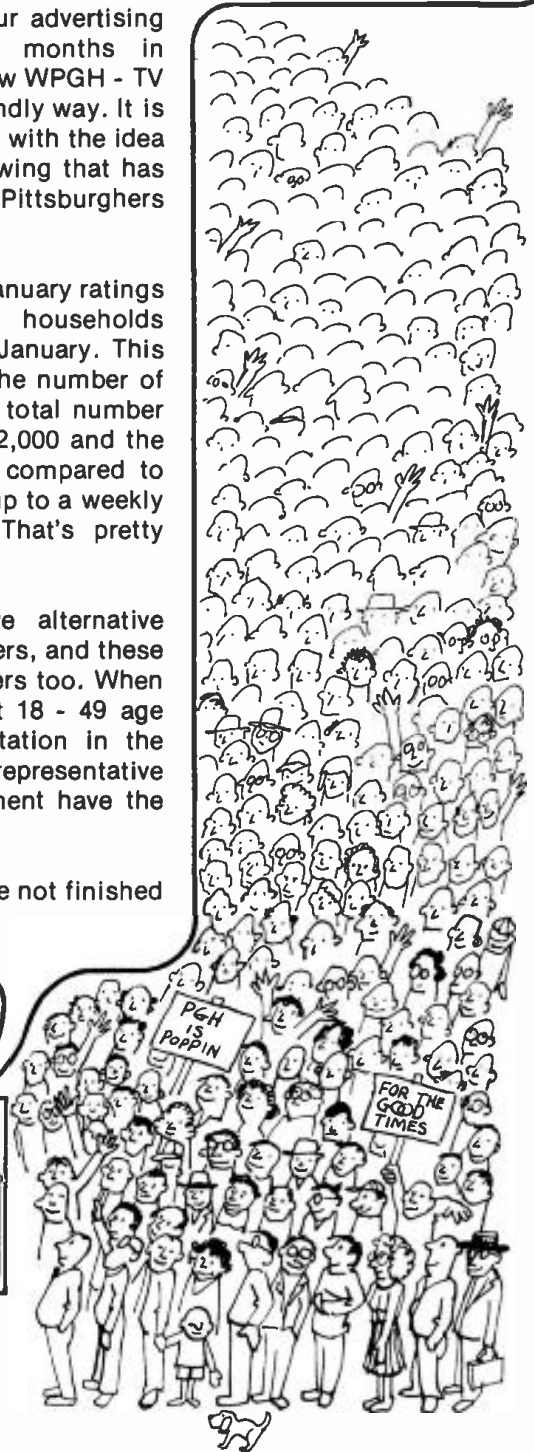
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We've come a long way . . . and we're not finished yet!



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Source—Arbitron January 1978 and 1978 monthly reports

Audience measurement data are estimates only and are subject to qualifications set by the indicated service

**WPGH-TV**

## Top of the Week

### Industry-FCC status quo challenged by new chairman

**Both broadcasters and bureaucrats should raise their sights, Ferris says in maiden speech before NAB; more competition, less regulation**

Charles D. Ferris, who had waited six months to do so, last week took his National Association of Broadcasters convention audience on a tour of his attitudes and feelings about the medium and the commission's relationship to it. He revealed an FCC chairman whose goals broadcasters might endorse, but whose actions might give them pause.

The speech was a call for less regulation of the industry, for government respect for the integrity of programming and for broadcasters to recognize their responsibilities to the public. But it served notice that the commission will encourage "new technology and services, rather than help any vested interest to hold them back."

Nevertheless, the speech was described by NAB President Vincent Wasilewski as "well balanced." The references to new technology did not seem to disturb him. "We can handle new technologies," he said.

He was "most impressed" with the chairman's assertion that "less regulation means better broadcasting." And he seemed persuaded that the chairman is a "firm believer in the First Amendment": Mr. Ferris pledged to avoid interference in individual programming decisions. "Over-all," Mr. Wasilewski said, "he's a man of moderation."

CBS's Bill Leonard, the company's Washington vice president, also appeared favorably impressed. "It was a speech of high idealism," he said. As for the statement that broadcasters cannot have less regulation for themselves while seeking government protection against others, he said, "I couldn't agree more."

But one network representative noted conflicting ideals in the speech, "It reads well," he said. "But under the surface,

there are questions. I don't see how his goals can be reached without being a super-regulator."

There was much in the speech to encourage broadcasters eager for reduction in the degree of their regulation. "I favor a policy of zero-based regulation," Chairman Ferris said. "We will rely on competition instead of rules whenever that is promising or possible." And in radio, he said, government may have reached a point where it is maintaining a regulatory framework "for ceremonial purposes alone."

But there was in the passage what some in the audience might have considered a catch, if they noticed it. The variety of



Ferris

programming services available in major markets is such, he said, that "we must seriously consider replacing the current regulation of radio content with a structural, marketplace mechanism that still yields a public dividend for the privilege of having a place on the radio band"—a reference, according to a Ferris aide, to a spectrum-use fee or tax, of a kind the House Communications Subcommittee is considering (to the NAB's consternation) in connection with its rewrite of the Communications Act.

The chairman of the subcommittee, Representative Lionel Van Deerlin (D-Calif.), who was in the audience, was so pleased with the speech—"It was a damn fine speech"—that he intends to insert it into the *Congressional Record*. He counts it as an endorsement of the spectrum-use fee idea.

The public's interest was a counterpoint throughout the speech to most

references to easing the regulatory burden on broadcasters. For instance, Chairman Ferris said effective implementation of the equal employment opportunity rules "can be an effective alternative to direct FCC scrutiny of media stereotyping." The employment of minorities and women in decision-making jobs, he said, will result in an increase in diversity of program choices "without any rule or agency telling you what to broadcast."

At another point, he said, "I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But," he added, "I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation means better broadcasting," he said, to one of the six bursts of applause that interrupted the speech.

If broadcasters liked the line, commission staffers who work with citizen groups liked the speech. "There was," said one, "a lot of pro-consumer material in it."

There were also some signals that the commission will take a harder line in dealing with broadcaster actions that adversely affect the public. In the past, Chairman Ferris said, the commission has sometimes been more concerned with broadcaster's abuses against commercial clients—as in fraudulent billing—than with misuse of the medium "in relation to your true clients—the public."

What's more, he indicated the commission's treatment of CBS in connection with its misleading "winner take all" Heavyweight Championship of Tennis matches is a bellwether of commission action to come. For he said the commission should "no longer" be tougher on smaller than on larger licensees. And he said he hopes the commission will be able to develop "more effective ways to invoke the sanctions available" to it.

Chairman Ferris, who spoke at the final luncheon on Wednesday, managed—along with the music of Charley Pride, who appeared after the speech—to hold most of the delegates in town until the final gavel. NAB officials estimated more than 3,000 persons were in the hall.

The chairman was given a warm and cordial reception, but the applause before, during and after the speech was not thunderous.

Whatever the message its listeners got

**The Full Text: Page 46**

**Phrases by Ferris.** The address last week by FCC Chairman Charles Ferris to the NAB (story page 29; full text page 46) did not produce a single phrase as memorable as, for example, "the vast wasteland" of Newton Minow or the "new ethic" of Richard E. Wiley. It produced, instead, an abundance of quotable quotes, any one of which may become memorable with the passage of time and events. Among them the following:

"With only the names of the networks changed to protect the appearance of competition."

"That television not only show and tell, but do."

"The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York."

"Quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better."

"Television [will not] be made fertile by overlaying it with a vast swampland of regulations."

"Communication is the most precious currency of a free society ... To a large extent, we are what we see of ourselves on television."

"Americans, worried about the quality of the air they breathe, properly worry as well about the quality of the airwaves that penetrate their homes and saturate their children's minds."

"The commission must judge those who have shortchanged advertisers and those who shortchange the public even-handedly."

"Your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal."

"Precisely because the pressures of society on broadcasting ... have never been more intense, the need for restraint by government has never been so great."

"Journalistic integrity means opening the medium to the many."

"I favor a policy of zero-based regulation."

"Thus we could recognize both that the radio spectrum is not so limited as it used to be, and that it is still not limitless."

"Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology."

"The Chicken Littles, who always think that the antennas are about to fall."

"Commercial broadcasting can and must represent more than the survival of the tired, the timid and the imitative."

"Broadcasting has more than profits to be proud of. It has, however, deficiencies to be remedied, technologies to be developed and alternatives to be explored."

from the chairman's first speech, the language in which it was cast frequently had the kind of cutting edge that helps keep it in mind (see box above).

Structurally, the speech was devoted principally to a discussion of "five principles" he said should "determine how, and to what ends, the commission will move."

He cited, first, "the integrity and independence of the commission's process." That, he said, is more important than any particular decision. "No industry we regulate will be regarded as a 'constituent.' By law, the commission's only constituent is the public."

"Second, the commission will be even-handed in enforcing its rules and in enforcing the public interest." That was an introduction to his views regarding equality of treatment of small and large licensees, and of the concern to be shown for public as well as commercial victims of broadcasters' abuses of their privilege to use the airwaves.

Third, "I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great." However,

he also stressed that broadcasters can expect "the Congress, the courts, and the commission [to] continue to require that you do not deny the public access to [competing] ideas."

Fourth, he said, the commission "should seek to stimulate excellence through diversity—and diversity through competition." Thus, the reference to a favored policy of zero-based regulation and to a reliance on competition instead of rules when possible or promising. In that connection, he expressed support for "a strong noncommercial television and radio service" as "another effective means of encouraging diverse services without more regulation."

But of all the "principles," the one dealing with "new technology and services" appears to be the one on which a policy of specific action can be established. And the chairman sought to reassure even as he pointed in the direction in which he said the commission should proceed.

"The Chicken Littles, who always think the antennas are about to fall, predict that satellite delivery of multiple program services, fiber optics and translators will make your industry obsolete," he said. "That could happen—if you

regard change as an adversary and resist the chance for experimentation. "But," he said, broadcasters who can summon up the qualities of "a Sarnoff or a Paley when they put together the first networks" can profit by increasing the range of their services.

He said broadcasters could lead the nation into "an era of individual choice in communications" by following the British lead in using broadcast signals for captioned information or teletext data retrieval. Satellites hold the potential of offering broadcasters a wider choice of program material, he said. And the development of improved television sets would bring better UHF reception and more UHF channels to more people.

## More sugar than spice from FCC

**Commissioners, traditionally a reasonable lot in face-to-face relations with broadcasters, uphold tradition in Las Vegas**

FCC commissioners who appear on a panel at a National Association of Broadcasters convention to answer questions from broadcasters aren't likely to go out of their way to cause consternation among their listeners. And the five who served that function in Las Vegas last week were no exception.

Commissioner Margita White, for instance, jumped on the first question, which asked what had happened to the commission's radio reregulation policy, to assert, "The time has come to take a look at what can be done to deregulate radio, particularly in the larger markets," where the sheer number of stations assures diversity of programming. She said she was concerned about the commission's use of percentage guidelines in reviewing a renewal applicant's programming proposals. What, she wondered, is the point in requiring a large-market station to which listeners tune to hear classical music to carry a certain percentage of news?

Commissioner White—whose term expires in June, and whose renomination by the White House is in doubt—received a solid round of applause for her comments.

As for other questions discussed:

There was the matter of the FCC's decision to exempt distant television signals that are significantly viewed within a community from the cable television non-duplication rules—an action expected to draw a dozen petitions for reconsideration. Commissioner White, who voted with the majority on the issue, said, "we approached this as a unique situation. It doesn't erode the nonduplication rules"—as some broadcasters fear it does.

(Commissioner Robert E. Lee, who was in the minority, cited the action as an ex-



Lee

Quello

Fogarty

White

Brown

ample of what can happen when broadcasters who are not directly involved in an issue do not participate. "You sink together or swim together," he said. And he called for support for proposals that the FCC is now considering that would urge the 1979 World Administrative Radio Conference to expand the AM band and preserve the UHF band against efforts to require that portions of it be shared with land mobile. He noted that some broadcasters are more concerned with preventing the emergence of new competition than with preserving spectrum space for broadcasting. "Look a little bit above the bottom line," he said.)

The commissioners declined to discuss the merits of a proposal to award tax certificates to broadcasters who sell their properties to minorities. The issue is one of several designed to promote minority ownership the commission will consider in May. But Commissioner Tyrone Brown said that an increase in minority ownership of broadcasting stations would benefit the industry. Regulation of broadcasters "will be lessened to the extent the industry is representative of society," he said.

Commissioner Joseph Fogarty took the occasion to compliment the NAB on its efforts, through a task force, to help minorities acquire ownership of broadcast stations: "I'm deeply impressed with the commitment of your association to see to it that the industry is no longer a white man's paradise"—the term he said former Senator John O. Pastore (D-R.I.) once used in describing broadcasting.

John Summers, NAB executive vice president and general manager, raised a question concerning the fee refunds the commission is under a court order to make to those it regulates. He asked whether the commission intended to return "as little as possible."

Commissioner Brown's response may or may not have been reassuring. He noted that the staff is attempting to determine the amount the commission is legally obliged to refund and added, "I for one intend to analyze the information and decide whether I think the proposal makes sense," he said.

Several questions dealt with equal employment opportunity matters, and Commissioner Brown, who is black, appeared to take exception when one questioner addressed his remarks to him because of this presumed special interest. He said

that since joining the commission, he was "delighted to find six other commissioners interested in this area."

And when a young man who described himself as an "unemployed white male" complained about what he said was the lack of equal employment opportunity he has experienced in searching for a job in broadcasting, Commissioner Brown took the lead in responding. "Broadcasters do not have the right to discriminate against you as a white male," Commissioner Brown said. "If an employer tells you he can't hire you because you're not a woman or a chicano or black, you should take that complaint to an EEO agency."

The commissioners tried to give some reassurance to a small-market broadcaster concerned about the expense of retaining Washington counsel. Is it necessary to have a Washington lawyer? the broadcaster asked.

Commissioners Lee and James H. Quello suggested that it might not be, at least in many cases. "The Broadcast Bureau is very amenable to discussing problems with you," said Commissioner Lee. "This is an area where we can perform a service," said Commissioner Quello. And Commissioner White said the broadcasters' dependence on counsel would be lessened if the commission's rules "were translated into plain English"—a goal Chairman Ferris endorsed in his speech.

The only commissioner who expressed some reservation about a go-it-alone policy was Mr. Fogarty. "Hold on to your Washington counsel for problems that are too complex," he said—a statement that

prompted an exchange with Commissioner White. It is, she said, a matter of regulations being "too complicated"—to which Mr. Fogarty responded by noting he is supporting Mrs. White in her effort to win renomination, then adding, "One problem with Margita is that she's so pretty I never win an argument."

## Vince and Van: in one ear and out the other

**Both the NAB president and the congressman stick to their acts in a 'conversation' about rewriting broadcast law**

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week sought once again to allay broadcasters' fears about his subcommittee's rewrite of the Communications Act. In a staged "conversation" between him and National Association of Broadcasters President Vincent Wasilewski at the NAB convention Wednesday, Mr. Van Deerlin chided NAB—"on occasion [broadcasters'] doubts have been fanned from your headquarters in Washington," he told Mr. Wasilewski with a smile—and then he repeated that there will probably be several pluses for broadcasters in the rewrite draft.

There will also apparently be one substantial minus—at least from the com-

**Tightening noose.** The majority of the countries of the world do not have free-press systems, noted Metromedia Vice President Mark Evans at a sparsely attended NAB session on international press freedom. That's cause for great concern, he said, "but the apathy is obvious in this room." The former ambassador to Finland chided broadcasters for being "mixed up in our priorities . . . There will be no bottom lines for anybody unless we preserve the foundation . . . the First Amendment." Mr. Evans moderated the Wednesday joint radio and TV session with Sig Mickelson, vice chairman of Radio Free Europe and Radio Free Liberty Inc.; Leonard Marks, former director of the U.S. Information Agency, and Eugenio Lopez, a former Philippine broadcaster and the newspaper owner who was jailed for five years when President Marcos of the Philippines declared martial law. Such a thing probably couldn't happen here, Mr. Marks said, but around the world "the free press is an endangered species." Mr. Mickelson said that as states move to take over the media of the third world, the volume of news to this country will be cut back, with a direct impact on domestic broadcasters. All the panelists urged support of the World Press Freedom Committee, which among other activities is training foreign journalists in the U.S. news tradition. Mutual Broadcast System announced that it has donated \$10,000 to the committee.



Vince (Wasilewski) and Van (Deerlin)

mercial broadcaster's way of looking at it—in the form of a "spectrum-use fee." Asked by Mr. Wasilewski what he had in mind about this proposed "tax," Mr. Van Deerlin replied by objecting to the label. It is not to be a tax, he said. "A tax is something that applies to a broad segment of society, not necessarily related to a benefit received.

"What we're talking about here," he continued, "is a quid pro quo" that would apply the same way as a fee the government charges a logging company to harvest trees in a government forest, or that it charges a cattle grower who grazes livestock.

Beyond that, the subcommittee chairman revealed no details about the fee—how much money it would involve or how it would be spent.

(After the session, Mr. Wasilewski said the NAB remains steadfastly opposed to a tax on broadcasters, regardless of what other "euphemism," as he termed it, is used to describe it.)

Mr. Van Deerlin said he is sticking to his deadline of June 1 for dropping a rewrite bill in the House hopper. When he does, he said, the skeptics in broadcasting are likely to be surprised—at least Mr. Van Deerlin hopes they will. "I feel like I'm on the same dart board as Nick Johnson at this point," he said.

And as he has said in the past, radio has the most cause to be optimistic about the rewrite. "I see no reason for keeping the type of regulation on radio" that exists now, he said, receiving a burst of applause. He added that he is not thinking only of repealing the fairness doctrine

and equal time, as he has proposed before, but also of removing government from determinations on formats and percentages of news programming. He took a swipe at community ascertainment for radio, too, saying it accomplishes little more than to generate mounds of paper that no one at the commission ever reads.

Mr. Van Deerlin said he thinks he is in for a tough fight on repeal of the fairness doctrine and equal time. "There isn't anyone in public life who doesn't feel he's been done in" by the news media at one time or another, he said, so it is not surprising to find many congressman clinging tightly to a law like equal time, which works in their favor. But what bothers him more than other congressmen, are the broadcasters who continue to support Section 315, Mr. Van Deerlin said, as "one more shibboleth to keep on file in support of that license renewal."

Mr. Van Deerlin also said he opposes mandatory access, a principle Mr. Wasilewski had attacked in a speech two days earlier (page 36). The congressman says he sees no reason to subject network and local station time "to one individual's view of what you should be hearing." Rather, he thinks, cable is better suited to meet the demand for access.

Mr. Wasilewski did not offer to soften NAB's position, but said Mr. Van Deerlin could be assured that NAB will at least "keep the dialogue going" with the subcommittee during the rewrite process.

## In Brief

Shamrock Broadcasting Co., Los Angeles, owned by Roy E. Disney family, said shareholders holding about 45% of common stock of Starr Broadcasting Inc., Westport, Conn., have given oral agreement in principle to **\$9.7 million merger between Shamrock and Starr**. Agreement provides that Starr holders will vote their shares supporting merger under which Shamrock will pay each Starr holder \$14.50 per share. There are some 1.4 million Starr shares outstanding. Shamrock was formed to buy Starr, which operates two TV stations and five AM and four FM stations. Privately held Shamrock intends to buy up additional shares if agreement is approved by Starr's board of directors, majority of Starr stockholders and FCC. Roy Disney is substantial stockholder in Walt Disney Productions but that company isn't involved in Starr deal.

**Henry Geller received warm reception** on Friday at Senate confirmation hearing on his nomination to be assistant secretary of Commerce in charge of new National Telecommunications and Information Administration. Senator **Ernest Hollings** (D-S.C.), chairman of Senate Communications Subcommittee, who presided at hearing, said he was "delighted" to see Mr. Geller, former FCC general counsel, appointed to NTIA job. But he indicated that **confirmation process could be stalled** as result of controversy that blew up last week regarding **Barry Jagoda**, adviser to President for media and public affairs. Senator **Barry Goldwater** (R-Ariz.), subcommittee member, had asked that Mr. Jagoda testify on reports of possible conflict between his job as media adviser and his role in telecommunications policy-making, particularly in public broadcasting. After discussing matter with Senator Hollings, Mr. Jagoda wrote letter stating that he shared their concern but that he has "no decision-making authority in telecommunications policy." That satisfied neither senator. Senator Goldwater said Mr. Jagoda's failure to testify would "delay action on Mr. Geller's nomination" and Senator Hollings said that was one means available for persuading Mr. Jagoda to testify—although Senator Hollings added he did not want to "penalize"

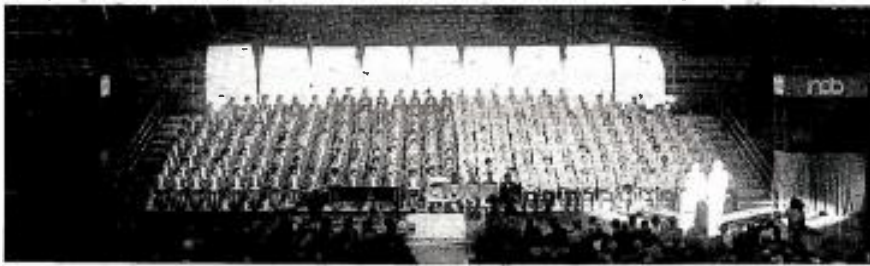
Mr. Geller. Mr. Jagoda said later he would **attempt to resolve dispute in meetings with senators in their offices**. If that is unsuccessful, he would leave question of his testifying to White House counsel. "I want to be as forthcoming as possible," he said, but it is "institutional problem."

**CBS letter FCC is due to receive today is not last commission will hear from network on subject of its Heavyweight Championship of Tennis broadcasts**. But while today's letter is to contain information designed to persuade commission not to impose short-term renewal to one or more of its stations—letter will relate steps taken to prevent recurrence of deception practiced in connection with tennis matches and actions taken to inform public of those deceptions—next one will respond to questions regarding **violations of sponsorship identification rules**. That one is due next week.

**New public broadcasting legislation** was introduced last week by chairmen of two communications subcommittees, Ernest Hollings (D-S.C.) in Senate and Lionel Van Deerlin (D-Calif.) in House. Bill provides for **same level of funding** as White House's bill—\$180 million first year, \$200 million in succeeding years—but **for only three years** instead of five. It would raise authorization for public broadcasting facilities from \$30 million to \$40 million a year for three years and would have Department of Commerce—rather than Health, Education and Welfare—distribute it. Unlike President's bill, this one would retain statutory ban on editorializing by public stations. It would also require public stations to certify adherence to EEO laws as condition of receiving funds. House subcommittee will hold hearings on this and White House bill **April 18, 19 and 20**; Senate subcommittee will do same **May 3 and 4**.

**Joe Albritton**, who owns WJLA-TV Washington and is publisher of *Washington Star*, **criticized FCC** last week for providing him "no clear decision" on his ownership of media properties in capital. Speaking at session of American Society of Newspaper Editors convention last Wednesday (April 12), he said "we have really broken up the media" in





Thurston



Painter



Bolger

**Biggest yet.** The National Association of Broadcasters broke all its own convention records in its second trip to Las Vegas last week (the first was three years ago), registering almost 21,000 delegates before closing Wednesday: 6,200<sup>1</sup> broadcasters, 5,984 exhibitors and 8,695 exhibitors' guests. The biggest showing of broadcasters previously was in Washington in 1968, when about 6,100 broadcasters attended, according to Hal Niven, NAB vice president for planning and development and convention manager, who supplied these figures. The most visible sign of the convention's bigness was the exhibit floor, a vast display covering 122,445 square feet, another record. The meeting, opening Sunday with an hour-long performance by the Mormon Tabernacle Choir (above), was judged a success in the end by NAB board coordinators: Donald Thurston of WMNB-AM-FM North Adams, Mass., NAB joint board chairman; Dick Painter, KYSM-AM-FM Mankato, Minn., radio board vice chairman and convention co-chairman with Thomas Bolger, WMTV(TV) Madison, Wis.

## One-inch VTR's are standouts in a standout equipment show

**Type C helical machines draw crowds to Sony, RCA, Ampex booths —not that business wasn't booming elsewhere on the floor with a record 293 exhibitors**

In a word, the NAB's 1978 equipment exhibit was bursting—bursting with exhibitors, with broadcasters, with new (although not unexpected) products and, most important, with sales.

"I've managed the exhibits for 24 years," said Edward Gayou, consultant to the NAB, "and this is the greatest buying show and the greatest attendance in all those years."

There were 293 exhibitors, "a quantum leap," Mr. Gayou said, from the 213 in Washington last year and the 202 in 1975, the previous Las Vegas NAB. And if the convention's over-all attendance exceeded 20,000, at times it seemed they were all on the exhibit floor—some said they had to wait in line to talk to a salesman.

There were the inevitable complaints that the equipment show had grown too big for its own good (next year's in Dallas

Washington. Referring to sale of newspaper to Time Inc., move that prompted FCC to reconsider its approval of now-dead \$100 million WJLA-TV-KOCO-TV Oklahoma City swap with Combined Communications Corp., Mr. Allbritton repeated his oft-stated position that decision to sell paper had not been made when commission approved station deal in January (BROADCASTING, March 27). If he had agreed to sell *Star* before commission's action, he said, "word of mouth would have carried it all over Washington." He also said that "the group that calls themselves" the FCC only began enforcing its media ownership policy when he acquired Washington Star Communications Inc.

□

**ABC-TV has decided to rerun** controversial sitcom *Soap* in late-night time period; it will air at 11:30 p.m.-12 midnight on Mondays and Tuesdays beginning June 5. Network had earlier said it would put show in mothballs because its serial form wasn't suitable for rerunning; twice-weekly slot will allow all episodes to air in summer, thus maintaining continuity of story line, according to ABC Entertainment President Anthony Thomopoulos.

□

**Donald H. McGannon** of Westinghouse Broadcasting—whose crusade against introduction of more network commercials has meant his five TV's "cover" additional ones with public-service or public-affairs announcements (BROADCASTING, Jan. 16)—expects to do more substituting. In speech to National Academy of Television Arts and Sciences in New York last week, Mr. McGannon said three programs in fall 1976 exceeded three commercial minutes per half-hour standard; in fall 1977 he put total at 21 and during first three months of 1978, at 18. He added that he expects those figures look "minimal in terms of what's coming."

□

National Association of Broadcasters has urged FCC to reject petition of Council on Children, Media and Merchandising calling on commission to revise its license-renewal form in connection with programming and advertising practices related to children. NAB, in pleading filed with commission Friday, said proposal is "contrived and shallow concealment of a relentless drive to rewrite" commission's 1974

policy statement on children's television programming. NAB said CCMM's proposal to define children's programming as that which affects children had been rejected by commission when it decided on "designed for children" and that many other proposed revisions, including one that commission ask sources and nature of children-oriented public-service announcements, run counter to commission policy.

ABC News's **Barbara Walters** has been named recipient of Overseas Press Club of America's 1977 **Edward R. Murrow Award** for "best TV interpretation or documentary on foreign affairs" for last November's joint interview with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin.

□

**Petition to deny** Sarkes Tarzian Inc.'s \$26-million sale of **WTTV(TV) Bloomington, Ind.**, to Teleco Indiana Inc., has been withdrawn, following agreement Teleco reached with petitioner, Herbert A. Terry, assistant professor in Indiana University's department of telecommunications. Under agreement, Teleco amended application on file with FCC to make clear its "principal commitment" is to Bloomington, which is city of license, rather than "Bloomington-Indianapolis area," specified originally.

□

In line with March 1977 appeals court decision affecting pay cable, **FCC amended its subscription television rules** lifting restrictions on showing of some sports events, prohibiting commercial advertising and limiting combined amount of sports and movies to 90% of subscription station's programming. Commission noted that since court decision, subscription television was left in "vulnerable position" of being only pay television service with program restrictions.

□

Former FCC Chairman **Richard E. Wiley**, who drew heat for nomination to National Association of Broadcasters-affiliated political action committee (TARPAC), turned down election last week. Now head of Washington office of Kirkland & Ellis, he told NAB he hadn't known post involved fund-raising for political gift-giving.

will have to be smaller, with about half the exhibit space available), but the pace of the buying this year indicated that the customers found what they were looking for. One exhibitor said he hadn't seen so many broadcasters come to an NAB with money to spend since the "colorization" days of the late 60's.

Why was there so little tire-kicking and so much serious shopping? The most-heard explanation was simply that broadcasters have seen two good years and have decided to spruce up their operations—especially since the replacement cycle has come around again for so many stations ("Closed Circuit," April 3). "There were no psychological impediments to buying," said Chris Payne of the NAB engineering department. "People expect healthy business to continue. The sun is shining on broadcasting at the moment."

Other factors mentioned were the Internal Revenue Service's investment tax credit for capital improvements and the need to prepare for upcoming changes in

host). But judging purely from the crowds in the Bosch booth compared to those in Sony's and Ampex's, the campaign failed.

The consensus is that the determining factor in the Type C format's favor is the stop-frame and slow-motion capabilities it offers. Bosch has put together a combination of equipment, including a digital field store, to equal that capability, but the entire configuration runs about \$110,000. Ampex's VPR-2, with its AST automatic scan tracking system for slow motion and stop frame, costs about \$62,000.

Sony also had some scrambling to do at the NAB to equal Ampex's AST option. The Japanese firm unveiled a "dynamic tracking" option with similar capabilities, but had just one to display at convention time and ended up showing it not on the floor but at a suite in the nearby Hilton. The explanation for that procedure was that the company had to share its display with its licensee, RCA, which took turns with Sony in the Hilton suite.

The dynamic tracking option is to be

marked not only the fulfillment of that format's much-anticipated promise, but also the continuation of the industry's over-all movement to tape. Unlike the SMPTE convention last fall (BROADCASTING, Oct. 24, 1977), at the 1978 NAB there was little emphasis on marrying film and tape in the producer's creative arsenal.

One of the more startling examples of that phenomenon was the virtual explosion of computer-assisted editing equipment. Ampex and Sony both showed new systems to go along with their one-inch lines (Ampex's is manufactured by Convergence Corp.), while RCA brought one out for its TR-600 quadruplex machines. Other companies were stressing that their machines would interface with several types of VTR's. Consolidated Video Systems brought out one called Epic, for example, which interfaces with quadruplex, one-inch and 3/4 inch, while Datatron displayed a top-of-the-line Datatron 2,000 that not only works with a number of types of VTR's but also generates an editing list for film (the only editing system to do so, Datatron said). Datatron also provided an example of another popular development in the editing market—a low-cost editing decision machine to generate a preliminary edit list on punched paper tape, which is then fed into a more sophisticated editor for the final work. The "Editmate," as the company calls it, is priced at \$6,000, while the Datatron 2,000 runs from \$50,000 to \$80,000. CMX, under a new licensing agreement with Vidtronics, announced it would begin deliveries later this year of a similar machine for \$10,000.

Further evidence of the burgeoning editing market was provided by new companies entering into competition with the formerly undisputed leader in the top-of-line segment, CMX. One such company was Mach One Digital System Inc., which baldly claimed its new editor, "designed specifically for editors, by editors," would, as one salesman termed it, "put CMX out of business." Also indicative of the market's liveliness was the complete new line of editors introduced by Convergence Corp., starting with a \$5,000 unit for single source edits, such as for ENG applications, and ranging up to a five-input \$35,000 console that dedicates the switcher to the editing machine.

Tape and computer technologies also continued to merge in the camera market this year. Ikegami, formerly the only company with a microprocessor-controlled camera set-up system, was joined in the field by RCA and Ampex. RCA brought out a new studio and field camera, the TK 47, with automation features which put the conventional camera control unit into a black box connected to the camera by a small cable. The set-up unit works with any number of cameras and constantly monitors and corrects itself. The typical system runs about \$100,000, according to RCA. Ampex showed its BCC-10 studio camera, also offering automatic set-up controls for about \$93,000.

### Bosch's B versus the C's



Bosch



Sony



RCA



Ampex

technology, such as AM stereo, which will require a general upgrading of consoles and other equipment for many stations.

Cost effectiveness was cited as the impetus behind the good fortune this year of one new technology: one-inch helical video tape recorders. As expected, the nonsegmented, "Type C" machines manufactured by Sony and Ampex drew by far the most attention of any of the exhibits. Besides the appeal of the savings offered by one-inch, there also was the feeling that the standardization of formats—rushed through the Society of Motion Picture and Television Engineers' standards procedures in less than a year—dovetailed nicely with the period of one or two years it usually takes for any new technology to be accepted in the marketplace.

The convention's one-inch face-off was a dramatic one. Bosch-Fernseh pulled out all stops in what appeared to be a last-ditch attempt to convince American broadcasters that the advantages of its segmented, "Type B," format—among them, the immediate availability of a one-inch cassette machine—outweighed the type C benefits.

Bosch's display came complete with dancing girls and a simulated game show called "The Reel Challenge" that took direct aim at the competition's soft spots ("Type C has brought you plenty of IOU's, lots of promises, but all in the future," warned the show's tuxedoed

available on Sony's machines beginning in March and can be retrofitted on machines sold before then at an additional cost of \$10,000. With dynamic tracking, Sony's BVH 1,000 is to sell for \$69,000. Delivery of the BVH 1,000's without the option were being promised at the show for 30 to 90 days. Ampex said it would have its VPR-2's going out by September, but that it was backlogged with orders until March. (Ampex has licensed Marconi and Phillips to sell its one-inch VTR's, receiving from Phillips in return rights to market an electronic newsgathering and field-production camera.)

Ampex's AST is a mechanical function (the video head scanner adjusts to changes in the track angle), while Sony's dynamic tracking works through digital manipulation of the signal through a newly-developed 20-line window time base corrector. Among the advantages of the digital technique, Sony said, are time expansion (up to two times normal speed) and reverse slow motion; the technique also requires the purchase of a \$20,000 time base corrector, although Sony executives said they plan to offer earlier buyers a price break.

Both Sony and Ampex also displayed prototypes of portable one-inch VTR's, with Ampex's to be priced between \$35,000 and \$40,000 and Sony's at \$35,000.

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## Wasilewski urges unity against big brother thinking in Washington

**NAB president lists association's priorities in state-of-union talks, he feels broadcasters can adapt to most criticisms and changes, but that government intrusion is more complex problem**

National Association of Broadcasters President Vincent Wasilewski sounded a familiar warning to his members in Las Vegas last week, urging them to become active in broadcasting's fights in Washington or succumb to those in Washington who want to tamper with the system.

Mr. Wasilewski gave separate "state of the industry" addresses to TV and radio assemblies at the NAB convention last week, but they were essentially the same. NAB is not afraid of new technologies in communications he told the television gathering Monday: "The fact is that if we are smart enough and if our timing is right, we can adapt to the satellites and fiber optics and the like and make them work for us." Nor is the association worried about the public, he said, "The shrill critics tend to out-modulate the quiet millions" whom NAB has found to side with television.

But the government is another matter. Regardless of which party is in power, there is a tendency, he said, for officials in all three branches of the federal government "to distrust the public's judgment and substitute instead their own."

The most recent example of this is the Federal Trade Commission's proposal to ban or curtail some advertising to children. "The American people have grown skeptical of big government," Mr. Wasilewski said, "and the FCC hasn't gotten the message."

In its goals for television, defeat of the FTC proposal is an NAB priority. Another priority, for both TV and radio, is defeat of any proposal for a "special broadcasting tax." House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed a "spectrum use fee" for inclusion in the subcommittee's rewrite of the Communications Act, but Mr. Wasilewski said it makes little difference what it is called: "NAB is categorically opposed to any special broadcasting tax, whether it is [known by the name] spectrum-use tax or by some euphemism."

NAB is steadfastly opposed to suggestions of mandatory access, which have also been raised in connection with the rewrite. If broadcasters were required to set aside blocks of time for anyone to express opinions, their stations would turn into "electronic towers of Babel," Mr.



Wasilewski

Wasilewski said. Both proposals—the spectrum use fee and mandatory access—are "nonnegotiable" as far as NAB is concerned.

Mr. Wasilewski's list of priorities continued. For radio, he mentioned:

- Defeat of performer royalties legislation that would have broadcasters and other users of recorded music pay royalties to record performers and manufacturers. Such a bill, which has already undergone one round of hearings before Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, promises "a heated battle," Mr. Wasilewski said.

- Urging the FCC's adoption of technical standards for AM stereo.

- Getting the FCC out of business of reviewing how many commercial minutes a station has carried when it comes up for license renewal.

For television, Mr. Wasilewski listed one additional priority: winning passage of legislation to restore the FCC's authority to restrict "siphoning" of over-the-air broadcast programming by pay cable television, especially sports programming.

Looking back, Mr. Wasilewski said last year was "an exceedingly good year" for the association. NAB's membership rose to a peak of more than 4,500 radio and 550 television stations. In addition, legislation proposing restrictions on the advertising of saccharin products were defeated, prompting Mr. Wasilewski to claim it as "perhaps our industry's finest grassroots victory." A few years ago, broadcasters were "apathetic and almost totally disorganized," but the defeat of the saccharin restrictions proved that broadcasting now has an effective grassroots organization, he said.

## Opening fire from Cannon

**Senate Commerce chief welcomes broadcasters to his state, calls for better taste in TV programming**

Broadcasters attending the opening ceremony of the NAB convention last Sunday received a welcome, followed by a

lecture, from the new chairman of the Senate Commerce Committee.

Howard Cannon, Democrat of Las Vegas where the convention was held, departed from the usual you-are-the-greatest-communications-service-in-the-world welcoming address to tell the broadcasters that, like the automobile, they "have brought their own form of pollution into our world." And, he continued, "We must recognize the growing disenchantment of many Americans not simply with the violence and vulgarity too often programmed for them today, but with the general banality of much of the fare they're offered every day."

Programming isn't all bad, the senator said, softening his tone a bit. "And much of it is extremely good." Nevertheless, he said, broadcasters should try to make it better. "We have gone far beyond the point where the option of switching channels or turning off the set is sufficient. The medium is here to stay and it is a public medium for which the public has a right to at least good taste, if not some variety."

Broadcasters face a grave responsibility Senator Cannon said. "No government, no other phenomenon in the history of man has had the power to make change that you enjoy." That responsibility grows heavier as technology continues to advance in broadcasting and other media—satellites, fiber optics, cable television, to name a few—that "together very likely [may bring] changes to people and to the world so profound as to shrink even the vast changes radio and television have already brought to all of us."

He urged that when the broadcasters toured the exhibits at the convention they examine the equipment "not for scientific wizardry" but for the uses it can be put to. "Think of the information and ideas it can convey even to children who don't read. Think of the force it represents for change," he said.



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**Together again, separately.** One of the "In the Box" confrontations at the NAB convention brought together two old adversaries—Dr. Everett C. Parker (l) of the Office of Communication of the United Church of Christ and former FCC Chairman Richard E. Wiley (r), now with Kirkland & Ellis. William Carlisle, NAB vice president for government relations, was the moderator in the middle.

## Parker, Wiley spar over UCC's rewrite proposals

**Las Vegas provides setting for rematch of long-time opponents during latter's years as FCC chairman**

Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, took advantage of an "In the Box" appearance at the National Association of Broadcasters convention to plump for proposals the UCC has made to the House Communications Subcommittee in connection with its effort to rewrite the Communications Act (BROADCASTING, Jan. 2). Former FCC Chairman Richard E. Wiley took advantage of his participation in the same "box" not only to attack the proposals as invasions of broadcasters' First Amendment rights but also to rid himself of some hostility he apparently has felt toward Dr. Parker for some time.

Dr. Parker, who described the proposals as designed to benefit broadcasters as well as the public by making clear "the rules of the game," noted they call for a requirement that the FCC set standards for public interest programming and fair employment practices. The standards would not infringe upon program content, he said, but would give broadcasters, the commission and the public "a reasonable yardstick against which to measure performance." Dr. Parker offered his proposals against a background he painted of a technological revolution that is providing the potential, at least, of new means of program transmission—satellites, cable television, pay cable and video cassettes. He suggested that time is running out on broadcasters as the public's patience with programming—with what he said was its heavy budget of sex and violence—diminishes. Broadcasters, he warned, "should heed that discontent."

But to Mr. Wiley, who left the commission last summer and now is managing

partner in the firm of Kirkland & Ellis, the proposals are a recipe for government regulation of programming. Stations, he said, wouldn't be able to make major changes in operations—including formats—without commission approval; the FCC would set standards for programming and engage in a "formal rate regulation," and commission efforts to permit addi-

## Reinsch's counsel from 'the bench': Hew to the straight and narrow

**Pioneer Cox executive accepts DSA at NAB convention opening, stresses need for integrity, praises his own organization's dedication to that principle**

A broadcasting industry elder exercised the privilege of his rank—"as a septuagenarian, in the autumn of an exciting and sometimes tempestuous career"—to advise a younger generation of broadcasters of the responsibility they owe the medium he helped build. "You must never knowingly mislead or breach the confidence of your auditors—the great American body politic."

The speaker was J. Leonard Reinsch, the chairman of Cox Broadcasting, who was accepting the Distinguished Service Award of the National Association of Broadcasters during the opening ceremony of last week's 56th annual convention in Las Vegas. His remarks were made on the same afternoon (Sunday, April 9) that the president of the CBS/Broadcast Group was going on the air to apologize publicly for having deceived viewers about "winner-take-all" tennis matches (BROADCASTING, April 10)—an action for which CBS must account still further, to the FCC, today (April 17).

"Yours is the most important profession," Mr. Reinsch said. "You reach more people faster and with greater impact than all other media combined. Your responsibilities, as a consequence, are fearsome, ranking next to those of our elected offi-

tional broadcast coverage of political activities within the constraints of the equal time law would be reversed. (However, later, Dr. Parker indicated UCC would support exempting presidential and vice presidential candidates from the equal-time rule.)

But, Mr. Wiley said, drawing on memories of past confrontations with Dr. Parker, "Your proposals are no great surprise to me. You have been an effective opponent of every regulatory reform proposal in the last seven years"—years during which Mr. Wiley was at the commission. He recalled the time he said Dr. Parker "showed up with a roomful of angry activists" to protest commission plans to eliminate a number of "outmoded" rules. And he recalled, too, a time when the commission was considering changes in the fairness doctrine and equal-time rules and Dr. Parker managed to have key members of the Senate "summon me to the Hill and explain my sins."

As for UCC's proposals, Mr. Wiley said he would have trouble squaring them with a desire for "reform." He said they differ on the question of the role of government in broadcasting. UCC's proposals, he said, raise the question of whether "a free society can tolerate the use of arbitrary power over broadcast speech."

cial and our courts ... Loose practices," he continued, "often evolve in an affluent society."

That admonishment aside, Mr. Reinsch's basic message for his broadcast successors was one of hope and, to a degree, envy. "I must say that for the first time in my life I am unhappy being on the bench," Mr. Reinsch confided. "For as glorious as has been the past of broadcasting, the future is even more challenging for all communicators ... And to paraphrase an eminent authority who



**Happy moment.** Distinguished Service Award winner J. Leonard Reinsch of Cox Broadcasting and his wife, Phyllis, as they accepted the applause of the NAB convention last week.



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made the first motion picture talk and parlayed it into radio stardom: 'You ain't heard (or seen) nothin' yet!'

Mr. Reinsch closed his remarks with an expression of esteem for the Cox Broadcasting organization he has served since 1934, and particularly for James Cox Sr., the former governor of Ohio who enlarged his newspaper company to embrace broadcasting. Mr. Reinsch helped put the first Cox station, WHIO(AM) Dayton, Ohio, on the air. Last week he recalled Governor Cox's remarks at the dedication of that facility:

"... that this voice will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark. That it will build a love for goodness and beauty . . . that in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity."

## FCC confesses, announces and clarifies

**At NAB Q and A, staffers admit AM application freeze was a mistake, they're looking at EEO rule to aid the handicapped and probably won't act against airing of indecent language during live news coverage**

Broadcasters attending the National Association of Broadcasters Convention in Las Vegas last week learned that FCC staffers can admit a mistake. They also learned that the commission may initiate a rulemaking aimed at according handicapped persons the same kind of equal employment opportunity protection afforded women and minorities, and that the commission is not likely to attempt to impose a sanction if a broadcaster, in covering a fast-breaking news event, permits indecent language to be aired.

These were among some of the matters discussed during the panel session in which commission staff members took questions from broadcasters in the audience. The confession of error was made by Wallace Johnson, chief of the Broadcast Bureau, in explaining the enormous backlog of AM applications—565 were filed—



**When terrorists strike.** The Tuesday morning NAB radio session featured this panel, titled "A Gun and a Microphone." Its participants urged broadcasters to be prepared to cover terrorist/hostage incidents in their areas; they contended that this type of incident is occurring with increasing frequency and could happen in any market at any time: L to r are Ernie Fears of WROX(FM) Washington; Fred Heckman of WIBC(AM) Indianapolis; Deputy Chief Walter Vallee of the Chicago police; Lorraine Gilkinson, who was a hostage in a Chicago incident, and moderator Dick Painter of KYSM-AM-FM Mankato, Minn., vice chairman of the NAB radio board. Chief Vallee praised Chicago media for their part in covering a story in which five women were taken hostage. They key, he said, was cooperation and understanding on the part of both the media and the police. Mr. Fears had praise for the Washington police and their relations with the media during the Hanafi Muslim attacks on three buildings in the capital last spring. "Mutual trust," he said, was the important element. He also said his station's principal concern in covering the Hanafi story was "the facts"—needed not only to inform, but to calm, the people of the city. Mr. Heckman recounted his "mind-boggling experience" as he dropped the role of journalist and became a participant in the Tony Kiritsis episode. Mr. Heckman helped negotiate the surrender of Mr. Kiritsis, who held a hostage by wiring a shotgun around the man's neck. Mrs. Gilkinson, who noted she had no opportunity to witness the media's live accounts of her kidnapping, said that in later reading and watching descriptions of the story, she "found the coverage, over-all, to be excellent."

the commission accumulated two years ago. In an effort to get a small backlog under control, the staff recommended, and the commission imposed, a six-month freeze on applications for new and major changes in AM stations. But it gave applicants 60 days in which to file before the freeze went into effect in July. The commission, after assigning a task force to the job, is now beginning to see the last of the crush of those June 1976 applications. "We hope we'll be through with that bunch in another week," said Martin Levy, deputy chief of the bureau.

But, said Mr. Johnson, giving notice of the freeze "was one of the biggest mistakes we ever made"; the FCC "should have closed the door the night" it announced the action.

The problem was compounded by a budget-enforced reduction in Broadcast Bureau personnel and the lack of engineers on the Civil Service roster from among whom the commission could select for vacancies on the staff—an unusual if not unprecedented situation.

Mr. Levy disclosed that the commission might soon turn its attention to affording handicapped persons EEO protection. He

said the question of such protection for handicapped persons—of requiring broadcasters to make affirmative efforts to recruit them and prohibiting discrimination against them—had been discussed at a White House meeting two weeks ago at which the commission was represented. "The commission," he added, "will soon" consider issuing a rulemaking in the matter.

As for the airing of indecent or obscene language in a broadcaster's coverage of a fast-breaking story—such as a terrorist attack or the holding of hostages in a robbery—Arthur Ginsburg, acting chief of the Complaints and Compliance Division, said, "There's no way to prevent it." But he also said the broadcaster "would have to weigh the sensibility of his audience against the urgency of the situation." The commission's general counsel, Robert Bruce, sought to put minds at ease: The commission would have to give consideration to journalistic judgments made under pressure.

The matter had come up in connection with a discussion of a broadcaster's question as to whether the commission would issue a ruling regarding the kind of language that would be barred, in light of the litigation over the commission's ruling that the broadcast of the George Carlin comedy record containing the "seven dirty words" that cannot be said on television "is indecent." Mr. Bruce noted that the Supreme Court decision in the case—to be argued before the court on Tuesday—will provide "more effective guidance."

In other matters: Mr. Johnson said the staff will recommend to the commission by August or September a further notice of proposed rulemaking in the clear channel radio case, to "further identify the direction" the commission will take in the



**Words to the wise.** Members of the FCC staff took questions from broadcasters at an NAB workshop last week. L to r: Wallace Johnson, chief of the Broadcast Bureau; C. Phyll Horne, chief of the Field Operations Bureau; Martin Levy, deputy chief of the Broadcast Bureau; Robert Bruce, general counsel; Richard Shiben, chief of the Renewal and Transfer Division, and Arthur Ginsburg, acting chief of the Complaints and Compliance Division.



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matter. He also said the staff would present to the commission a proposed notice of rulemaking providing for the authorization of AM stereo, by July. And C. Phyll Horne, chief of the Field Operations Bureau, said the commission may complete work on the rulemaking revamping its operator-licensing requirements by July.

## Minority hiring pushed by White

**FCC commissioner tells group at NAB that diligence in EEO matters may lead to fewer government regulations**

FCC Commissioner Margita White urged broadcasters last week to accelerate their hiring and promotion of women and minorities. Speaking on a panel at the NAB convention, Mrs. White said it was in the broadcasters' own interests to be vigorous in affirmative actions—"not as a paper exercise to satisfy FCC obligations" but to provide a broader public service.

If broadcasters work enthusiastically toward the goals the FCC has established for equal employment opportunities, the commissioner said, they may also move toward another goal—less government regulations.

She said, however, she had been "appalled" at the reaction to the FCC's recent notice of intended changes in the EEO reporting form. "I never thought," she said, that the revisions, undertaken to provide the FCC with more accurate information than is now available, "would unleash such paranoia."

Richard Wyckoff, assistant general counsel of the NAB, urged broadcasters to consistently apply affirmative action instead of letting interest lapse between license renewal periods. He said that EEO practices in radio and television were showing progress. The national incidence of minority employment in American business is 10.1%, he said. In broadcasting it has reached 13.8%, up from 10.6% in 1972.

Cecil R. Forster Jr., vice president and general manager of WINS(AM) New York, said he was concerned that the reverse discrimination case of Bakke versus Univer-

sity of California, now before the Supreme Court, could set back affirmative action if it is won by the white plaintiff who claims to have been denied admission to medical school while less qualified minorities were admitted.

Still, he said, broadcasters ought to exert more EEO effort than is now being applied, no matter what the law requires. It is, he said, good business to support affirmative action. "The black market is worth \$60 billion a year," he said.

Edward Valenzuela, district director of the U.S. Equal Employment Opportunity Commission in Phoenix, described the new understanding reached by the EEOC and FCC for processing complaints against broadcasters (see page 54). Mr. Valenzuela said the new arrangement promises to expedite the settlement of broadcasting cases. EEOC now has a total backlog of 100,000 unresolved charges, he said.

The session was moderated by Timatha Pierce, EEO director of NBC, New York.

## When the FCC comes knocking at your door

**FCC's Ginsburg suggests ways licensees can avoid certain problems with commission; other panelists describe their frustrations in dealing with complaints and compliance unit**

Arthur Ginsburg, acting chief of the FCC's Complaints and Compliance Division, called it "control." Edgar Holtz, of the Washington communications law firm of Hogan & Hartson, called it "preventive law." No one called it a "stitch in time." But everyone on two workshops at the National Association of Broadcasters convention in Las Vegas last week was giving broadcast licensees the same message: To avoid trouble with the FCC, take great care in operating your station.

"Without control," Mr. Ginsburg said at the first of two workshops on practical pointers on FCC policies, "there is chaos." The licensee, he noted, "is responsible for everything at the station,

and must exercise reasonable diligence" in technical matters as well as programing.

The first rule he suggested for maintaining control was: "Listen to your station." Watch for misleading contests, and for DJ's who might be involved in payola, and for managers who might be responsible for clipping network programing. What might be called the second rule was offered at the second of the pointers workshops in which he participated: Know commission rules and policies. He said he has found the public notices the commission sends all licenses from time to time apparently find their way quickly into the "trash can."

Mr. Holtz suggested how preventive medicine might be applied: Have some one pull a surprise full-field investigation of the station, as the FCC might do it, and turn up possible weaknesses that can be corrected. He also suggested "exit interviews"—to record the reasons people leave as protection against payola and equal employment opportunity complaints.

William Green, of the Washington communications law firm of Pierson, Ball & Dowd, who was on the first of the two workshops, managed to work both terms—control and prevention—into his remarks. He also advised broadcasters, "When in doubt, call your lawyer."

As a dose of preventive medicine, he suggested that broadcasters pay close attention to equal employment opportunity matters. As did panelists at other workshops, he referred to EEO as a key problem for broadcasters. "For the next year or so," he said, "the name of the game will be EEO . . . Be sure your EEO report looks good."

He had another bit of advice: Include in the public file only what is required. He told of a broadcaster who included in the file a letter from his lawyer expressing concern about station failings in a number of areas, including promise versus performance. When the station was sold, a reporter for the local newspaper came across the letter in the file, and used it as the basis of a story that appeared on page one.

If EEO is the issue most likely to cause broadcasters problems with citizen groups with the potential for filing petitions to deny, fraudulent billing and fraudulent contests are most likely to get broadcasters into serious trouble with the commission, according to Wade Hargrove, who is a partner in Harrington, Smith & Hargrove, of Raleigh, N.C., and executive director of the North Carolina Broadcasters Association. Indeed, he said, fraudulent billing "will get you into trouble faster than anything else; you'll lose your license for that."

Accordingly, he recommended the exercise of "reasonable diligence." Since licensees are responsible for the actions of employees to whom they delegate day-to-day operations, he said, they should make sure the employees are aware of the rules against double billing and fraudulent contests. Circulate copies of the rules for their signature, he said. "If you are sandbagged" by an employee, he said, at least you



**Upward mobility.** Panelists discussing equal employment opportunities in broadcasting at the NAB convention last week were (l to r): Cecil R. Forster Jr., WINS(AM) New York; Richard Wyckoff, NAB; Timatha Pierce, NBC, moderator; FCC Commissioner Margita White, and Edward Valenzuela, U.S. Equal Employment Opportunity Commission.

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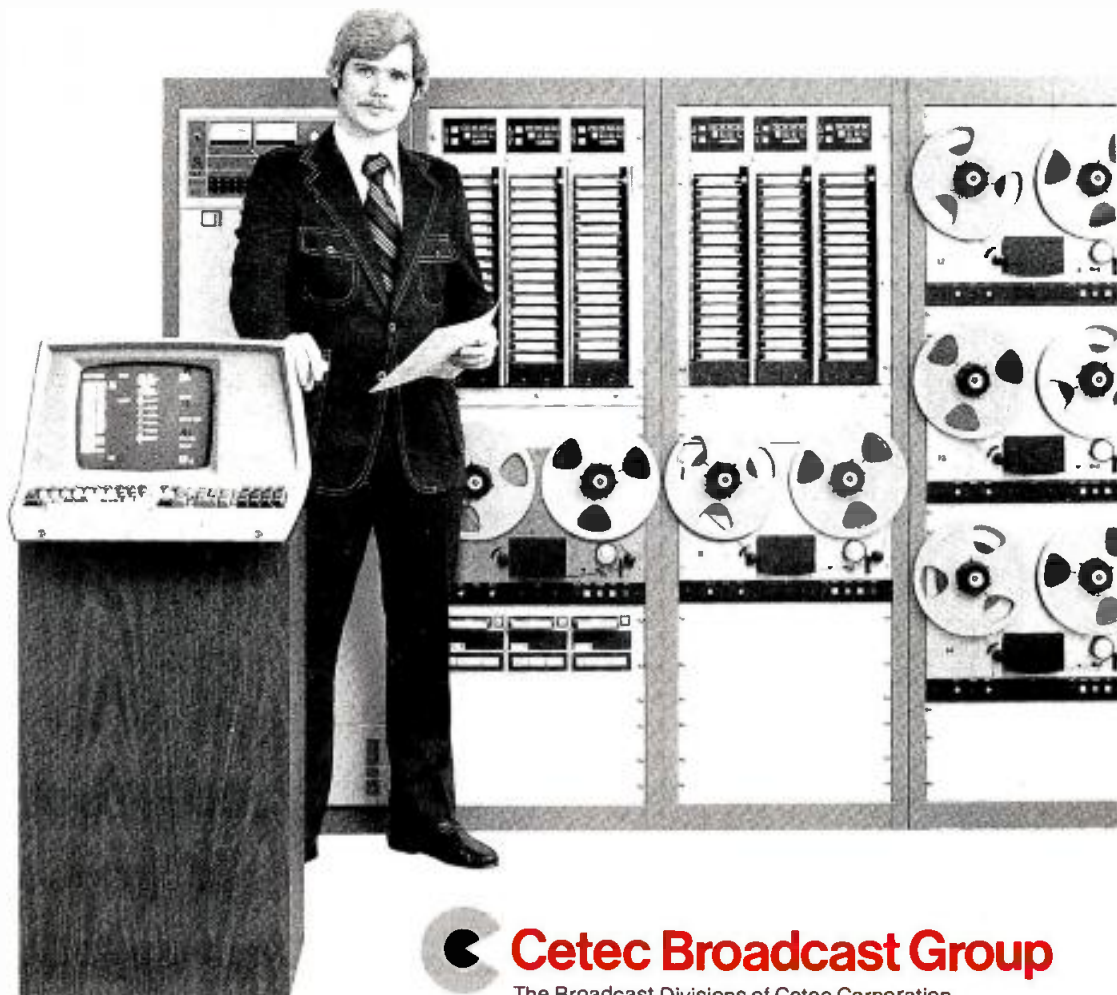
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**Leaving 'em laughing.** William Green (1) of the Washington firm of Pierson, Ball & Dowd managed to enliven a panel discussion on practical pointers on FCC policies. Appreciation of his one-liner is registered by (l to r) Erwin Krasnow, NAB senior vice president and general counsel, who served as moderator; Arthur Ginsburg, acting chief of the FCC's Complaints and Compliance Division, and Larry Perry of Layton & Perry, Oak Ridge, Tenn.

will have some evidence of having exercised "reasonable diligence" in attempting to guard against corrupt activities.

Mr. Ginsburg, who was named acting chief of Complaints and Compliance two weeks ago, to succeed William B. Ray, who retired (BROADCASTING, April 3), re-

ceived congratulations of broadcasters and fellow panelists at the workshops in which he participated. But he also was obliged to endure some caustic comments about the operation of the division he now heads.

"Sometimes Complaints and Compliance is wrong," said Mr. Holtz, "and I

mean wrong. So don't roll over and play dead just because they come into the station," he told broadcasters in the audience. And when a broadcaster picked up on that comment to ask, "Are you guilty until proved innocent?" Mr. Holtz added, "If you tell the truth and are candid, that should be dispositive. Often it's not. That makes me mad." He said Complaints and Compliance personnel often take on the role of "judge and jury."

But the commission Mr. Ginsberg said, takes no action until "all the evidence is in." Frequently, he said, a broadcaster's response to an inquiry regarding a complaint eliminates the complaint. "We try to be scrupulously fair."

But to Mr. Hargrove, the problem often is one of lack of sensitivity. When a licensee receives an inquiry from Complaints and Compliance," he said, "he goes to great expense," with the aid of a lawyer, to respond. Often, he said, the broadcaster waits "for a long time" before receiving a response which says simply the letter is being placed in the station's file for consideration at renewal time. "It's enough to give you ulcers and make you want to go back to the hardware business," he said.

## Hail and farewell

### Outgoing AMST President Lindow bids adieu; new officers elected

The fifty-sixth annual convention of the National Association of Broadcasters, in Las Vegas last week, marked the final appearance of Lester Lindow as president of the Association of Maximum Service Telecasters. He is retiring on Aug. 1, after 22 years, to be succeeded by Tom Paro, now AMST's executive vice president (see "Special Report," BROADCASTING, Jan. 16).

Mr. Lindow, in his remarks, outlined the association's purposes and goals—maintenance of an effective nationwide system of VHF and UHF television stations, "side by side," with enough spectrum to meet present and future needs, among them. The association announced it had added its 200th member station, reaching that level of membership for the first time. And it then proceeded to elect the officers to lead it for the next year.

The officers elected are chairman, Franklin C. Snyder, the Hearst Corp., Pittsburgh; first vice chairman, Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; second vice president, Robert F. Wright, WTOK-TV Meridian, Miss.; president, Mr. Lindow; secretary-treasurer, Ralph S. Jackson, Orion Broadcasting Inc., Louisville, Ky.; executive vice president, Mr. Paro, and vice president, Roy W. Easley, AMST, Washington.

The board also elected an executive committee consisting of Messrs. Snyder, Jorgenson, Wright and Jackson, and three other members—Jack Harris, KPRC-TV Houston, Terry H. Lee, Storer Broadcasting Co., Miami Beach, and Arch L.

Madsen, Bonneville International Corp., Salt Lake City. Mr. Snyder appointed an engineering committee consisting of Clyde G. Haehnle, of The Greater Cincinnati Educational Foundation, Cincinnati, as chairman, and James E. Boyd, Scripps-Howard Broadcasting Co., Cleveland; Albert H. Chismark, Meredith Corp., Syracuse, N.Y.; A. James Ebel, Fetzer Communications Inc., Lincoln, Neb.; Jack B. Everette, Midwest Television Inc., Champaign, Ill.; Robert W. Flanders, McGraw-Hill Broadcasting Co., Inc., Indianapolis; William D. Loveless, KSL-TV Salt Lake City; Robert O. Niles, Capital Cities Communications Inc., Philadelphia; Carl G. Nopper, WMAR-TV Baltimore, and Leonard Z. Spragg, Storer Broadcasting Co., Miami Beach. The AMST membership elected the following members of the board of directors:

Norman P. Bagwell, KTVY(TV), Oklahoma City; Charles A. Batson, Cosmos Broadcasting

Corp., Columbia, S.C.; Joel Chaseman, Post-Newsweek Stations, Washington; Mr. Ebel; Mr. Harris; Mr. Jackson; Mr. Jorgenson; George A. Koehler, Gateway Communications, Cherry Hill, N.J.; Mr. Lee; Mr. Madsen; August C. Meyer Sr., Midwest Television, Champaign, Ill.; James M. Moroney Jr., Belo Broadcasting Corp., Dallas; Fred Paxton, WPSD-TV Paducah, Ky.; Donald L. Perris, Scripps-Howard Broadcasting Co., Cleveland; William L. Putnam, Springfield Television Corp., Springfield, Mass.; Mr. Snyder; Dudley S. Taft, Taft Broadcasting Co., Cincinnati; Willard E. Walbridge Capital Cities Communications, Houston; Wilson C. Wearn, Multimedia, Inc., Greenville, S.C.; Richard M. Wolfe, WBNS-TV Columbus, Ohio, and Mr. Wright.

The directors emeritus are C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; A. Louis Read, Royal Street Corp., New Orleans; Willard Schroeder, wov(tv), Grand Rapids, Mich., and Mort C. Watters, Scripps-Howard Broadcasting Co., Cincinnati.



**Well done.** A. Louis Read of Cosmos Broadcasting, a long-time member of the board of the Association of Maximum Service Telecasters, was honored by AMST at its annual meeting held last week during the NAB convention in Las Vegas. Presenting Mr. Read with a resolution of appreciation was AMST Chairman Frank C. Snyder (r) of the Hearst Corp. Joining in the presentation was outgoing AMST President Lester Lindow (l), who retires in August.

# "We're in danger of losing our most economical source of power."

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amount of power generated by oil would have cost. In Illinois, nuclear power saved customers \$125 million; in the Carolinas, \$138 million; in Iowa, \$16 million.

"The price of oil itself will no doubt continue to rise.

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But nuclear power can ease inflationary pressures while it helps us through the energy crisis.

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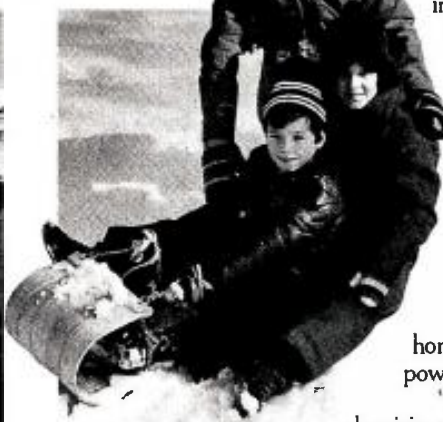
"During the record cold wave of '76-'77, demand for fuel shot up—while deliveries of coal, oil, and gas (to homes, businesses, and power plants) slid down.

"People switched to electricity to make up the fuel loss, and demands soared to record peaks. Over 20 billion kilowatt-hours of electricity were produced from more than 50 nuclear generating units. These plants, by continuing to supply electricity where others couldn't, saved an estimated 257,000 jobs, and prevented a disastrous decrease in the gross national product.

**Nuclear power can't do the job alone—we still need coal as a major source of electricity.**

"Electric companies are, where feasible, converting power plants from oil and natural gas to coal. Coal may make more sense than nuclear power in certain areas—right where coal fields are located, for example.

"But remember that in some sections of the country our electric power capacity is stretching thin—dangerously thin, as the cold snap revealed."



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## Protection from petitions to deny

**NAB panel tells broadcasters not to lose their cool when challenges to licenses arise**

That old tale about the lack of a nail leading to the loss of a war may have its counterpart in the saga of a negotiation between some women's groups and a broadcaster. A blow-up of negotiations over a

proposal that the station pay babysitting costs while the women attended meetings of an advisory committee they wanted the station to create led to the filing of a petition to deny which in turn led to the break-up of a media concentration that once included radio, television and newspaper properties.

That, at least, was the anecdote Charles Firestone, formerly with the Citizens Communications Center of Washington, and now a professor of communications law at the University of California at Los Angeles, related during a panel session at the National Association of Broadcasters

convention in Las Vegas last week. The session was devoted to informing broadcasters how to avoid petitions to deny, and Mr. Firestone told the story to illustrate a point he and fellow panelist, Michael Bader, of the Washington communications law firm of Haley, Bader & Potts, had made: Broadcasters confronted with a citizen group that is contemplating a petition to deny should not lose their cool. "There is no way a broadcaster is going to win if he is uptight, if he loses his cool and jumps up and down," said Mr. Bader.

Mr. Firestone did not identify the broadcaster involved in his story, but the facts

**The climactic event of the NAB convention was its closing address by the chairman of the FCC. The news account of that event begins on page 29. The complete text follows.**

Remarks of Charles D. Ferris  
Chairman, Federal Communications Commission,  
before the  
56th Annual Convention  
of the  
National Association of Broadcasters

I learned from Newton Minow that as he was leaving the podium after his first—and most famous—speech to the NAB, a delegate walked up and told him: "I didn't think that was a very good speech."

When Minow was half way out of the room, the same broadcaster accosted him again and said: "I didn't like that speech one bit."

Minow kept moving, but the broadcaster caught him a third time at the exit. Excitedly he shouted at Minow: "That was the worst speech I ever heard in my whole life." Then he turned and stalked away.

A few minutes later, another broadcaster who had witnessed these encounters approached Minow with a comforting comment. "Mr. Chairman," he said, "I wouldn't pay any attention to that fellow. Everyone knows he has no mind of his own. All he ever does is repeat whatever he hears."

Well, each new chairman of the FCC seems doomed to repeat as well what the NAB has heard from his predecessors.

In 1965, Bill Henry spoke of the FCC's aim "to make room for as many diverse ideas in television as possible." Today too much programing is still the same from hour to hour, and channel to channel, with only the names of the networks changed to protect the appearance of competition.

In 1969, Rosel Hyde urged that television show "what it means to walk in the shoes of the poor, the hungry, and the disadvantaged." Today, a year after *Roots*—a program that brought a sense of heritage, a glimpse of history, and a means of understanding to millions of Americans—the commission is firmly committed to enforcing a policy that television not only show and tell, but do: that a medium which in law belongs to all the people should not exclude the minority who are not white and the majority who are women from full participation in the lifestream of national communication.

In 1970, Dean Burch conceded that FCC procedures needed to be "revised and simplified." Today, as the new chairman of the FCC, I am determined that we will solve that problem. The commission's rules should be written in plain English. A non-lawyer should be able to read and understand them. Those who regulate communications at least ought to be able to communicate clearly. It might even mean fewer dollars for legal services and more money for program excellence.

Seventeen years ago, in 1961, Newton Minow worried about "competition for ever higher ratings." Today, the tyranny of Nielsen's numbers has strengthened its hold. The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York.

That arrangement cannot be acceptable to the American people and must not be acceptable to professional broadcasters. For as we have all learned, quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better.

For if television had—or has—its vast wasteland, it will not—and cannot—be made fertile by overlaying it with a vast swampland of regula-

tions. Shortly after coming to the commission, I instituted a study of the delays in license and comparative renewal cases. We need to establish procedures that are both faster and fairer—and we will.

Thus, much of what I have to say will contribute to the tradition of past chairmen that it is not only television that puts on reruns. The speeches of FCC chairmen, like your own industry, tend to the truth that the more things change, the more they stay the same. Living color cannot give life to programs that are reruns in all but title. Decades of invention and innovation in broadcasting have not resolved issues that were there from the start—from that first night when KDKA crackled across the airwaves with the election returns from the Harding-Cox campaign for President in 1920.

By this point, I'm sure, it's clear that one other thing has not changed about an FCC chairman's speech to the NAB. As one of my predecessors put it 12 years ago: "My work is cut out for me today. You will not agree with everything that is said."

Indeed, I may not agree with all I say a year from now. I intend to be open-minded—and independent. I do not have rigid preconceptions—but I do have convictions. And I do believe that all of us who are responsible for a communications medium that reflects, shapes, alters and informs the national consciousness need convictions that transcend the bottom line of writing regulations or of counting profits and ratings.

The commission's decisions on telephone tariffs have a far greater immediate economic impact on every American than our rulings about television and radio. But in terms of their social, psychological, and ultimately their economic effects, broadcasting's images and words are not cheap.

Communication is the most precious currency of a free society. It is not just a matter of billion dollar sales, but of over two hundred million minds: To a large extent, we are what we see of ourselves on television. We are content or we dissent because its technology permits us as never before in history to know or to disguise ourselves. Seeing, far more than reading, is believing.

Without broadcasting, Americans would not have witnessed Bull Connor, Birmingham or the march on Selma—and America might not have two of the most noble and fulfilling legislative achievements of this century, the Civil Rights Act of 1964 and the Voting Rights Act of 1965.

Without broadcasting, America would not have heard the gunfire and seen the casualties at Kent State and Hamburger Hill—and young Americans who are alive today would be dead in a longer, even more bitter war.

Without broadcasting, the Watergate hearings and the impeachment proceedings might have been a matter of record, not reality—and the country might never have reached a consensus that the issue was a matter of principle, not partisanship.

News is the easy case to demonstrate the power of broadcasting. CBS News proved recently that broadcasting can even bring adversaries together in the cause of peace. But entertainment also informs us, in more subtle ways, about our lifestyles, our attitudes and our possibilities.

More people saw Elvis Presley in three appearances on *The Ed Sullivan Show* than in all the live concerts that he performed over the next 20 years. And what they saw influenced and expressed the feelings of the next generation. More people saw a single opera performance live from Lincoln Center last year than had seen it in person in all the performances in history. And that too may influence our national culture.

Your business is the business of America. Your role is so central that you can share credit for some of the best of our lives—from civil rights to political reform. And you also get blamed for much of the worst—for social problems ranging from violent street crime to lower college test scores. The average American citizen spends literally years of a life time watching or listening to television and radio. Your effect on values—and on institutions such as the school and the family—has become a national

appeared to fit those in the case of the Steinman Stations. After a number of women's groups petitioned the FCC to deny the license renewal of WGAL-TV Lancaster, Pa., on grounds of concentration of control of media, among others, Steinman sold its AM-FM combination and, after the renewal was designated for hearing, agreed to sell the television station. (The agreement also commits Steinman to provide \$150,000 as seed money for the development of a women's news service and \$100,000 for scholarships for women interested in careers in broadcasting [BROADCASTING, July 4, 1977].)

The problem, Mr. Firestone said, was "child care." The women wanted to be paid for the cost of leaving their children at home while they attended meetings of the advisory committee they were seeking to establish. Later, he said, there were other issues being discussed, but child care was "the final straw" that caused the breakdown in the talks. "That was an extreme example, he said, "but it happens."

Besides keeping a firm leash on temper, Messrs. Firestone and Bader, along with a third panelist, Richard Shiben, chief of the FCC's Renewal and Transfer Division, had other advice for broadcasters in-

terested in avoiding petitions to deny.

"Put yourself in the petitioners' shoes," Mr. Firestone said. "Be sensitive to their needs. But the best prevention of a petition to deny is to provide no basis for complaints. Remember," he said, "the airwaves belong to the people, and ask yourself, what have you done to serve the public?"

Mr. Bader also talked of the need for sensitivity—the need for "comprehension and understanding of the potential petitioners," as he put it. But he offered some specific hints as well: Use the ascertainment process to detect would-be peti-

issue—like other issues concerning our national environment and national health.

At times broadcasting has been an easy scapegoat for other social failures. But not always—for this industry, too, sometimes fails. When that happens, even when it brings with it commercial success, the public has a right to call you to a different account than the numbers on the balance sheet. Your private enterprise involves a public responsibility at least as serious as that of other industries not to degrade the physical environment. Americans, worried about the quality of the air they breathe, properly worry as well about the quality of the airwaves that penetrate their homes and saturate their children's minds.

The Communications Act is both an expression of that concern—and of the hope that public communication through many private sources can serve the public interest. The ideal is easier to state than to realize. It has its own internal tensions—for example, between overseeing the public interest in the use of the airwaves and avoiding interference on the basis of a public official's own program tastes or political interests.

As I have discovered, an FCC chairman can be criticized for moving too slowly—or too fast. But recognizing both the proper limits and the possibilities of the commission's role, I believe that it must move—that the next FCC chairman should not be able to quote from his predecessors' speeches as though the lines were newly written. If you invite me back in some future year, I want to say different things to a later NAB convention.

Today, I would like to state five principles that I believe should determine how, and to what ends, the commission will move.

### **At arms length but not out of touch**

First, the integrity and independence of the commission's process is more important than any of its particular decisions. No industry we regulate will be regarded as a "constituent." By law, the commission's only constituency is the public. We are independent of the executive branch. Our job as regulators is not to become agents of the regulated. Nor is it to reinforce public pressures that would impair your journalistic freedom.

But independence does not mean isolation. The FCC fully shares this administration's commitment to regulatory reform. And we also have a commitment to listen seriously and sensitively to your concerns—and to the concerns of consumers.

### **Equal odds to all comers**

Second, the commission will be even-handed in enforcing its rules and in protecting the public interest. In the past, the FCC sometimes has been more attentive to abuses against your commercial clients—such as fraudulent billing of advertisers—than it has with the misuse of the medium in relation to your true clients—the public. The commission must judge those who have shortchanged advertisers and those who shortchange the public even-handedly.

No longer should the commission be tougher on smaller than on the larger licensees. And hopefully we will be able to develop more effective ways to invoke the sanctions available to us. We will encourage licensees to correct mistakes on their own initiative rather than to await a commission assessment of liability and punishment. Newspapers regard corrections and retractions as fit to print. When radio or television broadcasters mislead the public, they must set the record straight through corrective programming and advertising.

The demands on you to provide a public service and not simply to maximize profits are not the mere whims of federal regulators. It is the mandate of the law that binds us both. And its source of legitimacy comes

from the American people directly. In fact, as well as in theory, your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal.

### **A free hand and an open mike**

Third, while I will carry out my responsibility under the law, I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great. Perhaps today the best definition of a democracy is that it resists the temptation and the pressure to control the mass media, even when they are controversial.

Instead we ought to encourage controversy. Broadcasters have the power to give access to competing ideas—and you can expect that the Congress, the courts, and the commission will continue to require that you not deny the public access to those ideas. But this does not mean that broadcasters must bend with every breeze of public opinion. Your role as an independent and critical voice is too vital for that. You must, however, be sensitive to viewpoints and opinions of those who do not have FCC licenses.

The *New York Times* does not compromise its journalistic integrity by opening an op-ed page to alternative editorials. To an even greater extent—in broadcasting, the most pervasive form of communication—journalistic integrity means opening the medium to the many.

More local stations are offering that openness. And one network—CBS—recently started a program featuring viewer feedback. This convention has itself sponsored panels where minorities, women and consumer representatives have had their say. None of this marks the completion of the process. But it is perhaps the midpoint of a good beginning. Eventually television and radio can offer the technological equivalent of a New England town meeting.

### **Many voices, many rooms**

Fourth, the FCC should seek to stimulate excellence through diversity—and diversity through competition. We need more than marginal improvements and minor adjustments in present regulations and procedures.

I favor a policy of zero-based regulation. We will rely on competition instead of rules whenever that is promising or possible. The marketplace can stimulate innovation, reduce costs, diversify audiences and raise the quality of your medium.

I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation can mean better broadcasting. It can mean that you spend less time on needless procedures—and more time on improved programming. It can mean fewer dollars for legal services—and more money for consumer services.

Government does more harm than good when it maintains a regulatory framework for ceremonial purposes alone. In regulating radio, we may be at that point. In some markets over 50 stations broadcast across a band of tastes as well as megacycles. By moving the dial an inch a listener can hear all the way from Rachmaninoff to Led Zeppelin—from stations featuring all news to those preaching their own good news about religion. I doubt that regulation was the primary cause of this diversity. We must seriously consider replacing the current regulation of radio content with a structural, marketplace mechanism that still yields a public dividend for the privilege of having a place on the radio band. Thus we could recognize

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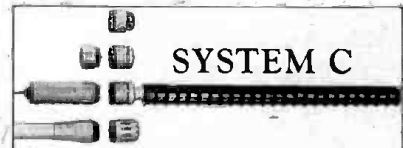
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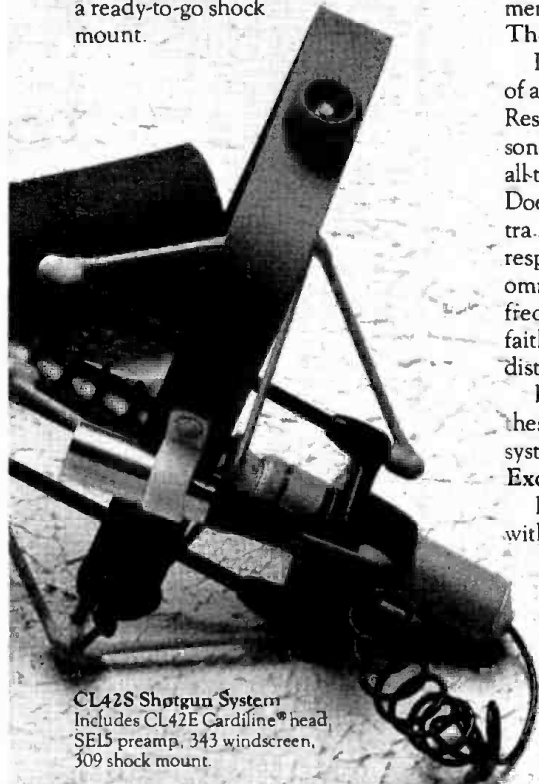
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For boom or fishpole use.



**CA10 Attenuator**



**PE15 Preamp**  
For stand or hand-held use.

tioners before they make their demands, and be sure persons of divergent opinions—"the reactionary, the unwashed"—are contacted. And top station executives, he said, should deal with groups likely to file petitions; that is not a job for officials of lesser rank.

What is the most common cause of petitions to deny? According to the panelists, it is probably equal employment opportunity complaints; at least they rank near the top of the list. "Today," said Mr. Shiben, "anyone in his right mind is paying more attention to minority and women in hiring, and will continue to do so. This

is a major area of concern."

But the panel produced more than a strategy for avoiding petitions to deny. Mr. Shiben tried to put into perspective the effect of the citizen movement that over the past six or seven years led to the filing of petitions to deny against more than 500 stations.

Most petitions, he said, "have accomplished a social objective." For while citizen groups have lost most of the battles—in seeing the commission reject their petitions—"they are on the verge of winning a major portion of the war." Minority and women's groups, he said, figure more

prominently today than they once did in broadcasters' ascertainment processes, programing proposals, and employment policies,

Furthermore, he said, "minority and women's groups will continue to be knocking at your door . . . They're going to ask about ascertainment and programing. Listen to them; if their suggestions are good, try to do something about them."

But whatever broadcasters do, the word was last week, they should not—repeat not—lose their cool. They could wind up losing a station.

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both that the radio spectrum is not so limited as it used to be, and that it is still not limitless.

Other reforms can blunt efforts to regulate television content. Some of that pressure expresses legitimate concerns. The commission's rules against employment discrimination, for example, can be an effective alternative to direct FCC scrutiny of media "stereotyping." When you hire blacks, women, Hispanics, and Asian Americans in responsible jobs, then the diversity of program choice will increase without any rule or agency telling you exactly what to broadcast.

I intend to enforce equal employment opportunity vigorously—and to urge a more nearly equal chance for minorities and women to hold broadcast licenses as well as broadcasting jobs.

A strong noncommercial television and radio service is another effective means of encouraging diverse services without more regulation.

Out of the iron grip of the ratings, where a single point within the range of statistical error can kill a show, public radio and public television can satisfy needs and audiences that you do not reach. They can create a *Sesame Street*, cover the Senate debate of the Panama treaties, and carry the Metropolitan Opera from Lincoln Center to Lincoln, Nebraska. Public broadcasting has also pioneered in satellite delivery and captioning for the deaf.

You should recognize the contributions public broadcasting has made, and can make in the future, to stimulate a healthy national communications service and a freer broadcast marketplace. Public broadcasting can increase viewers' choices by meeting specialized needs not fully satisfied by an advertiser-based system.

A well funded system of noncommercial television and radio can reduce the pressure for content regulation of broadcasting in general. It can also provide a useful "marketplace yardstick" and a competitive prod to you as commercial broadcasters to strive for excellence and experiment with new ideas and formats.

By setting its own high standards for children's programing, public television can raise the public's and your awareness of television's potential in a way the commission could not or should not. During my term as chairman, I will support a strong public broadcasting system, as well as a strong commercial broadcasting system.

### **An open door policy to technological advance**

Finally—and perhaps most importantly—I believe that the FCC should encourage new technology and services, rather than helping any vested interest to hold them back. Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology. These advances do present a challenge to you. But they are also a great opportunity—for broadcasting and for the public.

No one clearly envisions the sights, and sounds, and the possibilities of all the new technology. But we cannot look to the past, backwards to a passing status quo. We have to re-examine old assumptions and apprehensions. Technology will make us more—not less—dependent on the electronic transmission of information—the lifeline of a free society.

Electronic journalism and print journalism must strive to stand on an equal footing as we approach the end of the century. The pace of technological change is so quick and our dependence upon electronic news is increasing so rapidly that we must assure the independence of the electronic media from government control. We owe a commitment to this goal to our children and their children, for television will shape their lives even more than it has shaped ours.

But editorial freedom and independence go hand in hand with competi-

tion in the marketplace of ideas and in the marketplace for the attention of viewers and listeners. I do not think you can have one without the other. You cannot argue for less regulation of your own medium, and at the same time argue for more regulatory protection from competing information sources. For it is that competition of ideas and program sources that can help us begin to erect a new regulatory philosophy based upon abundant—not scarce—resources.

The Chicken Littles, who always think that the antennas are about to fall, predict that satellite delivery of multiple program services, fiber optics and translators will make your industry obsolete. That could happen—if you regard change as an adversary and resist the change for experimentation. But if you are as bold as a Sarnoff or a Paley when they put together the first networks, you can profit by multiplying the range of your services:

- We do not have to wait for cable or fiber optics for Americans to get weather, sports and news on demand—or the capacity to use their television sets to retrieve other data. You can lead the nation into an era of individual choice in communications. The British have taken the first steps towards using broadcast signals for captioned information or teletext data retrieval. We can catch up.

- You can make wider use of satellites to pick and choose from a wider number of program options, rather than permitting cable to gain a larger lead in this field. The booming market for syndicated shows proves that the product will be there when you have the means to receive it.

- You can support the development of improved television sets to bring better UHF reception and more UHF channels to more people.

In short, your medium can provide a richer diversity with more convenience than any other. Commercial broadcasting can and must represent more than the survival of the fittest, the timid and the imitative. And as you increase the options you offer to the public, you will relieve the public's pressure to regulate the content of a limited number of programs. And all this can mean higher profits as well.

In closing, I challenge each of you to ask the most important question that you can ask yourself: What special services are you providing that another licensee could not—or that another technology could not?

If you can answer that you put a major portion of your profits into strong local programing—or that you provide your community with access to a multiplicity of program sources—then you have a reasonable basis for seeking tenure as individual licensees—and as an entire industry. But if you are only flipping a network switch—or replaying an occasional movie package—then you have not made the case that you are essential to your community—or to the national communications system—in ways that a wired nation or direct satellite to home broadcasting would not provide.

Your answer, and your response to the rapid pace of new technology, is by far more critical than any action I will take, or speech that I will make, over my term as chairman.

So far, broadcasting has more than profits to be proud of. It has, however, deficiencies to be remedied, technologies to be developed and alternatives to be explored. And these are responsibilities that you could not escape even if you would. Edward R. Murrow said it a quarter of a century ago when your enterprise had one of its most shining moments—back in the drab days of black and white television. After showing Senator Joseph McCarthy browbeating citizens and mugging the Constitution, Murrow asked whose fault it was. "The fault," he answered, paraphrasing Shakespeare, "lies not in our stars, but in ourselves."

As a regulator charged with enforcing the law, I am ready to see and say when the fault lies with you. But I would rather see diversity and excellence thriving and then say: the credit lies not with the FCC, but with broadcasters themselves.

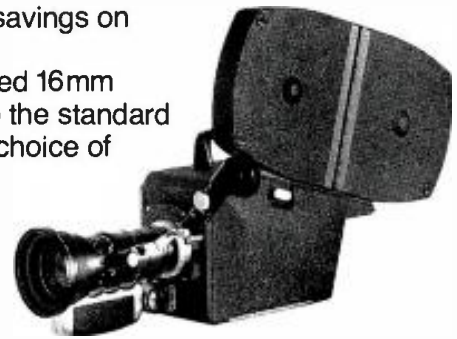
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<p><b>3</b> CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 12-120mm AV30 DA Zoom Lens (Automatic Iris Control)</p> <p>LIST: <b>\$10810</b> SAVE: <b>3160</b> PAY: <b>\$7650</b></p>	<p><b>4</b> CP-16/A (Code 1C272) with 3XL-IAZ Magnetic Head and Angenieux 12-120mm AV30 Zoom Lens</p> <p>LIST: <b>\$9110</b> SAVE: <b>1660</b> PAY: <b>\$7450</b></p>

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## Mutual blows into the Windy City

**Network signs agreement to buy WCFL for \$12 million**

The Mutual Broadcasting System announced last week that it has reached an agreement in principle to buy WCFL(AM) Chicago. The 800-plus affiliate radio network that has never owned a radio station in its 48 years of existence will reportedly pay \$12 million for the station—owned since 1926 by the Chicago Federation of Labor and Industrial Union Council.

The announcement was made by Richard DeVos, president of Mutual's parent, Amway Corp., at a reception held at the National Association of Broadcasters convention in Las Vegas last Monday (April 10). Amway bought Mutual last year for \$18.5 million, according to Mutual sources (BROADCASTING, Aug. 15, Sept. 26, 1977).

William A. Lee, president of the labor union—the only one to own a broadcast outlet—said that he expected "continued growth and development and added service of the station under the leadership of the world's largest radio network."

Mr. DeVos called WCFL a "landmark in our industry," and Jay Van Andel, chairman of the Ada, Mich., manufacturer and distributor of personal and health-care products, said the purchase "is another in our steps to further enhance the growth"

of the network.

The sale, which is subject to FCC approval, will put Mutual among the ranks of FCC licensees. As such, Mutual will now be subject to closer FCC scrutiny than in the past, and will be obliged to file public reports not heretofore available. For the first time its ownership will presumably be revealed. At present it is believed that Mr. Van Andel and Mr. DeVos are the sole owners of the network.

WCFL has reportedly been up for sale since last year ("Closed Circuit," Aug. 8, 1977), when the union was said to be asking \$15 million for the 50 kw, 1000 khz full-time facility.

### Changing Hands

#### Announced

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

- WCFL(AM) Chicago: Sold by Chicago Federation of Labor and Industrial Union Council to Mutual Broadcasting System for reported \$12 million (see story, this page).
- KHFI-FM-KTVV(TV) Austin, Tex.: 70% of Kingstip Communications Inc., licensee, sold by John R. Kingsberry, Henry B. Timpie and others to LIN Broadcasting Corp. for approximately \$4.5 million. Sellers have no other broadcast interests. LIN, major group owner, is paying \$13.75 a

share for 70% of 462,435 outstanding shares of Kingstip. Publicly held, LIN owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJQ(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va. Donald A. Pels is president and chairman of New York-based firm. KHFI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain. KTVV is NBC affiliate on channel 36 with 5,000 kw visual, 500 kw aural and antenna 1,290 feet above average terrain.

■ KSKY(AM) Dallas: Sold by Sky Broadcasting Service to Sky Broadcasting Corp. for \$1,575,000. Seller is owned by estates of A.L. and Leonore H. Chilton. Sam G. Winstead and First National Bank of Dallas are co-executors. Estates have no other broadcast interests. Buyer is owned 5% by F. Andrew Bell, general manager of station, and 95% by Development Capital Corp., Connecticut limited partnership of 22 individuals and firms without other broadcast interests. KSKY is 10 kw daytimer on 660 khz.

■ WBJA-TV Binghamton, N.Y.: Sold by WBJA-TV Inc. to Philip D. Marrela for \$840,000. Seller is owned by Empire Television and Radio Inc., which, in turn, is owned by Oliver Lazare, his cousin, Paul Lazare, and Jules Hessen. They have no other broadcast interests. Buyer is vice president for operations of LIN Broadcasting Corp., major group owner based in New York (see above). WBJA-TV is ABC affiliate on channel 34 with 204 kw visual, 39.8 kw aural and antenna 900 feet above average terrain. Broker: Chapman Associates.

■ KGLC-AM-FM Miami, Okla.: Sold by Miami Radio Inc. to Ottawa County Broadcasting Inc. for \$525,000. Seller is owned by L.C. Jeffries, who has no other broadcast interests. Buyer is owned by Jeryl L. Smith and his wife, Deann, who own KBTC-AM-FM Houston, Mo. KGLC is on 910 khz with 1 kw full time. KGLC-FM is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

■ KPIK(AM) Colorado Springs: Sold by Western Broadcasting Co. to Area Broadcasting Corp. for \$350,000. Seller is principally owned by David P. Pinkston, who also owns KILO(FM) Colorado Springs and KDAV(AM) Lubbock, Tex. Mr. Pinkston is also applicant for new FM at Lubbock. Buyer is owned equally by George L. James, Laurence C. Lively and Bruce E. Shepard. Messrs. James and Lively are general manager and operations manager, respectively, of KPIK-KILO. Mr. Shepard is Colorado Springs developer. KPIK is 5 kw daytimer on 1580 khz.

■ WALR-FM Union City, Tenn.: 70% of Perkins Broadcasting Corp., licensee, sold by Edgar R. Perkins to Reelfoot Broadcasting Inc. for \$304,500. Mr. Perkins, who has no other broadcast interests, will retain 30% ownership. Buyer is owned by William L. Pope, Harold D. Butler and Verne A. Brooks. Messrs. Pope and Butler



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own WHDM(AM) McKenzie and WBHT(AM)-WTBG(FM) Brownsville, both Tennessee. Mr. Brooks is general manager of WHDM. WALR-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales announced last week include: KNBT(AM) Norton, Kan.; WAYV(FM) Atlantic City and WWWW(FM) Johnstown, Ohio (see page 98).

#### Approved

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

■ WLAK(FM) Chicago and WKYF(FM) Miami: Sold by Sudbrink Broadcasting Inc. to Storer Broadcasting Co for, respectively, \$4.25 million and \$5.56 million, plus \$540,000 consulting agreement. Approval of sales leaves Sudbrink, owned by Robert W. Sudbrink and his wife, Margareta, with only WNWS(AM) (formerly WFUN) South Miami, Fla. Sudbrink recently received FCC approval of sales of WIN(AM) Atlanta to Clinton County Radio Inc. (subsidiary of San Juan Racing Association) for \$750,000; WPCH(FM) Atlanta to Meredith Broadcasting for \$5.2 million, and WEZW(FM) Wauwatosa, Wis. (Milwaukee) to Multimedia Inc. for \$3 million. Storer,

Miami-based group owner, is publicly traded owner of WAGA-TV Atlanta; WSBK-TV Boston; WJKW-TV Cleveland; WJBK-TV Detroit; KTNQ(AM)-KGBS(FM) Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHN(AM) New York; KCST-TV San Diego, and WSPD-AM-TV Toledo, Ohio. Bill Michaels is chairman, and chief executive officer. Peter Storer is president. WLAK is on 93.9 mhz with 6 kw and antenna 1,530 feet above average terrain. WLYF is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain.

■ KNRO(FM) Conroe, Tex.: Sold by Family Group Enterprises to Jimmy Swaggart Evangelistic Association for \$803,750. Seller is owned by Rigby Owen and family, owners of KIKR(AM) Conroe. Buyer is nonstock, nonprofit religious association headquartered in Baton Rouge. Jimmy Swaggart is president of group which owns WHYM(AM) Pensacola, Fla.; WLUX(AM) Baton Rouge; WJYM(AM) Bowling Green, Ohio; KGOY(FM) Bethany, Okla., and KFRN(FM) Amarillo and KWJS(FM) Arlington, both Texas. KNRO is on 106.9 mhz with 100 kw and antenna 240 feet above average terrain.

■ Other station sales approved last week by the FCC include: WLRW(FM) Champaign, Ill.; KCNW(AM) Fairway, Kan.; KHAP(AM) Aztec, N.M.; KOKN(AM) Pawhuska, Okla.; WSIM(FM) Red Bank, Tenn.; KPRE(AM) Paris, Tex.; WMEK(AM) Chase City, Va., and WYVA-FM Yorktown, Va. (see page 99).



**Well enough alone.** Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) told the opening television meeting at the NAB convention that his subcommittee likes broadcasting the way it is, provided the industry continues to live by the rules Congress wrote for it. In a speech that was deliberately low key, the senator tipped his hat to his counterpart in the House, Lionel Van Deerlin (D-Calif.), whose subcommittee is rewriting the Communications Act, but expressed some skepticism that the project will succeed in solving all the problems and competing interests in communications. From his panel's standpoint, "we just don't want to go in and mess up broadcasting," the senator said. "We think it's working good." But some of the parts that work are those that Congress imposed or inspired—the fairness doctrine, equal time and access—and they should continue, he said. "Other than that, we don't want to put anything in your way."

## Selling ENG: what's common to broadcasters may be new to viewers

A Monday morning, promotion-oriented NAB convention session, "Making ENG Work for You," reminded broadcasters that while electronic newsgathering may be old hat to them, it isn't to their audiences.

"Never let go of the idea that the viewer is excited by ENG, even if there are four stations with ENG in your market," said Marjorie Schmidt of KBTW(TV) Denver. "That still doesn't make it commonplace for the viewers."

ENG can be a strong selling point for a station, contended Ms. Schmidt, but it has to be sold right. "Consistent promotion is the key," she said, both on air and in the print media. But the mobility of ENG equipment makes it a uniquely promotional item. It's "one of the few things that can be in actual operation and promoting itself at the same time." That ENG van, she said, "is an exhibit, a moving billboard." Her station, she says, looks for opportunity to give its "ActionCam" van maximum public exposure—at fairs, parades and rodeos. The van crew is supplied with brochures that explain the electronic newsgathering process. On-air ENG promotions are done live on street corners with heavy pedestrian traffic and run in prime advertising slots. "On-air is

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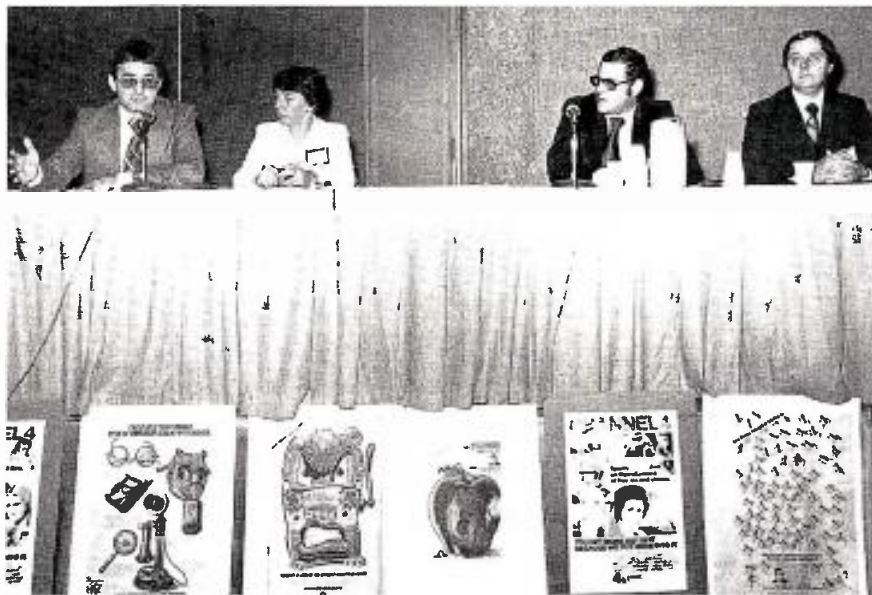
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**If you've got it, flaunt it.** Promoting ENG was the focus of this panel, "Making ENG Work for You." Telling broadcasters how to do that were (l to r) Lou Zaccheo of KYW-TV Philadelphia, Marjorie Schmidt of KBTU(TV) Denver, Michael Davis of New York Film & Videotape Communications, and moderator Clarence Martin of KYTV(TV) Springfield, Mo., a board member of the Broadcasters Promotion Association.

effective when you let it be effective," she said.

Another panelist, Lou Zaccheo of KYW-TV Philadelphia, however, questioned whether on-air promotion of ENG is always effective. His own "informal poll," he said, revealed that it is—if the station doing it is the first in its market with electronic newsgathering equipment. When a market is saturated with ENG-equipped stations, he said, promotions there for ENG "tend to cancel each other out," he said.

Michael Davis, of New York Film & Video Tape Communications, a firm specializing in news research and promotion, agreed with Ms. Schmidt's assessment of the public's knowledge of ENG and disagreed with Mr. Zaccheo's contention that ENG promotion can sometimes be wasted. "ENG is an extremely complex subject to deal with," he said. Station ENG promotions should "reduce it to its simplest possible terms" in order to say "what do I—the average viewer—get out of ENG?" Promotions for an ENG-equipped news operation should stress the speed in which a story may be put on the air and the capability to put it on live. But, he cautioned, there are very few stories that can go live during scheduled half-hour newscasts. In stressing live capability, he said, "promise a capability, not a delivery."

As for competing ENG stations in one market, contended Mr. Zaccheo, who showed tapes of his company's efforts on behalf of several stations, "it is possible, through advertising, to co-opt the ENG market."

Moderating the session was Clarence Martin of KYTV(TV) Springfield, Mo., and a member of the Broadcasters Promotion Association, who reminded those attending the session that ENG cameras don't have to remain in the hands of the

newsroom only. They're excellent for the production of public service spots and public affairs programs, he said, and can be profitable when used for commercials production.

### Working together

The FCC and the Equal Employment Opportunity Commission have tentatively agreed to a memorandum of understanding outlining procedures they will follow to coordinate activities. A draft of that memorandum, which first surfaced in a report a task force of representatives of several federal agencies submitted to the House Communications Subcommittee in January (BROADCASTING, Jan. 30), has been issued for comment. The deadline is today (April 17).

However, the National Association of Broadcasters has asked for a 30-day extension. It says the memorandum raises questions about the relationship between the FCC and the EEOC that are of interest to the broadcasting industry. NAB also says the originally granted 20-day period for comment is inadequate, particularly since there are three major commission rulemakings with comment deadlines by May 1.

Highlights of the draft memorandum include the sharing of information between agencies, the EEOC's provision of technical assistance and guidance to the FCC in cases outside the EEOC's jurisdiction, the FCC's referral to the EEOC and state agencies of charges of discrimination and the FCC's notification to a broadcaster that a referral has occurred. The agreement also calls for coordinated enforcement activity where there is reasonable cause to believe that discrimination has occurred.

## Stating the case against performer royalty legislation

Using terms designed to stir up "grassroots" enthusiasm, NAB's senior vice president for government relations, Donald Zeifang, lectured a convention radio assembly last Tuesday on why the National Association of Broadcasters has made defeat of performer royalty legislation its first priority this year. The music business is much larger than radio, yet performer royalties would have radio stations "subsidize" recording artists and manufacturers, Mr. Zeifang said. That would be "an act of travesty" by his thinking. Furthermore, radio's importance to the record industry is demonstrated by the manufacturers' own actions, he said. The manufacturers "do everything possible to get airplay on radio—and sometimes not too legitimately at that."

The target of Mr. Zeifang's strident remarks is H.R. 6063 by Representative George Danielson (D-Calif.), a bill to create a new class of copyright protection that would have broadcasters and other users of recorded music pay royalties to the record manufacturers and performers. Assessing an average of 1% of the annual ad revenues of all but small stations, it could cost the radio industry more than \$50 million a year, he said. The bill, which has undergone one set of hearings in the House this year before Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, stretches the principle of copyright protection too far, Mr. Zeifang argued, by proposing protection for works that are "re-creations" and "renditions" rather than original music scores. "It would legitimize an illegitimate principle," he said.

## FCC cracks EEO whip over five

The FCC has sent similar letters to five licensees expressing the commission's displeasure with their equal employment opportunity efforts. One station, WYEN(FM) Des Plaines, Ill., was granted only a short-term renewal because of the "absence of minority employees and the station's apparent failure to follow a meaningful EEO program."

The letters, written at the direction of the commission by William J. Tricario, secretary, on Feb. 22, were released two weeks ago. Other broadcasters receiving the notices were KXMB-TV Bismarck, N.D.; noncommercial KRWG-TV Las Cruces, N.M.; WMBI-AM-FM Chicago, and KVOY(AM)-KJOK(FM) Yuma, Ariz.

In the WYEN letter, the strongest of the five, the commission also notified the licensee, Walt-West Enterprises Inc., that it was being required to "immediately develop and submit a written EEO program." The other stations were also ordered to develop similar programs.

Our nation's capital is a strong, vigorous television market, with some 1,344,000 TV households, according to the latest ARB ADI figures. And it's a market that skews toward youth when compared to national demographics. For example:

	Total U.S. Population	Washington D.C. Population
Women 18-34	15%	17%
Women 18-49	23%	26%
People 12-34	42%	44%

WDCA-TV delivers this young market—and then some. According to Arbitron,\* in the critical 6-8PM, Monday-Friday period, WDCA-TV ranks either first or second in viewer density among managers, high-income families, stock and income property owners, and heavy grocery spenders. That's important.

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**Down on the up side.** These three panelists were more in favor of high-level advancement for minorities and women than optimistic of their achieving it in the near future. L to r: Mary Jean Parson of ABC, Gilroye Griffin of CBS, moderator Darryl Dillingham of NAB, and Thomas Gwyn of Pacific Management Services.

## 'Select the best,' ABC's Parson says

**Minorities and women excluded from top management; lack of experience, connections cited**

"There are only 300,000 people in all of the broadcasting industry," the NAB convention was told last week by Mary Jean Parson of ABC Leisure Attractions Inc. during a panel designed to answer the question: "Is There Room at the Top for Minorities and Women?" Her conclusion in terms of hiring: "We should select the best, not our buddies."

That relative scarcity of professional positions—Miss Parson contrasted it to General Motors, with over 700,000 people in one company alone—is another of the difficulties that minorities, women and, deed, all aspirants face when they go looking for jobs in broadcasting. The problem is being compounded by the "flood," as it was described, of graduates emerging from communications schools each year—thousands of them, presumably doomed to disappointment. A better question might be, Miss Parson noted at another point, "Is there room at the bottom?"

A fellow panelist, Gilroye Griffin of CBS Inc., rephrased the question, "Is there room in the middle?" Obviously, he said, there's plenty of room at the top, in that almost none of the jobs at that level is filled by either minorities or women. They won't be, he said, until those two categories are represented in the ranks of middle management, where there are opportunities to train for top-level leadership.

The key technique, in the jargon of those who specialize in the field, is "fast tracking"—that is, identifying talented individuals and designing their career experience to move them upward at a rate faster than the norm. Mr. Griffin recommended in-house apprenticeship programs, even after hours, as a useful approach to that end.

Thomas Gwyn of Pacific Management Services, San Francisco, listed a number of difficulties in the way of advancement

for minorities. Because their numbers in the work force are so few, there's an "absence of role models," he said. Blacks, particularly, are "outside the grapevine networks" that normally serve to educate other workers, a fact that "generates a sense of loneliness and isolation." Mr. Gwyn recommended that deliberate "mentor relationships" between blacks and more experienced whites be established to compensate for the problem.



**Las Vegas hustings.** Ronald Reagan, denying he has made up his mind about 1980 but looking like the presidential candidate he is expected to be, took his campaign against big government to the NAB convention last week. To the repeated applause of a large audience of radio broadcasters, he called for a reduction of federal size and power and a return of authority and revenue sources to the states.

He also reminisced about his early training as a sports announcer on WHO(AM) Des Moines, Iowa, but he criticized the media for their current portrayal of business and businessmen. He said news reports emphasize high prices and high profits while ignoring counterbalancing reports. As to drama, "we never see a production in which a businessman is anything but a money-grubbing monster." Children grow up with a distorted understanding of business, he said.

"If business loses its freedom," Mr. Reagan told the broadcasters, "there isn't going to be any free press."

## AAAA likes Carter ideas to expand minority chances for ownership

**Association expresses itself in comments to the FCC, but warns policy should not set up a battleground**

The American Association of Advertising Agencies has endorsed a Carter administration proposal to promote increased minority ownership in the broadcasting industry. Expanding in part on many of the White House's specific recommendations, AAAA took its stand in comments filed at the FCC last week supporting a "total cooperative and committed effort by the industry, private financial institutions . . . and the government" toward fostering greater broadcast ownership opportunities for members of minority groups ("Closed Circuit," April 10).

The association told the commission "that any policy established to promote minority ownership should and must be national in scope without any express or implied limitation regarding the size of the minority population in the particular area."

But, AAAA warned, any policy eventually adopted by the commission should not lead "into an administrative quagmire of 'minority v. nonminority' confrontation." To avoid that, AAAA said, many of the White House recommendations that were aimed at minorities should become commission policy "for all broadcasters."

(Among the proposals endorsed by the administration that AAAA would like to see extended to all applicants were a six-month, rather than one-year, showing of the availability of working capital; relaxed standards allowing the assumption of some first year revenues; reliance on less than fully liquid assets, and greater reliance on a seller's judgment of a buyer's ability to operate a station [BROADCASTING, Feb. 6].)

If the commission broadened the suggestions of the administration, AAAA said, any revisions "would most certainly be of benefit to minority applicants."

AAAA also recommended that the FCC should work closely with the Small Business Administration "in a cooperative effort through conferences, seminars and panels to affirmatively encourage banks and other lending institutions to understand the importance of the goal of achieving greater minority ownership in the industry and the facilitation of bank and other financing for minority group members seeking to purchase broadcast property."

AAAA generally supported reduced sale prices for stations involved in non-comparative revocation or renewal hearings, saying it "could be particularly helpful to minority as well as all potential broadcast purchasers."



# When you lead all oil companies in patents, you have to be discovering a lot more than oil.



A unique anti-icing jet fuel additive developed by Phillips Petroleum in the mid 1950's for the U.S. Air Force is now sold commercially, allowing today's business jets to fly at altitudes where temperatures often drop to -70° Fahrenheit.

Phillips developed the oil furnace process for making carbon black. The unique substance that allows automobile tires to resist abrasive wear and increases tread life by thousands of miles.



A special surgical mesh, patented by Phillips, is used by surgeons to help close large-sized incisions following abdominal surgery. This remarkable material interlaces with the patients' own body tissue, giving it added strength as it heals. As a result, patients are less likely to face a return to surgery because of the failure of an incision to close properly.



A unique water-based asphalt developed and marketed by Phillips virtually eliminates the polluting smoke and fumes created by conventional asphalt paving methods, and saves energy by using 30% less petroleum to surface a highway.

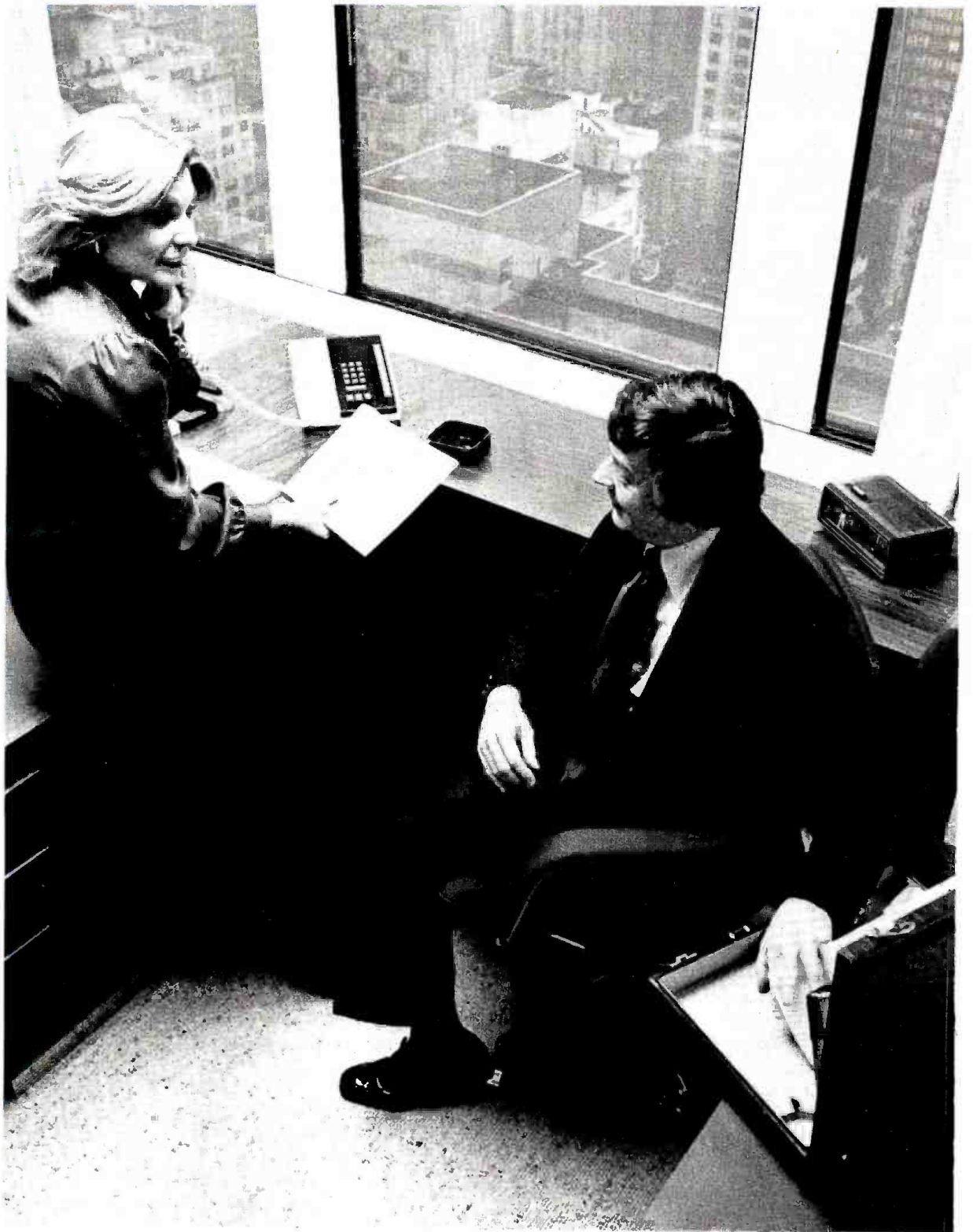


Impact absorbing guard rails already in place across 25 states use a patented shatter-proof plastic, developed by Phillips Petroleum, to help save lives and reduce crash damage on our highways.

Leading the way in innovative new ideas, while we make fine products for your car. That's performance. From Phillips Petroleum.

**The Performance Company**





THE KATZ AGENCY INC. NEW YORK ATLANTA BOSTON CHARLOTTE CHICAGO CLEVELAN

# How Jerry Cregan and Tracy Cunniff help ad agency simplify spot radio planning.

A major ad agency needs a fast, flexible system for trending spot radio audiences.

Katz Radio sales manager Jerry Cregan and account executive Tracy Cunniff tune-in the problem. They ask the media department for the market list and demographics of an upcoming buy.

Katz Radio Research contributes a computer program. It calculates ratings and impressions for the target demos, by dayparts, for all stations in the selected markets... then averages performance, by station, over two rating periods. Cregan and Cunniff match the data to the agency's buy.

Result: a quick, customized planning guide. Two sweeps at a glance, plus a trend. No wonder this

agency now asks Katz for a trend report before each of its spot radio buys. Media planners save hours previously devoted to manual computations.

Call Katz for an assist in planning your next spot radio campaign. Every sales office is on-line to computerized research.

Customized spot radio planning guides: just one of the resources you need to be the best in the rep business. Katz has them all.



**Katz. The best.**

## Majority of NAB panel leans toward restraints on ads for children

However, attorney Buc is not convinced that commercials and sugar consumption are related; programing to the young also analyzed at separate session by ACT's Charren, broadcasters

Broadcasters were treated to both sides and a middle ground in a session on TV advertising to children at the NAB convention last Tuesday.

The session, "Should We Rid Kidvid of Spots for Tots?," followed a workshop in which other panelists assessed, also with differing results, programing for children.

The advertising session brought out these basic views:

- In a speech highly critical of both food advertising and television's portrayal of women, Dr. Joan Gussow, a nutritionist, writer and associate professor at Columbia University's Teachers College, said she could see no alternative to the elimination of commercials for children.

- Nancy Buc, a Washington attorney and former Federal Trade Commission attorney, contended that television did not cause the problem that the FTC's proposed restrictions on children's advertising are designed to solve and that therefore the restrictions would not solve it. She also saw the proposed limitations as a breach of the First Amendment.

- FCC Commissioner Abbott Washburn said, as he has indicated before, that broadcasters should "give serious consideration to further reductions in the amount of advertising on children's shows." But he denied that self-regulation has failed, and maintained that banning advertising on shows watched by a significant number of children—as currently proposed by Action for Children's Television—would amount to "throwing the baby out with the bathwater."



**Children and channels.** Views on TV programing for children were exchanged in the NAB convention panel, "Children's Programing Isn't Kids' Stuff." Panelists (above, l to r): Chuck Larsen, WNBC-TV New York; Peggy Charren, Action for Children's Television; Sanford Fisher, executive producer, *Marlo and the Magic Music Machine*; Squire Rushnell, ABC Entertainment, and (not pictured) A. R. Van Cantfort, WSA-TV Atlanta, president of the National Association of Television Program Executives, who was moderator.

Dr. Gussow said that "I hesitate to urge that commercials for children ought to go off the air, because I think those dollars to sell them will all go elsewhere which may be even harder to deal with, but I simply don't see any other solution to what is a disturbing situation from the standpoint of what we are teaching about food."

"If there were nothing else wrong with the products advertised on KidVid," she said later, "they would still be troubling because they are contributing so powerfully to children's out-of-touchness with real food."

At another point Dr. Gussow said that "I might like to see television abolished for what it's done to our heads, but I don't campaign for that." This brought a response from Commissioner Washburn, who said that "when you watch [television] with a child and guide what he sees, it's tremendously enriching."

Mr. Washburn also asked whether, if the products advertised to children represent a real problem, the solution lies in banning advertising in only one medium and to only one group, or whether the problem itself should be regulated.

Dr. Gussow conceded the question was not easy to answer. The fundamental problem, she said, is that all viewpoints don't have equal access to the airwaves. She felt there should be some way in which all points of view could be expressed "with equal sophistication."

Ms. Buc said there is no evidence that

television has increased the consumption of sugar, which she said has in fact remained stable for years, and that most sugar "by far" is contained in other food products where it is not itself advertised.

How, she wanted to know, can television be blamed for increasing sugar consumption if sugar consumption has not increased? "If there is no [television] problem," she said, "the rule won't work. A rule that won't work isn't a valid rule."

Ms. Buc also felt that television advertising is a way of helping children to learn about decision-making. "Let children learn to make decisions in a protected framework," she said.

Dr. Gussow challenged the contention that sugar consumption has not increased. She also said an as-yet-unpublished study at Teachers College showed that "obese people are triggered to eat by TV commercials," but that nonobese people are not.

In proposing that broadcasters consider further reductions in advertising to children, Mr. Washburn noted that the NAB code in 1976 reduced nonprogram time to nine and a half minutes per hour on Saturday and Sunday morning and 12 minutes an hour in weekday children's programs.

Despite the cutback, he noted, advertisers spent a record \$450 million on commercials for children last year, and a 1974 FCC economic study indicated that networks could cut the time to seven and a half minutes an hour—on weekday as well as weekend children's shows—without affecting profitability.

He also noted that Westinghouse and Post-Newsweek stations have cut non-programing time in children's programs to six minutes per hour, and though he wasn't prepared to say six minutes would be a feasible maximum for all TV broadcasters, he said it was worth serious consideration.

He also advocated "special protection" for preschool children.

Commissioner Washburn said several former FCC members, including six former chairmen, agreed with him that the time has come for the industry to consider cutting advertising on children's shows below present levels.

In the children's programing workshop,



**Debating the ban.** Proposals to ban TV advertising to children were the subject of this NAB session. L to r: Brenda Fox of NAB, moderator; Nancy Buc, Washington attorney; Dr. Joan Gussow of Teachers College, Columbia University, and FCC Commissioner Abbott Washburn.

# The best of both worlds for your AM station.



## LIVE

**Your local personalities are important to your station because:**

1. *They communicate.*
2. *They're local.*
3. *They know the audience.*
4. *They tie everything together.*
5. *They talk about your city.*
6. *They make people laugh. Sometimes.*
7. *They make people respond. Always.*
8. *They sell.*



## TAPE

**A Peters format is an important addition to your station because:**

1. *It provides real music control.*
2. *It doesn't quit.*
3. *It never plays the wrong record.*
4. *It never gets sick.*
5. *It sounds consistent. Every day.*
6. *It gives quality. No record scratch.*
7. *It lets the personality have time to plan.*
8. *It never needs a vacation.*

These are all solid reasons for combining your strong local personalities with a quality music format from Peters Productions, Inc. Join the growing list of forward looking AM stations. Improve personality presentation and your station's sound with a format from PPI. Our formats are specifically designed to meet the realities of 1978 AM radio.

Your personalities will have the time needed to really communicate effectively.

Your station will sound great with the consistency needed to stay competitive.

Our tape formats.

Your personalities.

The strongest way to win on AM! Let us explain how it can work for you.

Call for details and a demo tape today.

Our programming pros have a format to fit.

TRADITIONAL MOR  
CONTEMPORARY MOR  
MODERN COUNTRY  
SOFT ROCK  
ADULT ROCK  
CROSS-COUNTRY



Peggy Charren of Action for Children's Television proposed that NAB members voluntarily reduce weekday children's advertising to 9½ minutes an hour now and shoot for six minutes an hour in the long run.

She also called for more diversity in prime-time access periods, "better" scheduling of network specials for children and higher quality of programming.

Mrs. Charren said that ABC has shown "concern about children" in its programming but that NBC, based on press releases it has issued, has shown concern about becoming number one "or maybe number two" in children's programming.

Squire Rushnell of ABC Entertainment called ACT "the most significant grassroots program in America" and said he thinks of it as an ally, not an adversary. He said there has been a positive evolution in children's programs with such developments as elimination of violence on Saturday-morning programs, introduction of quality drama, greater attention to sexist stereotypes and minority role models and greater respect for property.

These changes, he said, have had no appreciable effect on audience sizes.

Sanford Fisher, executive producer of *Marlo and the Magic Movie Machine*, said that a serious attitude toward children's programming requires that sufficient time be made available for such programs and that it be recognized that "a considerable amount of money" is necessary to produce programs that children will watch.

He said the FTC's proposed restrictions have led some advertisers to drop out of children's television and others to move to other program formats. He also speculated that the FCC may initiate a rulemaking to require stations to make a commitment to children's programming at license-renewal time, and added that he would favor such a move.

Mr. Fisher also predicted that the day will come "when we will have children's access programming."

Chuck Larsen of WNBC-TV New York suggested that, though there are excep-

tions, "in general" he felt that stations should not produce local programs for children. Too often when they do, he said, "we're cheating the children."

It usually would be better, he explained, to "put that money into syndicated product or group development" where better programs—"programs that children will watch"—are more likely to result.

A. R. Van Cantfort of WSB-TV Atlanta, president of the National Association of Television Program Executives, was moderator of the program workshop. Brenda Fox of NAB the advertising session.

## TVB's quest: to make good business even better

**Session at NAB convention cheered by good business reports, but one Wall Streeter says medium isn't getting enough of extra money from retailers; Rice unveils association's new presentation, and Shapiro discusses some disquieting trends**

Good gains in television billings thus far this year, projections of good gains for the full year and plans for a major new presentation taking aim at TV's print competition marked the Television Bureau of Advertising session at the NAB convention last week.

Marvin L. Shapiro of Westinghouse Broadcasting Co., TVB chairman, said a recent TVB survey of a cross-section of 45-50 television stations found their national sales for the first quarter were up by an average of 18.8% over the same period of 1977, while their local sales were up 18.1%.

The same stations, he said, projected

second-quarter increases of 11.9% in national sales and 12.2% in local sales.

A Wall Street specialist, William P. Suter, vice president and broadcasting industry specialist of Merrill Lynch, Pierce, Fenner & Smith, projected that for the full year 1978 national and local spot TV sales would rise 10%-13% and that network revenues would increase 11%-13%, on top of 1977 increases of 9% in national-local spot and 21% in network.

The TV broadcasters also heard another Wall Street specialist, Ellen Berland Sachar, vice president of Mitchell, Hutchins Inc., suggest that they concentrate on future opportunities rather than reflect on past gains.

Some of the major categories of local television advertising, she said, increase their annual newspaper spending by almost as much as their entire spending in TV. She said all major retailing categories, for instance, spent a total of \$488.4 million in local TV in 1977—over 30% of total local TV expenditures that year. But comparable stores spent \$4.1 billion in newspapers in 1977, and their increase over 1976—\$320 million—"was equal to nearly two-thirds of their total expenditures in local television."

"There are a lot of retail advertising dollars out there," Ms. Sachar said. "Unquestionably, the majority of them will remain with newspapers, but every incremental dollar gained by television will reflect handsomely on your bottom lines . . ."

"The best way to assure the continued health of your business is to focus on new growth areas. That accomplished, all talk of the volatility and unpredictability of the broadcasting business is bound to fade."

Merrill Lynch's Mr. Suter had some good words in addition to his projection of revenue increases:

"You and your industry continue to offer advertisers a highly cost-effective medium—so much so that they are not only willing to stay in television but to expand, often dramatically, their use of it. At this time last year you were hearing cries of anguish about prices and threats of being abandoned for alternative media. After a period of relative price stability in 1977, however, the heat appears to have dissipated or to have been redirected toward the networks."

Beyond that, Mr. Suter said, broadcasters have shown increasing sophistication in management and improved pricing strategies that have served them well and "will be a continuing benefit when the cycle slows again—as it probably will in 1979—as well as in good times—as 1980 should be. All in all, I expect continued good long-term growth for the industry."

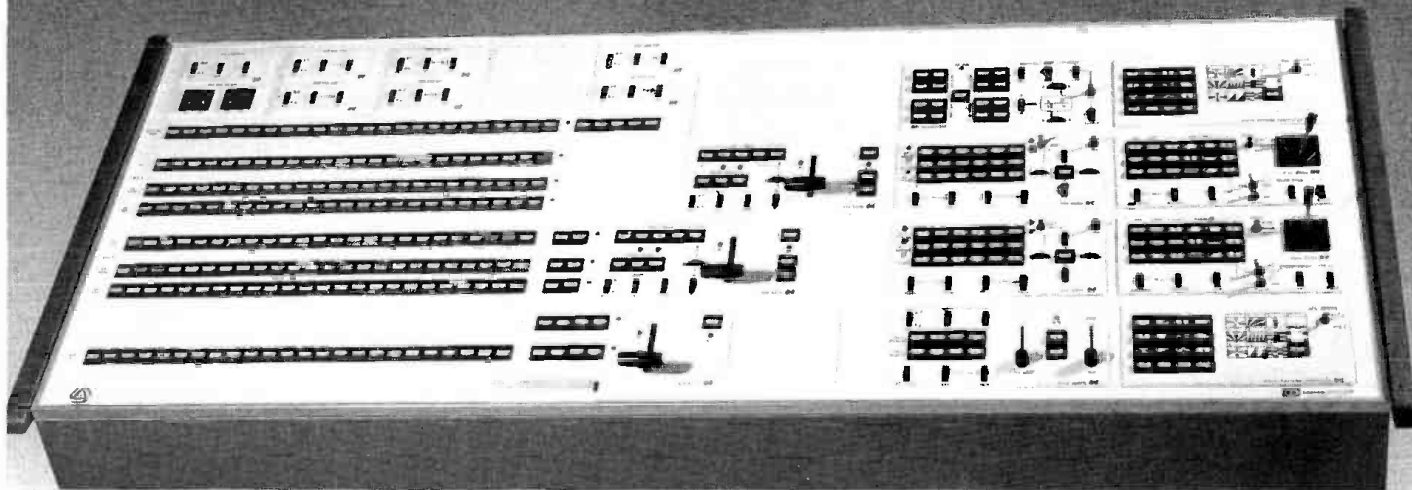
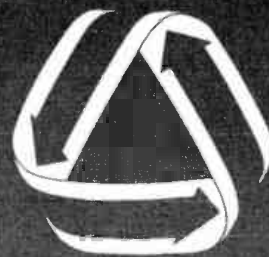
Roger D. Rice, TVB president, described plans for a new, hard-hitting presentation designed, he said, to expose myths and misconceptions about media and pricing—to show, for instance, that the most selective magazines lack reach and the magazines with the greatest reach lack frequency.

A sequel to last year's "Television: The Sum of the Alternatives," the new presen-



**Bargain or bad buy?** January and February are low months for TV advertising, and the pros and cons of that situation were debated in an NAB convention "In the Box" feature last Tuesday. David Johnson (c) of ABC Television Spot Sales claimed that by concentrating their buying to largely avoid those months—and also to a great extent July and August—and by focusing heavily on 4 or 4:30 p.m. to midnight, advertising are confining most of their dollars to less than 25% of the time available and thus are running the prices up for the favored periods, overlooking what may be even more efficient buys in other dayparts. Allen Banks (l) of Dancer-Fitzgerald-Sample, New York, agreed there are good reasons to use TV during the light months but said there are more compelling reasons for many advertisers not to. Moderator was John J. Walters Jr. (r) of Harrington, Richter & Parsons, longtime advocate of January-February TV values.

# The CD-480 "Smart Switcher" is here.



## Why settle for anything less!

If you're interested in an outstanding video production switcher, compare the following—against any other switcher.

**Operation:** Simple. At last the operator will have an efficient and easy-to-use control panel. Spend more time being creative with the many outstanding special effects available on the CD-480 and spend less time fighting a maze of buttons, knobs and switches.

**Features:** Everything you would expect to find on a first-rate production switcher. Most standard, with an assortment of options such as rotary wipes, quadplexer, and many more. Even the smallest CD-480 will surprise you.

**Technology:** The latest. Providing unprecedented and outstanding operation, while ensuring the highest reliability available.

**Your Requirements:** No problem, various models are available. The CD-480 is modular and can be configured to meet your individual needs.

**Expansion:** A snap. The modular construction allows features to be added at any time, usually on a plug-in basis. Even on the control panel.

**Price:** A real bargain. Likely no more than you would expect to pay for a run-of-the-mill outdated switcher.

**We Deliver:** Switchers are presently in use in many areas of the world including 8 of the top 12 U.S. markets.

**Why wait? Call us now.**

## CENTRAL DYNAMICS LTD.



U.S.A.  
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Palatine, Ill. 60067  
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TWX—910 693 4805

New York City  
Tel.: 201-767-1300  
TWX—710 991 9753  
Atlanta  
Tel.: 404-491-9037

Los Angeles  
Tel.: 213-789-0574  
TWX—910 495 1711  
Dallas  
Tel.: 214-

Ask For The  
CD-480  
Demo Tape



Rice



Shapiro



Sachar



Suter

tation will be called "Television: The Competitive Medium" and is expected to be completed by midyear.

"Millions of dollars are being spent in other media that I believe should be spent in television by advertisers you and I know need television," Mr. Rice declared. "As television salespeople, we need to become more competitive, not just with each other but with media other than television.

"We must convince advertisers that to grow, they too must become more competitive and that television is not the only competitive medium, it is the *only* competitive medium."

A new study by the R.H. Bruskin research firm, Mr. Rice said, shows that television has increased its lead as the medium people spent most time with. In 1975, he said, Bruskin found that people spent 10.5% more time with TV than with newspapers, magazines and radio combined, whereas the 1978 study shows they spend 11.5% more with TV (174 minutes a day with TV, 156 with newspapers, magazines and radio).

In addition, he said, A.C. Nielsen figures on viewing during March will establish this year's first quarter as "the highest-viewing quarter in television history."

TVB's Chairman Shapiro meanwhile had some somber words to offer, among them warnings about the effects of network expansions in commercial and program time, the Federal Trade Commission's proposals to restrict advertising of sugared products and advertising to children and Procter & Gamble's experiments with 45-second commercials (BROADCASTING, March 20, et seq.).

He said he understood P&G has 16 products using the 45-second spots in combination with 15-second public-service announcements, and that the results have been "favorable." He warned, however, that the best interests of the public, advertisers and broadcasters would suffer if a 15-second commercial emerged and became established.

Mr. Shapiro also said the TVB board had asked NAB to give the FTC advertising threat a high priority for floor discussion at last week's convention and was disappointed that the NAB board had not done so. But he said the TVB board hoped that NAB President Vincent Wasilewski's denunciation of the FTC proposals in his ad-

dress (story page 36) would be "a forerunner of action to come."

## Another name in the ratings game

**RAB's new radio numbers service, TRAC-7, explained at NAB panel**

TRAC-7, the new technique for measuring radio audiences that was developed through the Radio Advertising Bureau, was held out last week as a superior method that would also lead to improvements in existing services.

A panel of broadcasters and researchers traced the development of TRAC-7, described its methodology and suggested its potential at a session during the NAB convention. The panel consisted of Cary Simpson, president of WTRN(AM) Tyrone, Pa.; Jack Thayer, president of NBC Radio; Richard J. Montesano, RAB senior vice president, marketing and research, and John Dimling, NAB research vice president.

Mr. Simpson, from a market of less than 10,000 population, told the broadcasters that "like it or not, the age of numbers is

coming for all of us in radio . . . It will be as important for us in the smaller markets as it is for the larger markets that radio audience measurements are done with accuracy and with one thing more—with the capability of helping us create more radio advertising dollars instead of being merely a device for carving radio up in thinner and thinner slices."

TRAC-7—the name stands for Telephone Radio Audience Cumulation, with the 7 representing the number of days each respondent is interviewed during a week—was designed to develop information not only on listening patterns but also on product usage and on time spent with newspapers and television, providing a base for selling against competitive media rather than against other radio stations. Interviewers work from computer-linked cathode ray tubes that supply the phone numbers to call and the questions to ask and enter responses directly into the computer.

TRAC-7 was developed, Mr. Simpson noted, after an RAB-NAB survey found that more than 75% of the responding broadcasters felt there should be more than one radio audience measurement service with wide advertiser-agency acceptance. Arbitron Radio is currently the dominant syndicated service.

Audits & Surveys Inc., an independent research firm that conducted feasibility studies on the new techniques, has since announced plans to offer it on a syndicated basis, under the name A&S/TRAC-7, starting in four markets in the fourth quarter of this year and expanding to other markets in 1979 (BROADCASTING, March 20). Mr. Thayer told the broadcasters that the TRAC-7 name and technical advice on the methodology are also available to "any interested company."

Arbitron officials were in the audience at the TRAC-7 presentation. Afterward, one commented: "How about that? Getting the whole damn industry for a sales force."



**TRAC-ing.** The new TRAC-7 radio audience measurement technique was described at an NAB convention panel session by (l to r) John Dimling, NAB; Jack Thayer, NBC Radio; Richard Montesano, RAB, and Cary Simpson, WTRN(AM) Tyrone, Pa.



**This year only  
two TV reporters in  
Chicago received  
the coveted Jacob  
Scher Award for  
investigative  
reporting.**

**We're proud they're  
both part of  
our team.**



**Russ Ewing** for his investigation of credit policies at Goldblatt's Department Stores.



**Jim Cummins** for his investigation of the death of a teenage boy in the emergency room of Northwest Hospital.

**NewsCenter5**

**5N**  
WMAQ-TV CHICAGO

## Aim for the top

**RAB's David stresses the need for radio to work with his group to push the medium's sales power to advertisers**

Miles David, president of the Radio Advertising Bureau, called last week for heads of radio stations to join RAB in a team effort to sell radio's values in top-level presentations to major corporations.

In a speech at the NAB convention he said such a joint effort was needed as a natural supplement to a new coalition in which, for the first time, RAB and the Sta-

tion Representatives Association will undertake a coordinated sales-development program for national spot radio.

The SRA-RAB venture was described earlier last week by Arthur W. Carlson of Susquehanna Broadcasting, RAB chairman, and Sal Agovino of Katz Radio, chairman of SRA's radio executive committee.

"In the past," they said, "RAB and station representatives have worked together informally, mainly in exchanging information. Under this newly developed plan for national spot radio sales development, co-operative efforts will be formalized. Joint sales committees will be set up comprised of members of both associations. Additional cooperation will enable RAB to

draw more fully on the resources of station representative firms, such as computer runs, to sell spot radio as a marketing medium for targeting national advertiser accounts."

In his NAB speech, Mr. David explained the need for such joint selling ventures as stemming in part from reluctance on the part of many agencies to advocate the use of radio, perhaps because they consider radio less profitable than other media to their own operations.

"If there's an economic problem affecting the agency's bottom line when it buys a lot more radio," he said, "isn't that something for agencies to work out with clients? If they need more compensation to give radio objective consideration on its merits, isn't it time for agencies to lay it on the line with clients and work out new fee systems to cover costs of handling radio?"

"Lay it on the line with clients is what we in radio have to do. In a businesslike way, but tough enough to make our points stick.

"We need a new strategy in radio sales development that realistically recognizes that it is top management of advertiser companies who have to be sold radio to a greater degree than ever before in an era in which agencies are more conscious of their own profits than ever before.

"RAB and others doing sales development in radio have always emphasized the advertiser as our main target. But we can all do a bigger sales-development job if we can involve more of the industry."

Mr. David also played two of the five new sell-radio spots developed for RAB by Dick & Bert, award-winning commercials/producers, and urged stations to play them generously on air to get radio's advertising values across to potential advertisers (BROADCASTING, April 10).

## Better than both competing stations combined! WWTV/WWUP-TV Our news is good news!

Time	ADI Rating/Share	(000) TV Households	(000) Women	(000) Men	(000) Adults
6-6:30 p.m. Monday-Friday WWTV/WWUP-TV (CBS) Local News	38 58	62	52	45	97
Station #2 (NBC) Local News	10 15	15	13	8	21
Station #3 (ABC) "ABC Evening News"	5 8	7	4	7	11
11-11:30 p.m. Monday-Friday WWTV/WWUP-TV (CBS) Local News	18 48	29	23	20	43
Station #2 (NBC) Local News	8 22	12	10	8	18
Station #3 (ABC) "That Girl"	3 7	4	3	2	5

Source: FEB/MAR '77 Arbitron

Station	Station Share of County Viewing (%) (23-County ADI - Averaged)			
	Total Daypart	Daytime	Early Fringe	Late Fringe
WWTV/WWUP-TV (CBS)	42	42	45	43
Station #2 (NBC)	29	32	26	31
Station #3 (ABC)	11	8	8	6

Source: Arbitron County Coverage Report - 1976

You've captured the market in Northern Michigan when you buy WWTV/WWUP-TV. Combine the shares of both competing stations and they still can't match ours for delivering all segments. Ask your Avery-Knodel representative about WWTV/WWUP-TV. In Northern Michigan, you can't make a better buy.

\*Source: 1976 ARB County Coverage

**The Folger Stations**

WWTV - Kalamazoo Battle Creek  
WWUP - Grand Rapids Kalamazoo  
WAWV-TV - Cadillac  
WWTV-TV - Grand Rapids Kalamazoo  
WWTU-TV - Cadillac Traverse City  
WWTU-TV - Grand Rapids Kalamazoo  
WWTU-TV - Grand Rapids Kalamazoo  
WWTU-TV - Grand Rapids Kalamazoo  
WWTU-TV - Grand Rapids Kalamazoo

## WWTV/WWUP-TV

Channel 9 - a CBS Affiliate - Channel 10  
Cadillac-Traverse City/Sault Ste. Marie  
Avery-Knodel Television National Representatives

## Advertising Briefs

**Talking.** Latest Federal Trade Commission developments on children's advertising, media antitrust actions and domestic satellites will be among subjects at media law conference at New York University's Communications Media Center May 11-12. Co-chairmen of seminars will be Erwin Krasnow, general counsel of National Association of Broadcasters, and Scott Robb, attorney for firm of Robb & Reukauf, New York.

**Togetherness.** Liller Neal Battle & Lindsey and Weltin Advertising Agency, both Atlanta, will merge into Liller Neal Weltin Inc. with 82 employes and billings in excess of \$16 million annually. Howard Axelberg, chairman of LNB&L, will be chief executive officer and chairman of executive committee of new agency headquartered in Life of Georgia Tower. Richard Hodges, president of LNB&L, will be chairman of board and W. Lawrence Weltin, who founded Weltin in 1971, will be president. In addition, James D. Gonia and Merrill Willisams of LNB&L, and Lucian Kapuscinski and Richard Hemsley of Weltin will continue as vice presidents of new organization.



**Cutting out the middlemen.** Going over agencies' heads to sell radio directly to advertisers was the subject of session, "Kicking the Agency Habit" at the NAB convention last week. Pointers on how to do it, based on their experiences, were offered by (above, l to r) Stan Spero, KMPC(AM) Los Angeles; Charles Murdock, WLW(AM) Cincinnati, who was moderator; Edward Scandrett, WMAL(AM) Washington, and Gerald Blum, WOXI(AM) Atlanta. Although they complained that going directly to their advertisers is often necessary to combat negative agency attitudes toward radio, they also noted that preponderance of their business comes from agencies. They became even more conciliatory when, toward the end, agency man James Duncan of Gilmore Enterprises, Kalamazoo, Mich., rose to express his concern about some of their attitudes—and to point out that his agency, a \$6-million shop, spends about \$1 million a year in radio. "Most of our clients," Mr. Duncan said, "don't want to see media people. They want us to do it for them."

## AT&T goes to the air in big way

**Company is spending \$3 million in network radio, \$14 million on TV to push long distance**

AT&T Long Lines Department is allotting a record-breaking \$3 million to network radio in 1978 as part of a \$19 million expenditure to increase the number of long distance calls this year.

Philip Shyposh, advertising supervisor of Long Lines, and Frederick K. McClafferty, vice president and account supervisor at N W Ayer ABH International, New York, said last week in an interview that the radio campaign is the most extensive they could recall, amounting to 60 30-second commercials per week for 52 weeks on ABC Entertainment, ABC Information, NBC Radio, Mutual, the Mutual Black Network and the National Black Network.

As in the past, network television will be the prime thrust of the 1978 effort with about \$14 million allocated to all three networks for commercials in prime time, daytime and early and late fringe programs. The remainder will be spent on national magazines.

This year's advertising strategy focuses on the emotional rewards to be gained from a long-distance call, with the emphasis on friendship conversations but with some weight still applied to family calls. The advertising is targeted for residence calls rather than business calls which constitute a separate project tied to magazine advertising.

In a departure from former years, Long Lines is now placing strong emphasis on "real people" (a recent mother) in its 30-second TV commercials rather than

celebrities. The company is continuing to use "Feelings," an emotion-filled pop tune, as its musical theme.

But Long Lines is not giving up on celebrities altogether. It has tapped Ed McMahon and Doc Severinson as spokespersons on NBC-TV's *Tonight* show and Gene Shalit on the same network's *Today* program. The copy is less emotion-laden than the "real people's" and stresses the ease, convenience and economy of long-distance calls, particularly in off-peak hours.

The audio portions of the "real people" TV commercials have been used on radio.

Mr. Shyposh of AT&T said both the TV and radio commercials have been supplied to the company's 22 operating companies for their use on the local level.

He estimated that this year's advertising budget tops 1977's by about 30% and added: "We're already planning for 1979 and we're sure the budget will be higher than this year."

## Emphasis on retailers

Television Bureau of Advertising will hold a one-day retail orientation workshop May 2 at the Waldorf-Astoria hotel in New York. Roger Rice, president of TVB, said the retail workshop this year will differ from those in previous years in that the speakers will be exclusively retailers. In the past broadcasters and production companies had been represented. Among the subjects to be discussed: what stores think of TV, store organization and marketing concepts, types of retail promotions, the retail advertising budget, the department store in-house agency and TV-versus-newspaper co-op. The price, including continental breakfast and luncheon, will be \$75 per person.

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- Standard DA504 systems are supplied with up to six active, balanced AT310 distribution amplifiers, c/w self contained PS855 power supply.
- Each amplifier is supplied with 12 600 ohm output splits.
- Remote, D.C. or computer ramp gain control available.



### DA505

- Standard DA505 systems are supplied with up to six AM487 self powered amplifiers.
- Input and output transformer coupled with the output strappable for 4, 8, 16, 150 or 600 ohm impedance.
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## Unsexy, nonviolent NAB session on TV sex and violence

**Low-key panel concludes that both are a factor in television, but criticism comes mostly from Landon**

Sex and violence are here to stay on television, the three members of a panel at last week's NAB convention agreed. One of them, however, said the violence depicted on television is unreal and is desensitizing children.

Sir Brian Young, director general of England's Independent Television Authority, said that "conflict and sexual feelings" were basic ingredients in life and "belong on any broadcast service that is having a serious go at drama."

This does not mean, he emphasized, that television should resort to sex and violence as "cheap substitutes for imagination."

It was Michael Landon, producer and star of NBC-TV's *Little House on the Prairie*, who professed concern about the impact of television violence on the young. Sex, said Mr. Landon, "is too new on television to be a problem now." Violence, however, troubles him. "No one cares about someone being killed on television," he said. As a result youngsters get a detached view of acts of cruelty.

Mr. Landon also worries about excessive viewing by the young. "We are creating a passive society," he said.

Roy Danish, director of the Television Information Office, said that print media had exaggerated public aversion to televised sex. The criticism arising directly from the public in such forms as letters to broadcasters is too generalized to be meaningful, he said.

Violence, however, is subject to more definite complaints, he said. Broadcasters are responding to such organizations as the American Medical Association and the PTA, which have made televised violence a cause, by reducing violent acts on television.

During a question session, a woman in the audience decried both violence and sex and said she had removed the television set from an accessible location in her home to a room over the garage where her four children's viewing could be policed. Asked by Phil Donahue, star of the Multimedia-syndicated show bearing his name and moderator of last week's panel session, to name a specific act of violence or reference to sex that had upset her, she said none came to mind. She was later identified as Nancy Epperson, wife of Stuart Epperson, who owns KCFO(FM) Tulsa, Okla.; WRBX(AM) Chapel Hill, N.C.; WKBA(AM) Roanoke, Va., and KMFM(FM) San Antonio, Tex.

Near the end of the session, Mr. Donahue asked Mr. Danish whether, in his role as spokesman for the broadcasters,



**Standard topics.** The opening general television session at the NAB convention last week featured these participants (l to r) in a discussion of sex and violence: Roy Danish, director, Television Information Office; Sir Brian Young, director general, Independent Television Authority, London; Michael Landon, producer and star of *Little House on the Prairie*. Phil Donahue of the syndicated *Phil Donahue Show* moderated from positions in the audience.

there was "anything that troubles you about TV."

Yes, said Mr. Danish, "the cost of programming is too high and risk-taking too perilous." As a result innovation suffers. Also, he said, he was "sorry there isn't a greater hunger among viewers for program diversity."

## Arries insists flat fee for music is only equitable way for local TV's

**Chairman of license negotiating committee promises court action if costs are not reduced; he contends stations now pay more than networks and get less, claims present system is illogical carryover from radio**

The committee negotiating new music licenses for television stations will seek court action if necessary to get music costs reduced, Leslie G. Arries Jr. of WIVB(TV) Buffalo, N.Y., chairman of the committee, told a television session at the NAB convention last week.

Mr. Arries, chairman of the All-Industry Television Stations Music License Committee, cited figures to support his contention that TV stations are paying far more for music than networks pay, and don't get much in return.

One goal of the committee, he said, is to get station payments changed from a percentage of station revenues to a flat-fee basis in the current negotiations with the American Society of Composers, Authors and Publishers and Broadcast Music Inc. But he said that when this change was recently proposed to ASCAP, that organization turned it down and also rejected a committee proposal that the "declining staircase formula" in current contracts be

substantially reduced.

"We intend to provide ASCAP and BMI every reasonable chance to meet the needs of TV broadcasters before proceeding further," Mr. Arries asserted. "But if suitable and appropriate progress cannot be achieved by negotiation, the committee expects to recommend litigation to its member stations."

Stations' total payments for music, he said, rose consistently from \$36.7 million in 1969 to \$59.2 million in 1976, a 61% increase attributable entirely to increases in station revenues even though "music played little or no role in causing the increased station revenues."

Linking TV stations' music payments to revenues, he explained, is a carry-over from the practice in radio, which uses music "much more extensively" than television. In the meantime, he said, networks have negotiated a change to a fixed-fee basis of payment and their total outlays have declined: from \$11.2 million to \$8.7 million in the same 1969-76 period in which stations' payments rose by 61%.

In further breakdowns, Mr. Arries said



Arries

For the first quarter of '78, our clients averaged an 85% increase in their revenues over one year ago.

For example, consider WSIR in Winter Haven, Florida. They are in a town of 25,000 people with thirteen radio signals and several good daily newspapers. We began our work in early January with Randy Jeffery, the station's owner and general manager. We kept the same staff... urged a couple of promo-tions... built a revenue forecast... trained the marketing staff, and off they went.

**THE RESULT...**  
Within thirty days, WSIR's bill-ings were more than 85% over last January's. Next, February's revenues were up 85%. And in March, we've doubled what they had done the previous year, a 100% increase.

**NOBODY DOES WHAT WE DO!**  
Consider K108 in Honolulu. Whatever you have heard about Honolulu being a tough radio market isn't true. Sure, it took a bit longer... sixty-five full days, but the results were the same. The billings have doubled for Tad James, K108's owner and general manager.

In both cases, billings were good before Jennings Broadcast... and they have been great since we joined them.

The headline is at the bottom, because we're interested in YOUR bottomline. We're Jennings Broadcast and Creative. Simply stated, we're fact based.

We handle a small, select group of radio stations from Honolulu to Florida, from Nebraska to Idaho.

**INTERESTED? HERE'S WHAT TO DO.**  
First, talk to our president, Jason Jennings. Ask for him by name. Then, talk to our clients. They are our best salespeople. Mr. Jennings will give you their names.

**NOBODY HAS THE TRACK RECORD WE HAVE**  
Those are only 2 stories from our client files. There are many more. All are solid successes. The fact is... we've never had a failure.

And while it might sound like we only handle medium and major market stations... consider KCSR in Chadron, Nebraska. They've nearly doubled over the last year. And KFLI in Mountain Home, Idaho has tripled their revenue in three months.

**NOBODY IS AS FACT BASED AND SUCCESSFUL AT WHAT WE DO AS WE ARE**  
Now we are ready to add two more stations to our roster of fact based successes. These stations may be near fail-ures... waiting to be turned around.

They may be moderately profit-able... with the bills being paid, payroll being met, but too little left over.  
They may be very successful... like KGFW in Kearney, Nebraska... and they just want to do better... a lot better. KGFW is up about 30% in two and one half months.

**SIMPLY STATED...**  
The two stations we add will double their revenues within ninety days. We can promise that your profitability will increase four to five times... within 120 days.

# "RESULTS"

Then, make the positive decision to get the return on your invested capital that you should receive to run a business; that is fact based and profitable.  
Call our toll free "800" number for your conversation with Jason Jennings.  
Get results...

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**Record talkers.** The title of this panel was "The Music Makers," but only one of these men makes music—Phil Everly (l), singer-songwriter and member of the erstwhile Everly Brothers team that produced a string of pop music hits in the late 50's and early 60's. David Moorhead (c), vice president of Metromedia and general manager of its KMET(FM) Los Angeles, plays music on his station and Richard Peterson (r), of Vanderbilt University's Department of Sociology, studies it as a cultural phenomenon. Their discussion centered on taste in programming. Mr. Everly noted that in the early 60's the Everly Brothers' *Wake Up, Little Suzie* caused a small furor and was banned in Boston, among other markets. Now, he said, the song's subject—a couple falls asleep in a car at a drive-in movie—seems naively tame. All three panelists agreed that when it comes to matters of taste in record lyrics, a programmer's "gut reaction," as Mr. Peterson described it, is often the best guide, backed up by audience feedback. "They're going to tell you that this is good and that isn't," said Mr. Everly. Mr. Moorhead warned his broadcaster audience, however, that this is an "era of hypercritical morality" and, he said, "each of you has a personal and direct stake in freedom of expression."

that in 1976 stations paid for music about four and a half times as much as networks per dollar of revenue, almost six times as much as networks per dollar of expense and twice as much as networks per dollar of income.

"In short," he continued, "comparisons with the networks provide the strongest evidence that stations pay far too much for music. The linking of local television music fees to program revenue makes little sense because most local and national spot revenue is from programing with little or no music.

"Music—one of the least important elements of station programing—is one of the most costly, the only program element linked to station revenue and the only element of program cost over which stations have no control. Unlike the purchase of rating services or news services, you have no local negotiation privilege to keep music costs in line."

The committee's annual surveys of stations' music use indicate a 14% decline between 1972-73 and 1976-77, with feature music used in only about 4% of the local broadcast day, Mr. Arries said. He noted that sports and news are among the principal revenue producers and that these revenues, although the programs use little or no music, "go right into the music fee calculations."

Although "little progress" has been made in negotiations with either ASCAP or BMI, Mr. Arries said, the committee will continue to try. But, if it comes to litigation, he told the broadcasters, "we will need your active support and strong financial backing," and "I know we can count on each and every one of you."

Both the ASCAP and BMI licenses expired last Dec. 31 but were extended for six months to permit negotiations to continue. The extensions are due to expire June 30.

## Church for Sanger

**Storer executive assumes helm of radio music negotiating group locked in litigation, talks with ASCAP and BMI**

Abiah A. Church of Storer Broadcasting Co. was elected chairman of the All-Industry Radio Station Music License Committee at a meeting in Las Vegas last week during the NAB convention. He succeeds Elliott M. Sanger, retired head of WQXR-AM-FM New York, a member of the committee since its formation 20 years ago and chairman for the past 11 years, who asked to be relieved of the chairmanship but will serve as a vice chairman.

Robert E. Henley of WGN Continental Broadcasting also was elected a vice chairman. James A. Stabile of Metromedia Inc. and J. Allen Jensen of KID Broadcasting Corp., Idaho Falls, Idaho, were re-elected treasurer and secretary, respectively.

The committee currently is in litigation with ASCAP in quest of a new ASCAP radio-station music license to replace the one that expired Feb. 28, 1977. Negotiations also are proceeding along with the litigation. In addition the committee is negotiating with Broadcast Music Inc. for a new BMI station license to replace the one that expired last Dec. 31. Both the ASCAP and BMI licenses have been extended, subject to retroactive adjustment when new contract terms are set.

## U.S.-Australian combine plans African miniseries

Time-Life Television and Network Nine of Australia have joined forces with Meredith Broadcasting to coproduce *The*

*Africans*, a six-hour miniseries geared for U.S. play in late August and early September as a lead-in to the fall season.

The series, said to amount to at least a \$500,000 investment each from Time-Life and the Australian network, is being offered in flexible form: six one-hour, three two-hour or two three-hour programs.

Described as taking a "comprehensive look at the life styles and thoughts of today's Africans," the programs focus on South Africa, Kenya, Rhodesia, Tanzania and Zambia.

## Back—and forth—to 'Roots.'

The man who gave television its most-watched program and the people of that medium finally got together last Monday (April 10) as Alex Haley, author of "Roots," addressed a TV luncheon at the NAB convention. He looked back at the broadcast of the ABC-TV miniseries created from the book: "It gave millions a new experience of a people. It seemed to make such an impact—and a very positive impact." And he looked forward to the broadcast of *Roots—the Second 100 Years*, which begins filming next week and is scheduled to be broadcast on ABC next January. Mr. Haley said the show would be at least 12 hours long, possibly 15, and would have the original cast members except Ben Vereen (Chicken George) and in addition include Henry Fonda and *ex-Waltons* star Richard Thomas. And Mr. Haley anticipated the rerun—this August, he said—of the original *Roots*. The mild-man-



nered author also had a plea for his audience of broadcasters—the overwhelming number of them white—to do all they could, as "custodians of one of the most powerful forces in our culture," to see that "the enormous potential abilities of minorities" are not "poured down the drain." *Roots*, he said "is a symbol of the minority potential that is not being used." He added: "I'm not challenging what's being done. I'm just asking you to think about what could be done to produce better books and other materials through the talents of ethnic minorities and women."



Cincinnati,  
Jan. 12, 1978

## While WSAI's Traffic Manager was snowbound, we went in and worked for her.

A blizzard hit Cincinnati, and WSAI's traffic manager was snowed in at home. Only three people were at the station: the chief engineer, a receptionist and an announcer. The traffic manager desperately needed Saturday and Sunday logs for both her AM and FM stations. She placed a call to Station Business Systems in Los Angeles.

Station Business System's client service representative prepared the logs and called the station. The chief engineer answered, was told what he had to do and had no difficulty retrieving

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## WGA hails best in radio-TV writing

Fifteen awards in television and radio have been presented by the Writers Guild of America for creative achievements in 1977.

Categories and winners: TV documentary script, current events, to Marc Siegel for *The Panama Canal—A Test of Conscience* (ABC-TV); TV documentary script, other than current events, to George Crile III for *The CIA's Secret Army* (CBS-TV); television news script to Mary Earle, Allison Owings, Sandor M. Polstor, Lee Townsend and Charles L. West for *CBS Evening News* (CBS-TV); daytime serial, television, to Claire Labine, Paul Avila Mayer, Mary Ministeri and Judith Pinsker for *Ryan's Hope* (ABC-TV); children's script, television, to Art Wallace for *Little Vic* (ABC-TV); graphic animation, to Alan Epstein for *Opening Doors* (WCBS-TV New York); original anthology script, television, to Carol Sobieski, "Christmas Sunshine," on *NBC World Premiere*; anthology adaptation script, television, to Steven Gethers for "A Circle of Children," CBS movie; dramatic episodic script to Mark Rodgers for "Pressure Point" on *Police Story* (NBC-TV); comedy episodic script, television, to Larry Rhine and Mel Tolkin for "Archie

Gets the Business" on *All In the Family* (CBS-TV); variety script, musical or comedy, television, to Elton Packard, Fred S. Fox and Seamon Jacobs for *The George Burns One-Man Show* (CBS-TV).

Radio documentary script to Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joseph Williams for *The American Man* (CBS); radio dramatic script to Allan Sloane for *A Very Special Place* (CBS) and radio news script to Gil Longin for *Voices in the Headlines—March 13, 1977* (ABC).

## ABC captures another week and claims the season

ABC-TV proclaimed itself the winner last week of the prime-time ratings race for the 1978-79 season.

Based on Nielsen figures, ABC-TV computed it would wind up the season with a 20.8 rating and a 33.7 share; followed by CBS-TV (18.7 rating and 30.4 share) and NBC-TV (17.9 rating and 29.0 share).

Though there's no official end to a season, an ABC-TV spokesman pointed out that virtually all programming is in rerun except for specials and that the first 30 weeks seemed an appropriate place to call a halt.

ABC-TV captured the 30th week (ending April 9) with a 20.3 rating and a 34.1 share, leading NBC-TV, 17.5 rating and 29.4 share, and CBS-TV, 16.7 rating and 27.9 share.

ABC-TV's telecast of the Oscar awards was the number one show of the week ending April 9, racking up a 36.3 rating and 68 share for what the network called a record audience of more than 70 million.

### Program Briefs

**Royalty rebuttal.** Proposed legislation to create performer royalties that broadcasters and other users of recorded music would have to pay is "unconstitutional" because record performers and manufacturers who would benefit are not "authors," NBC says. Furthermore, royalties would only further enrich manufacturers and "star" performers, not low-paid musicians whom bill's sponsors say are chief beneficiaries, according to network. NBC submitted comments in statement to House Judiciary Subcommittee on courts, Civil Liberties and Administration of Justice, which held hearings three weeks ago in Los Angeles (BROADCASTING, April 3).

**By George.** CBS-TV has signed Phyllis George to long-term contract to star in specials, made-for-TV movies and episodes of series on network. She also

will be hostess of Time-Life's upcoming series hopeful for CBS, *Peoples* (as in *People* magazine).

**New game.** ABC Sports will televise final rounds of new tennis tournament under long-term agreement signed with World Championship Tennis. Invitational Men's Tennis Championships, scheduled for July at Forest Hills Stadium in New York, features \$300,000 in prize money—\$100,000 for winner—making event "among the richest in the world," ABC said.

**Granted.** National Public Radio has received \$20,000 grant from Mary Reynolds Babcock Foundation, Winston-Salem, N.C., for demonstration project to improve and expand coverage of education at community level. Funds will be made available to NPR member stations to develop and test new local educational programming formats.

**Chicago purchase.** Teleprompter Corp. has bought CineVideo International's MATV (about 1,500 subscribers) and pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service CineVideo had there.

**Up.** Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A. C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

**Arbitron's answer.** Arbitron reported it has filed counterclaim seeking \$10 million from KBOZ(AM) Bozeman, Mont., on charge of business libel, in case in which KBOZ is suing Arbitron for \$3 million on charge of deceptive practices. KBOZ claimed Arbitron produced April-May 1977 audience report under contracts with it and KBMN(AM) Bozeman but two days later published "altered and edited version" favoring KBMN (BROADCASTING, Feb. 6). Arbitron denied discrimination, claimed it had different orders from KBOZ and KBOZ and KBMN and each got what it ordered. Arbitron said it's seeking \$5 million compensatory damages, \$5 million punitive damages.

**La. group accused.** Anti-Defamation

**Fast connection.** As NBC-TV geared up for yesterday's (April 16) start of the nine-and-a-half hour miniseries *Holocaust*, Bantam Books was claiming to have "one of the fastest moving TV tie-ins" in hand. Although Bantam says it is impossible to tell for sure, it projects that 250,000-300,000 copies of the paperback, "Holocaust," may already be sold. Early shipments to leading bookstores in New York and Los Angeles were said to have been experiencing 40%-50% sell-outs so far. By last week, 1,150,000 copies of "Holocaust" had been run in six printings. In the 408-page "Holocaust," Gerald Green ("The Last Angry Man") expands upon his script for NBC-TV.

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The revolution is here, and guess who won?  
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John Gambling

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"We have had stock market reports on Newsradio 78 for many years, but never a succinct, well-written report of up-to-date business news until now. It's a real plus."

John Hultman  
Director, News Operations

### Ask WEEI Boston:

"We include among our listeners a good number of business and government leaders, educators and other professionals... the kinds of people who want ready access to the type of information The Wall Street Journal Business Report provides. In short, it's good for our listeners; therefore, good for us."

Michael C. Ludlum  
Director, News and Programming

### Ask KMBR Kansas City:

"We find The Wall Street Journal Business Report a very salable feature on KMBR. It's very much in line with 'the need to know' attitudes of KMBR's listening audience."

Bill Goetze  
Sales Manager

### Ask WTOP Washington, D.C.:

"It's the finest service I have to keep the Nation's Capital up-to-the-minute in business and financial news."

Bob Dalton  
Business and Financial Editor

### Ask WSOC Charlotte:

"The Wall Street Journal Business Reports are prepared in an interesting and concise manner and fit our format well... And we're happy to add that we have several satisfied clients and sponsors..."

Lee Morris  
Vice President and General Manager

### Ask KIRO Seattle:

"...the best broadcast source available for telling folks what's happening on the business front in terms they can understand."

William Wippel  
Director, News and Programming

### Ask KRRX San Jose:

"The Business Report provides balanced and informed reporting to our listeners, and has become a staple of the San Jose business community."

Vic Bremer  
News and Program Director

### Ask WEAN Providence:

"...We are extremely enthusiastic with the response from this feature... the reports are particularly well-written."

Lincoln W. N. Pratt  
General Manager

### Ask WILM Wilmington:

"...an excellent source of business and business-related news... news that is especially important to an all-news operation such as WILM."

Sally V. Hawkins  
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We're now expanding our base to include all of the top 150 radio markets. In exchange for exclusive rights to the Business Report, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Send for a free information kit which spells out all the details and includes samples of actual newscasts. Write Donald F. Sutphen, or call him collect at (609) 452-2000.

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WWBA Tampa/  
St. Petersburg  
WVCC Washington, DC  
KFH Wichita  
WILM Wilmington, DE  
WSBA York  
WBBW Youngstown

League of B'nai B'rith claimed last week it had evidence of anti-Semitic origin of attempt to halt telecast of *Holocaust*, nine-and-a-half hour docudrama on Nazi genocide, NBC-TV, which started yesterday (April 16) and continues through Wednesday (April 19). Special ADL research report said spearhead of campaign was Christian Defense League of Baton Rouge, which it described as "small, extremist, anti-Semitic group." Its president and director is James K. Warner, who was identified as official of Ku Klux Klan and former official of American Nazi Party.

**Roots-bound.** WPBT(TV) Miami, Public Broadcasting Service affiliate, received \$76,000 grant from National Endowment for Humanities to research and develop one-hour pilot for dramatic series on history of slavery in America. Project will be headed by station's executive producer for national program development, Shep Morgan. Kirk Browning (*Omnibus, Hallmark Hall of Fame, Theater in America*) and Stan Lathan (*Sesame Street, Sanford and Son, Barney Miller*) will direct pilot.

**Correction.** *Royal Victorians*, series of 13 half-hours that SFM Media Service Corp. plans to place for Mobil Oil Corp. under new title for airplay beginning next January, was produced by ITC Entertainment, not BBC as reported in March 20 BROADCASTING.

**Atlantis found.** Twelve original episodes of canceled series, *Man From Atlantis*, are to be run off by NBC-TV in various time slots this spring and summer. Star of show, Patrick Duffy, is now appearing on CBS-TV as well, in short-run tryout of *Dallas*.

## 'Good news' is coming

Dr. Norman Vincent Peale, the 79-year-old author of "The Power of Positive Thinking," has launched a new phase of his career as radio stations began airing *The American Character*, a daily 90-second series reporting "good news."

The vignettes—each telling a "truly moving and inspiring story about something good somebody did" and dealing with everyday people, according to Dr. Peale—are being offered free to stations (one to a market) by ITT. First-year investment for ITT was said to run from \$100,000 to \$150,000.

Over 100 stations in 39 states were said to have taken the series. One general manager planning to air it said the first 80 seconds with Dr. Peale would be recorded for FCC purposes as public service, with the remaining 10-second tag ("funded in the public interest by ITT...") as commercial time.

The series is being produced by Infocom Broadcast Services Inc., a company headed by John Scott, who is on sabbatical from his newsman duties at WOR(AM) New York.

No stranger to the airwaves, Dr. Peale's sermons from the Marble Collegiate Church in New York currently are available on both radio and television.

## BBC's Redmond tells how British are expanding broadcast horizon

**NAB luncheon speaker explains how new technologies, changed living conditions are prompting innovations**

Electronic newspapers and letters. Quadrasonic radio. A special information service for motorists that would give them up-to-the-minute reports on traffic conditions in their areas.

These and other new functions for radio and television—already in use or in development in England—were outlined by Sir James Redmond, director of engineering for the British Broadcasting Corp., during a luncheon address to the NAB's engineering conference last Tuesday. Moreover, Sir James sketched a future scenario in which broadcasting may usurp many of the services now provided by other media—a future the BBC is already working toward.

"Where we succeed [with these ventures]," he said, "we will enrich the lives of our listeners by keeping them better informed, entertained and educated. We will also be developing industries and so be creating more jobs and more wealth."

Changing social conditions that will encourage new broadcasting services include, Sir James said, the increasing need of the individual to be informed about the conditions which may affect him or her, the growing complexity of industry which will require a better educated labor force and the likelihood that leisure time will increase as technology reduces working hours (while at the same time changing viewing habits).

To meet those needs, Sir James believes



Redmond

broadcasters will have to acquire two essential resources: more broadcast frequencies (or more efficient uses of those available) and money. "From the manufacturers point of view," he said, "a new development involves risk capital, and from the public's point of view it represents a new claim on income." But the success of the record industry proved that if desirable new technologies are offered, the public will find a way to pay for them, in Sir James's view. He therefore considers it the broadcaster's role, at least in part, to bring those services into existence.

Sir James explained several areas currently being explored by the BBC (and by broadcasters in the U.S.) to improve radio and TV's existing services. These included pulse code modulation, microprocessors, large scale integrated circuits, full field storage of TV pictures, more reliable standards converters and digital noise reducers. He also described three innovations developed by the BBC that go beyond U.S. broadcasting's existing boundaries. They were:

- **CEEFAQX.** An information service transmitted with common TV signals by using two spare lines in each vertical interval. In a quarter of a second, Mr. Redmond said, a page of text can be transmitted to an information storage and decoder unit within the TV set. Viewers simply dial the CEEFAQX channel to receive the infor-



**Thinking ahead.** Anticipation of the World Administrative Radio Conference beginning in Geneva next September brought these specialists together for an engineering workshop at the NAB convention. From left to right: James D. Parker of CBS-TV (standing), the moderator (who said that WARC's outcome "will cast our industry into cement for the next two decades" and that "everyone wants a slice of the tenderloin"); Donald G. Everist, Cohen & Dipen, Gary Hess, WJMD(FM) Bethesda, Md.; John Serafin, ABC; A. James Ebel, KOLN-TV Lincoln, Neb.; George Jacobs, Board of International Broadcasting, and Neal McNaughten, FCC. They reported on the progress of a number of working groups preparing recommendations for the U.S. to make during negotiations that will cover, in Mr. McNaughten's phrase, "everything from direct current to 3000 ghz."

# HOW TO REDUCE RUST

YOU MAY BE WASHING THE WRONG SIDE OF YOUR CAR.

Spring is a perfect time to do something about rust.

Rusting is a year-round problem, and corrosive conditions have become a lot worse in the last five years.

If you live where salt is used to melt ice on the roads, that is speeding up corrosion on your car. If you live in the country, it's the calcium chloride that's spread on dirt roads to hold down dust. And corrosive chemicals in the air are causing rust in every part of America.

We're doing something to help prevent rust on the new cars we're building. Meanwhile, you can do something about reducing rust on your car.

It's important to wash your car often. Use a mild soap and lukewarm or cold water.

**Please don't neglect the underside of your car.** The worst rusting happens from the inside out. That's

because salt, slush, and even mud tend to collect in the crevices underneath the car, in the door creases, and inside the fenders. Moisture gets trapped in those places and causes rust. So try to wash the underside of your car, too. In winter, if you can, and at the first opportunity in spring. Even if it's only a few times a year, that would help some.

**If your car gets dented, scratched, or chipped, try to get it repaired as soon as possible.** Even a "small" scratch is bad. Because once a car starts to rust, the damage spreads fast. The paint around a dent or scratch can look okay, but rust is spreading underneath. In the long run, it's cheaper to fix the car right away.

A lot of people think that parking a car in a heated garage during the winter will help prevent rust. But it's just the opposite. Cold slows down the rusting process, as it does most chemical reactions.

We're doing more now to protect GM cars from rust. For one thing, we're using more rust-resistant materials, including different types of zinc-coated steel, in places where rust usually occurs. Also, our new paint primers and the way we apply them are designed to provide a thorough finish, even on some parts of the car you can't see.

Our goal is to protect your car so that it lasts longer and gives you the most value. And fighting rust helps.

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

**General Motors**

People building transportation  
to serve people

mation. An expansion of that system, to begin in 1979, is "Viewdata," which will enable subscribers to dial through their sets for information or messages they would like to receive. The messages would be returned by the telephone company for TV display.

■ **Quadraphonic radio.** A quadraphonic system has been tested nationally by the BBC for more than a year, Sir James said. Some improvements have been made during that time, "and we think it unlikely that anyone can find a better formula since we've exploited all the options . . . The main lesson that we have learned is that the results depend less upon the system than on the skill with which the system is used in production. We have built a very good vehicle and in our second year we hope to learn to drive it."

■ **A special radio information service for motorists.** Proposed by the BBC to the English government, it would use low-power medium frequency radio stations, all operating on the same fixed frequency, but using time division multiplex to prevent stations from interfering with one another. An FM keying system would insure that drivers heard only stations appropriate to the area in which they were driving. A special receiver in the car radio might also interrupt regular broadcasts if there was a specific message for the area the driver was in. The BBC's proposal for that system is expected to be approved soon for testing in a limited area, according to Sir James.

## Getting down to the nitty-gritty on AM stereo

**The question is no longer 'if' but 'when' as station managers and engineers discuss how much the switch will cost and the technical problems involved**

There were two NAB convention sessions titled "Getting Ready for AM Stereo." One was for engineers, one for managers. The NAB engineering department's Chris Payne, moderator of the sessions, summed them both up in opening the manager's version when he noted an enthusiastic element of the preceding sales workshop that wouldn't clear the room. "I guess that last session had to do with making money," said Mr. Payne. "This one has to do with spending money." Indeed, that is where AM stereo stands now; it's no longer a whether, it's now only a when—and it may be very soon.

Mr. Payne told the sessions he is hopeful the FCC will issue a rulemaking proposal for AM stereo late this summer and possibly make a decision on an AM stereo system by late this year or early next. "When we talk about getting ready for AM stereo," he said, "there's good reason



**All for two.** At the engineer's version of the NAB session, "Getting Ready for AM Stereo," these experts briefed technical people on what changes the new technique will require in the way of equipment (l to r): Chris Payne, NAB engineering department; W. D. Mitchell, Continental Electronics; Ed Edison, Hammett & Edison; David G. Harry, Potomac Instruments, and Jim Loupas, James Loupas Associates.

to get ready." His opinion is that AM stereo will come on much faster than FM stereo; receiver manufacturers, he said, are gearing up now to meet expected consumer demand. By their numbers alone at the sessions, engineers and managers seemed to be in agreement with Mr. Payne's assessments.

At the engineer's session, several technical experts presented their thoughts on what a station will have to do to convert to stereo. They all emphasized that it is possible to change over in a relatively inexpensive fashion. But they all also urged the engineers to go for high-grade set-ups, and the engineers, on a show of hands, overwhelmingly agreed.

Some of the particulars the panelists noted:

W.D. Mitchell of Continental Electronics, Dallas, said that "transmitters, no matter how old, can probably be made to work for AM stereo" at a cost of about \$10,000.

Ed Edison of Hammett & Edison, San Francisco, said that as for antennas, the "worst case" in terms of converting to AM stereo is a directional antenna for a station at the low end of the band; the

"best case" a nondirectional antenna at the high end.

David G. Harry of Potomac Instruments, Silver Spring, Md., said that monitors for AM stereo can be as simple or as complex as a station desires or the FCC requires. He would prefer to let the marketplace decide, but, noting the increasing audio sophistication of the radio audience, he urged that monitoring be done at levels consistent with superior sound.

Jim Loupas of James Loupas Associates, Chesterton, Ind., spoke of the studio conversion necessary for AM stereo. A stereo console and a stereo processor, he said, are the necessary additions. Other adds, he said, "depend on the commitment of the station." Turntables, preamps, cartridges and tone arms also must be replaced, he said.

## Indifference to automatic FM gear

**FCC disappointed that few avail themselves of such transmitters; it could affect commission's thoughts about like concessions**

For years, broadcasters had pressed the FCC to authorize the use of automatic transmitters. Finally, two years ago, at the time of the National Association of Broadcasters convention in Chicago, the commission adopted rules permitting the use of automatic transmitters with FM and nondirectional AM stations. What has been the broadcasters' response? According to commission staff members, only three applications have been granted. The automatic transmitter, Dennis Williams, assistant chief of the FCC's Broadcast Facilities Division said, is "not a big seller."

The issue of the automatic transmitters game up at two panels last week—a technical one, on which FCC staff members and industry personnel sat and one on which commission staff members answered broadcasters' questions.

Some broadcasters at both sessions had theories for the failure of the automatic transmitters to take hold. "The control is complicated, and the expense is high," said one broadcaster. "And if something goes wrong, it takes you off the air—some-



**Moseley the most.** John A. Moseley (l), president of Moseley Associates, Goleta, Calif., accepts the NAB's annual Engineering Achievement Award from George Bartlett, NAB vice president for engineering. Mr. Moseley was honored particularly for his work in developing a control system for studio-transmitter links. He has been head of his own firm since 1959 (also see "Profile," April 3).

thing that does not happen with a live operator." Another broadcaster said the automatic transmitter "doesn't provide financial relief for the station."

The automatic transmitter's lack of acceptance by FM and nondirectional AM broadcasters is a disappointment to the commission staff, as it prepares drafts of orders authorizing the use of automatic transmitters for television and directional AM stations, John Taff, assistant chief of the Rules and Policy Division, said the order authorizing the use of the transmitters with directional AM stations is due to be acted on in July, and the one authorizing the use of the transmitter with television stations, in September. But before reaching that stage, staff members had hoped to have gained some solid experience in the operation of the transmitters with FM and nondirectional AM stations.

## Is there a commercial future for shortwave?

**BIB's Jacobs sees great possibilities if medium can overcome propaganda image**

The determination of most of the world's nations to limit satellite transmissions to the country of their origin leaves shortwave radio the only viable international broadcasting medium, in the opinion of George Jacobs, engineering director of the U.S. Board for International Broadcasting.

Speaking to a luncheon gathering of the NAB's engineering conference last Monday (April 10), Mr. Jacobs said that if "broadcasting's stepchild" is ever to achieve its potential as a communications and even a commercial force, it must overcome its current limitations of spectrum space and the general perception of its function as that of a "propaganda machine."

There are 1,500 shortwave transmitters in more than 100 countries, Mr. Jacobs said, and attempts to "squeeze" that many signals into the eight international bands allocated has left them "virtually bursting at the seams," with interference due to competing transmitters "often intolerable." The World Administrative Radio Conference in 1979 will deal with the problem, Mr. Jacobs said.

He defined propaganda as basically information or entertainment "you don't want to hear," or that certain countries don't want their citizens to hear. One alternative to the latter problem, he suggested, would be to offer air time for reply from countries whose objections to portions of, say, a Voice of America broadcast, were deemed "to have merit."

Governments remain the principal users of shortwave, despite "stirrings" of interest in its use as a commercial medium, Mr. Jacobs said. He cited a recent Gallup poll finding that 18 million Americans said they listened to a shortwave broadcast every week. "That's a very juicy market," in Mr. Jacob's view, both for advertising and for "promoting our free enterprise system."



**Look, up in the sky.** Mutual Broadcasting's announcement earlier this year that it will shift its network service from land lines to satellite prompted this workshop, "Satellite Distribution of Radio Programming." It was a primer on satellite technology, with Mutual representatives and hardware suppliers describing the workings of uplinks, downlinks, low-noise amplifiers, downconverters, demodulators, transponders, small dishes and large dishes. Mutual Executive Vice President Gary Worth noted the benefits that satellite networking will allow—multiple program feeds and improved sound quality. He didn't note the costs involved, but CBS Radio's Ralph Green did. For CBS to install receivers at each of its radio affiliates, as Mutual intends to do, he estimated a \$4.5 million-\$6 million capital outlay and \$1.5 million annually for maintenance. But he added, "when the day comes, we will probably go" with satellites. He also contended Mutual may not easily get the blanket approval it is seeking for 500 earth stations. Since Mutual is not indicating the location of most of these terminals now, said Mr. Green, they will need an FCC waiver for approval. That, he said, may not be as automatic as might be expected because of potential interference problems in locating earth stations. L to r at the session are Mr. Worth, S.N. Verma of Western Union, Andrew Inglis of RCA Americom, Guy Beakley of Scientific-Atlanta, Mr. Green and J. Walter Johnson of California Microwave.



## WFRE Holds The Winning Hand!

Don't gamble. Increase the odds in your favor. WFRE did. Now mid-days WFRE makes a phenomenal showing. The station reports 13,800 women and places 6th of all 47 Washington area stations. In total adults in mid-day, WFRE is 8th with 20,200 listeners. Quite a showing for a station 40 miles from Washington! WFRE's Jim Gibbons chose KalaMusic's unique blend of beautiful music a little over a year ago. Needless to say, he's pleased. Jim knows that in today's market you can't trust your luck. KalaMusic is WFRE's winning hand. It's time for you to deal one for yourself. And the best deal in markets like yours is KalaMusic. Call Bill Wertz or Stephen Trivers.



### KalaMusic®

Source: Washington Arbitron, January/February, 1978 ADI Section. Average Quarter Hour, Women 18 & over, Adults 18 & over. Monday thru Friday 10 a.m. to 3 p.m. Subject to qualifications issued by Rating Service.

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## Sound thinking: Engineers debate radio audio quality

**Some suggest AM has ironically decreased its audience in trying to expand it with louder signal**

Have AM stations, by pushing their transmission equipment to the limit in trying to obtain the widest possible reach, driven listeners to FM?

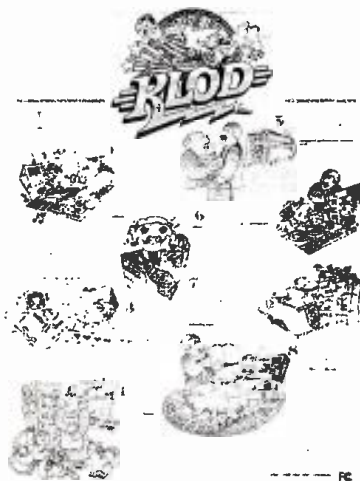
The participants on an April 12 NAB engineering panel called "AM-FM: Quality vs. Coverage" think so. And they think the problem may have been exacerbated by an over-all deterioration in the quality of AM receivers over the years, especially those incorporated into systems with FM receivers, record players and stereo tape decks. To make matters worse, they said, AM stereo may drive up the demand for AM quality, thus allowing listeners, as one participant put it, to hear "all the junk we've been putting out."

One example of the degradation problem in AM came from a member of the audience who said that a recent survey of the listenership of his AM and FM simulcast station found that 80% of his audience listened on FM, and that 70% of that audience were tuned in a monaural mode.

Asked if any hard research exists connecting viewer tuneout to sound quality, panel member James Loupas of James Loupas Associates said the best indication was the Arbitron ratings book, which he said, often show relatively new FM stations stealing the audience from well established AM's. Harvey Rees of Carl T. Jones Associates said that he has been an engineer for several stations in large markets where he complied with management requests for a louder sound only to be "embarrassed" by its quality. "If the dynamic range is there and is pleasing, people will not tune away, and I think that's what we're all looking for," he said. "Some loudness and some distortion is going to have to be sacrificed."

The panel members also agreed that the choices are bound to get more difficult for stations as the medium advances to AM stereo. Dick Schumeyer of Capital Cities Communications envisioned a sort of double-bind situation developing: On the one hand, listeners with stereo receivers will demand a higher quality sound, while on the other, listeners sticking with their existing equipment may be lost as loudness and over-all coverage decrease. "It's going to be a very hard decision for some operators to make," he said. Jack Williams of Pacific Recorder and Engineering Corp. agreed "it's going to be a very interesting transition in the next two or three years," he said, "it's going to be fun for all of us to live through."

Eric Small of Eric Small Associates, noted that an FCC notice of inquiry is expected to be issued soon concerning the general status of audio quality, measure-



**A clod by any other name.** The FCC's Field Operations Bureau introduced a new broadcasting operation to the industry last week at the National Association of Broadcasters' convention in Las Vegas. The operation is KL00-AM-FM-TV New York, which is managed by Hy Watt, and is served by the DJ, Brad Caster; the chief operator, Gene Yuss, and the third-class operator, Ida Knowe. The illustrated story of the ill-starred klod was published and distributed at the convention as a means of pointing up the most common rule violations uncovered by the FOB at stations around the country—violations, the poster says, that lead to degraded service which in turn can cost a station audience. The fable recounts eight violations, which involve excessive modulation, under-power operation, blanking intervals, remote control point, equipment performance measurement, remote antenna ammeter, falsification of logs, and failure to make log entries.

ments and processing. The results, he believes, "may have as much if not more effect on us in the next five years as AM stereo." Speaking to the problems of FM, Mr. Small suggested that the presumed relationship between modulation rates and occupied bandwidth may in fact be attributable to "a set of very arbitrary and capricious modulation rules." If research was devoted to the subject, Mr. Small said, stations may find they can kick up their transmission peaks—and tone down processing—without threatening bandwidth integrity.

## NAB wants the FCC to get moving on TV tuners

The National Association of Broadcasters is urging the FCC to resolve promptly a proceeding initiated in March 1977 focusing on the problem of providing for UHF and VHF tuning comparability in television sets. In a letter signed by its general counsel, Erwin Krasnow, NAB said a continuing UHF/VHF "comparability gap" 15 years after the enactment of the all-channel TV receiver law is largely at-

tributable to the "snail-like" pace of the commission proceedings dealing with the issue. Presently pending is a notice of inquiry. Mr. Krasnow said that if the commission feels a rulemaking is needed, it should promptly issue one providing for a 30-day period for comments and another 10 for replies. He said the record in the proceeding is already "exhaustive."

## Justice Dept. says added tax on imported TV's would be unfair

**Zenith, backed by U.S. groups,  
is seeking reversal of lower court**

The Department of Justice has asked the Supreme Court to uphold a U.S. Court of Customs and Patent Appeals decision that a Japanese remittance of its commodity tax on exported television sets is not an unfair international trade practice. Justice's brief was filed in the eight-year court battle waged by Zenith Radio Corp. to impose countervailing duties on Japanese sets sold here.

Justice said that if the U.S. imposed the duties, intended to counteract price differented caused by a foreign country's granting of a bounty or grant on exported products, it "would lead to double taxation" on the goods sold in this country. "That would put foreign goods at a disadvantage in addition to the disadvantage already imposed by tariffs and transportation costs. That is not the purpose of the countervailing duty statute."

"The countervailing duty statute is intended to offset the advantage conferred by a subsidy, not to require the U.S. to collect the same sort of tax that Japan desires to impose on goods consumed there."

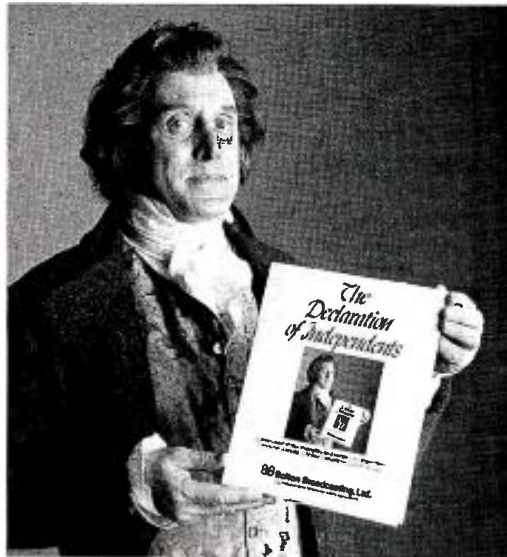
Justice's opinion said, in effect, that Japan's decision not to impose its domestic taxes on exported television sets was not the same as subsidizing them. "There is a fundamental difference," the court ruled, "between the failure to tax a good and the provision of a subsidy."

"The failure of any state or nation to collect an indirect tax on exported goods is not a bounty or grant," the brief said.

Zenith's position in the case—that Japan was, indeed, subsidizing television set exporters—was backed by friend of the court briefs filed by a number of industry groups and manufacturers: the Committee to Preserve Color Television, United States Steel Corp., Ford Motor Co. and Bethlehem Steel Corp.

The Treasury department opposed Zenith and said that a ruling in the manufacturer's favor "would risk a significant breakdown in international trading agreements."

Zenith had asked the Supreme Court to overturn a 3-to-2 July 1977 appeals court decision that, itself, reversed an earlier district court ruling favoring the countervailing duties.



# From The Declaration Of Independents.

## Article VI

### Arbitron confirms: The audience of independent television stations is on par with network affiliates.

No television spot buyer can ever again be asked to believe that network stations have higher quality audiences than independents.

A milestone Arbitron study was recently commissioned by the Association of Independent Television Stations, Inc., at a cost of \$123,000. It measured 23 markets consisting of 142 counties, and included 12,084 personal interviews.

This study proved conclusively that independent audiences are on par in quality with network audiences in every way measured:

Income. Occupations. Education. Value of homes. Cars owned. Major appliances purchased. Investments. Credit cards. Airline trips.

The results of this Arbitron survey are just one part of THE DECLARATION OF INDEPENDENTS, the comprehensive fact-book from Bolton Broadcasting which outlines the important strengths of independent television in today's advertising marketplace.

Contact any Bolton Broadcasting office for your copy of THE DECLARATION OF INDEPENDENTS.

Here's the tabulation of just one key yardstick of audience quality — income.

#### COMBINED YEARLY INCOME OF HOUSEHOLD ADULT VIEWING HOUSEHOLDS

	EARLY FRINGE/ EARLY NEWS			PRIME		LATE NIGHT		WEEKEND	
	Ind.	Aff.	All. Early News %	Ind.	Aff.	Ind.	Aff.	Ind.	Aff.
Less than \$10,000	19	22	23	22	20	20	20	21	19
\$10,000— \$14,999	18	16	15	15	16	18	16	19	16
\$15,000— \$19,999	19	17	16	16	17	18	17	18	17
\$15,000 +	48	44	43	44	45	46	46	44	46
\$20,000 +	29	27	27	28	28	29	29	26	30
\$25,000 +	15	16	15	16	16	16	17	14	17

SOURCE: Arbitron National TV Audience Profile, 1977

**BB Bolton Broadcasting Ltd.**  
The independent television sales specialists

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26400 Lahser Rd.  
Southfield, Mich.  
(313) 353-8050

6400 Powers Ferry Rd.  
(404) 955-4411

## Border war flares up again

**CRTC orders cable systems to stop carrying Buffalo FM because it receives advertising from Canada; one is also told to delete commercials from signals of three U.S. TV stations**

Problems involving Canadian cable television systems' carriage of U.S. broadcast signals haven't gone away, as news out of Ottawa makes clear.

The Canadian Radio-Television and Telecommunications Commission (CRTC) has ordered cable systems in Toronto and Hamilton to stop carrying the signals of WBEN-FM Buffalo, and has directed two of the cable systems to discontinue within two years multiple distribution of three Buffalo television stations.

And what concerns U.S. broadcasters perhaps more than the order to stop multiple distribution is the order to one system to delete commercials from the American stations' programs and substitute "suitable replacement material." This, the Americans feel, would be an abandonment by Canada of an agreement with the U.S. that set aside, if it did not solve, the major problem—deletion of commercials—involving Canadian cable systems' carriage of U.S. signals.

The CRTC order banning the carriage of WBEN-FM, imposed as a condition of renewal of the cable systems' three-year licenses, was based on CRTC policy, adopted a year ago, aimed at discouraging U.S. FM stations from soliciting advertising in Canada. Carriage of the signals of stations that seek Canadian advertising, the agency policy says, will be prohibited.

Multiple distribution of television signals involves the carriage of a television station's signals on two channels—one in the basic service (channels 2-13) and the other in so-called mid-band service, which is available only with the aid of a converter in the home. The aim is to make room on the basic service for local Canadian stations.

The order to cease multiple distribution within two years was imposed as a condition of renewal of the licenses of systems carrying the signals of three Buffalo stations—Capital Cities Communications Inc.'s WKBW-TV, Western New York Educational TV Association's WNED-TV and Taft Broadcasting Co.'s WGR-TV. Some Canadian cable industry representatives privately question whether the government will insist on compliance in two years; they note they have already had a grace period of about two years in which to bump U.S. stations.

What is particularly disturbing to the Americans, however, is a sentence not included in the order renewing the license of

one of the systems—Rogers Cable TV Ltd. As is true of all renewals of Canadian cable systems, the order conditions renewal on the system deleting commercials from U.S. stations and substituting "suitable" material. But in all other cases—and in line with the U.S.-Canadian agreement—the orders carry a sentence saying the condition need not be implemented until further notice. The aim is to enable the government to determine the effectiveness of a law designed to stop the flow of advertising dollars south across the border to U.S. stations and publications (BROADCASTING, Jan. 24, 1977).

The executive director of the CRTC, Michael Shoemaker, and an official of Rogers, Philip Lind, do not see the lack of the until-further-notice sentence as changing anything. They note that Rogers for the past several years has been following a policy of random deletion of U.S. commercials. Rogers, both said, will simply continue what it has been doing. But counsel for the Buffalo stations affected—WIVB-TV, WKBW-TV and WGR-TV—are not reassured. Alan Naftalin, counsel for WGR-TV—said the stations are considering filing a complaint with the State Department and the Canadian government.

One other new policy directive of the CRTC has some Canadian cable systems worried—a decision generally not to approve the carriage of U.S. television signals which "essentially duplicate signals already carried." The CRTC implemented that policy in orders renewing the licenses of two systems in the Toronto area by ordering the deletion by Oct. 1 of specific network-affiliated stations—in Rochester, N.Y. (WROC-TV), and Erie, Pa. (WJET-TV, WSEE-TV, and WQLN(TV)) whose network programming duplicates that of the Buffalo stations being carried.

Cable system operators indicate the nonduplication order would be adversely affected in cases where systems are obliged to drop signals that are available off the air. In the cases where the policy was implemented, the Buffalo stations are the ones available. "Cable companies want to be able to carry what's off the air," Rogers' Mr. Lind said.

### Cable Briefs

**Employment booklets.** National Cable Television Association has mailed 1,400 equal employment opportunity handbooks to member systems. NCTA's 66-page guide "provides sample affirmative action programs to aid systems in complying with FCC and Equal Employment Opportunity Commission regulations."

**Granted.** FCC granted tax certificates to stockholders of Northland Cable TV Inc., Minnesota cable operator, for sale of their stock to Cable Communications Systems, Hector, Minn. Four Northland stockholders, Frank P. Befera, George W. Woody, Carl Bloomquist and Robert S. Nickoloff, are also stockholders in Channel 10 Inc., licensee of WIRT(TV) Hibbing and WDIO-TV Duluth, both Minnesota.

## RCA posts highs despite NBC slippage

**Griffiths notes network's declines in prime time, says company is no longer so dependent on TV**

Despite an "appreciable decline" in net income by NBC, RCA Corp. last week reported record earnings and sales for the first quarter of 1978.

Edgar H. Griffiths, president and chief executive officer, said net income for the period ended March 31 amounted to \$54.9 million, or 72 cents per share, compared with \$48.5 million, equal to 63 cents a share, in the comparable 1977 quarter. Sales for the first quarter were \$1,504.0 billion, up 10% from the 1977 period.

In color television, Mr. Griffiths said, RCA achieved the highest first-quarter unit sales in its history. Other record sales were achieved by the Hertz Corp., RCA Records, Coronet Industries, Oriel Food Group, Solid State, Commercial Systems and Picture Tubes. Improved performances were turned in, he said, by Consumer Electronics, RCA Global Communications, Government Systems and Random House.

"With gains on such a broad front," Mr. Griffiths pointed out, "we are more than offsetting the slippage we anticipated in this year's NBC earnings as a result of weak prime-time ratings in the television season now ending. NBC is still profitable, of course, and we are optimistic for its long-term future after its new management takes hold. But it is indicative of RCA's diversified progress that we are no longer as dependent on NBC as in the past."

## Warner TV chalks up highs in revenues, profits

Warner Communications Inc.'s 1977 annual report claims "new records for revenues and profits" for Warner Bros. Television, with revenues at \$99.6 million, up 57% from 1976's \$63.5 million.

TV series revenue jumped from \$21 million to \$60 million; revenue from theatrical films in TV distribution declined from \$42.5 million to \$39.6 million, but nevertheless WCI said "profits from this sector set a new high."

Warner Cable Corp. revenues rose 8% from \$51.6 million to \$55.7 million; operating income declined from \$12 million to \$8.6 million, attributed to the \$7.1-million development expense for its two-way Qube system in Columbus, Ohio. Total capital expenditures for Qube through 1977 were put at about \$10 million. Over-all, WCI revenues broke this billion-dollar mark for the first time, up 38% to \$1,143,792,000; net income rose 16% to \$70,766,000 and fully diluted earnings per share rose 33% for a record of \$4.91.



## MIP-TV Advance

### Springtime in France and thoughts turn to TV programming

The international market is booming as the 14th annual MIP opens this week with largest number of countries on hand and predictions of record sales

The simple facts of this week's 14th annual MIP-TV international program market tell the story.

The 1978 Marche International des Programmes de Television in Cannes, France, will run seven days (April 21-27) instead of the previous six. Stand space taken at the Palais des Festivals is up 20%. And for the first time, MIP-TV organizers are

looking for international representation to break the 100-country mark (up from 92 last year), with more than 2,000 television professionals on hand.

It's a reflection of business which, from the U.S. standpoint alone, is booming. If the \$180 million estimate for U.S. program sales abroad in 1976 seemed healthier than ever (BROADCASTING, April 18, 1977), the 1977 estimate—between \$235 million and \$245 million—can only be further reason for enthusiasm.

Although there is some thought that 1977 may have been an unusual year in terms of feature licensing and blockbuster specials sold abroad, the beat is up. The contribution of foreign transactions to over-all sales revenues may have dropped from 24% in 1976 to less than 20% last year. However that is a reflection of the big gains made domestically.

Not that all worldwide sales are written up in the south of France. Far from it. Contracts usually are signed only with the smaller and less accessible markets which sales representatives are hard-pressed to reach. For the larger, more lucrative, mar-

kets, a MIP-TV screening and contact may only be the beginning of the sales process. Public relations also draws distributors there.

As Bruce Gordon, Paramount Television's senior vice president for worldwide distribution, said, and most distributors agree: It is "the most important and active market for television in the world today." With booth after booth next to each other, Mr. Gordon compared the MIP-TV to a "motorcar show or boat show ... It isn't a convention, there are no prizes ... It is a marketplace."

"The trick to the international marketplace is not to think of it as an international marketplace," explained Art Kane, Viacom's vice president for international marketing.

In other words, what's enthusiastically received in Canada might never get past the broadcaster's door in Japan. "We have to deal with each country on an individual basis," added Mr. Gordon, "You can't just go to MIP with a bag full of features" and expect everyone to grab it.

Still, for those programs that will cap-

### Worldwide line-up

The final projections hadn't come out of Cannes, France, by last week but what had was the word that "all the records will be beaten" at the 14th annual Marche International des Programmes de Television, the MIP-TV that means topping last year's 92 countries (said to amount to 380 million television sets), 220 television corporations and channels, 448 production and distribution companies, 1,979 participants 2,397 TV programs and 24 international organizations, ministries and embassy officials. Following is a list of the companies, outside of the U.S. and Canada, that will be on hand, broken down by countries.

#### Algeria

Radiodiffusion Television Algerienne  
Radio Television Algerienne

#### Angola

I.P.A. Televisao Popular de Angola

#### Argentina

Cintelba S.A.  
Crustel S.A.  
Diprom S.A.  
Direccion General de Radio Television Argentine  
Disargentel, S.A.C.I.F.I.  
Rivadavia Television s.a.c.i.

#### Australia

Amalgamated Television Services Pty.  
Artis Film Production Pty.  
Austarama Television Pty.  
Australian Film Commission  
Crawford Productions  
Film Centre Pty.  
General TV Corporation Pty.  
Hanna Barbera Productions Pty.

Herald Sun Television Pty.  
Paramount Pictures  
R.A. Becker and Co. Pty.  
Reg Grundy Productions Pty.  
SAS Channel 10 Adelaide South Australia  
Swan Television and Radio Broadcasters  
Telepix Pty.  
Teleprograms Pty.  
Viacom International Pty.  
Victorian Film Corporation  
Willard King Organisation Pty.  
Worldvision Enterprises of Australia

#### Austria

Jupiter-Film Verleih-u Vertriebsges  
O.R.F. Osterreichischer Rundfunk  
Satel

#### Bahamas

All Sport

#### Novovision

#### Belgium

Aligator Films  
Belgische Radio en Televisie, B.R.T.  
Callebaut

Cibelco/Decima

Cinevog Films

Dupuis Films

GAF-Viewmaster

Georges Leclercq

Meuter-Titra

Micro-Makro

N.I.P.

Nusseleinfims

ODEC-KIO Cartoons

Olivier Films

Pierre Films

Radio Television Belge, R.T.B.

S.E.P.P.

SOSEP-SOFIDOC

Studio l'Equipe

Unibel Films

Wajnbross

#### Brazil

Embrallime-Empresa Brasileira de Filmes S/A

Fox Film Do Brazil

Fox Film Do Brazil

T.V. Globo Network

#### Congo

Secretariat General a l'Information

#### Cyprus

Cyprus Broadcasting Corp.

#### Czechoslovakia

Ceskoslovensky Filmexport-Praha

Czechoslovak Television-Telexport

#### Denmark

Denmarks Radio

#### Ecuador

Cadena Ecuatoriana de Television, Canal 10

#### Egypt

Egyptian Broadcasting and Television

#### Finland

Helsinki Cable TV

Helsinki Television Oy

Oy-Mainos TV Reklam Ab.

Oy-Yleisradio Ab. The Finnish Broadcasting Co.

#### France

ADITEC

ADITEC

A.D.P.F. Association pour la Diffusion de la Pensee

francaise

Agence Francaise d'Images

Ambassade du Senegal

Antenne 2

Artistes Associes (Les)

Artmedia

Bavaria Atelier

Camera Group SA

Cap Films

Cat's Films

Celia Film

Centre National de Documentation Pedagogique

C.I.C. Television

Cinevision

CIP-Video

Compagnie Francaise de Television

Consulat de Grande Bretagne

Costa Renouf

ture the interest of the major markets—Canada, Australia, the United Kingdom, Japan, Brazil, France, West Germany among them—a solid hour series can mean over-all revenues of \$150,000 per episode. A blockbuster could pull in up to \$200,000, but as one distributor mentioned, “it’s a rare occasion” when a show is “acceptable to all foreign markets.”

Just as countries’ tastes vary, so do the prices, from perhaps \$70 per hour episode in a small African market to \$12,000 for a high-demand hour in Canada (a half-hour is generally half the price). Then there’s the negotiation depending on the value of the dollar against foreign inflation, with consideration of rate cards and viewers.

The obvious reason for the demand for U.S. programming, distributors said, is quality. Paramount Television’s Mr. Gordon talked about a “flare for pace and production.” While Richard Harper, 20th Century-Fox’s vice president for international sales, noted the import quotas that some countries have and the “understandable desire” for more local production, he added that U.S. programming abroad is “still the biggest bargain in the industry.” Ralph Franklin, MCA TV’s vice president in charge of international sales, agreed: “No place can they duplicate the quality at the price.”

MCA TV, the top-grossing American syndicator, had another record year in foreign sales in 1977, up to \$42.8 million from \$37.2 million in 1976. Among

others, Viacom also was up, at \$8.8 million from \$7.5 million.

What percentage of business MCA TV, Viacom or other distributors can attribute to MIP-TV directly would be difficult, if at all possible, to determine. At Columbia Pictures Television, however, it’s easy to tell: zero. Norman Horowitz, CPT’s senior vice president in charge of worldwide distribution, viewed his company’s absence, now for the sixth year, as a sign of strength. He said his company already covers every market individually through an international sales operation with a budget of \$4 million.

If he ever leaves Columbia and becomes “involved in independent distribution, I’ll go to MIP,” Mr. Horowitz said, calling it the best place to see the most people in the shortest time. But since he already has a sales staff that will make it to such places as Abu Dhabi, he claimed it would be “counterproductive” to attend a show where he would have to share his clients’ attention with other distributors. “I am very comfortable not going to the party,” he added.

His is clearly a minority opinion. With movies, series, documentaries, specials and sports already in the can, distributors have prepared for their place at the Palais. They’ll also be there to pitch some possibilities—those pilots that may become network series next season. (While some orders have been firmed up, network schedule announcements generally don’t come

until after the MIP-TV.)

Worldvision Enterprises not only is returning this year but has arranged for a second screening booth to accommodate the largest number of network prime-time series it has ever taken to the MIP-TV: six-and-a-half hours worth.

In addition to an inventory ranging from the nine-and-a-half hour miniseries, *Holocaust* (which premiered on NBC-TV April 16), to movies, Worldvision will be offering *Little House on the Prairie* (said to have played already in 70 markets), *Eight is Enough*, *Love Boat*, *Young Pioneers*, *Project UFO*, *Dallas* and the half-hour *Sam*.

Viacom, also no stranger to the MIP-TV, will set up formal shop with screenings for the first time, having rented the office of Bernard Chevry, the international trade fair promoter who established MIP-TV 14 years ago (and earlier this year was named a Chevalier of the Legion of Honor by the French government).

Viacom’s inventory amounts to some 150-160 series, 40 specials and 250 feature films, Mr. Kane estimated. Aside from Quinn Martin action series, movies and the such perennial favorites as *Perry Mason*, Viacom will be screening the pilots for two new syndicated properties: *Please Stand By* and *The Love Experts*.

Viacom also handles the *Mary Tyler Moore Show* which Mr. Kane said is its most successful situation comedy abroad, airing in such places as Latin America,

Dertel-Tag Associates  
 Dic-Stand'Art  
 Films Christiane Kieffer (Les)  
 Films Jean Image  
 Films Michel Haye  
 Films Robert Beauchamp  
 France Image  
 FR 3  
 Gaumont  
 Gaumont International  
 Hamster Films  
 Institut National de l'Audiovisuel  
 Interama  
 Inter-Cine TV  
 Interfilms-Synchro Mondial  
 International Productions Associates.  
 I.P.A.  
 International TV Distribution  
 Jean-Paul Blondeau Production  
 Kodak-Pathé  
 Laboratoires Cinematographiques C.T.M.  
 Laboratoires VITFER  
 Les Valleees  
 Marianne Productions S.A.  
 Marubeni France  
 MCA TV  
 Ministere des Affaires Etrangeres  
 Ministere de la Culture et de l'Environnement  
 Ministere de l'Industrie, du Commerce et de l'Artisanat  
 Mithra Films S.A.  
 M.P.E.A.A.  
 New Zealand Embassy  
 Neyrac Films  
 O.A.I., Office Artistique International  
 O.C.C.T., Office Central Cinema Television  
 Office National du Film du Canada  
 Off-Line (Channel Islands)  
 Olympia  
 Panoceanic Films  
 Paris Show Vision  
 Pictural Films  
 Platteforme 2000  
 Procidis  
 Productions de la Gueville

Provideo Color  
 See  
 Seuil Audiovisuel  
 Societe Francaise de Production  
 Societe Francois Bogard  
 Societe Industrielle de Joinville/Tirage 16  
 Societe Nouvelle de Doublage  
 Societe Nouvelle Pathe Cinema  
 Societe Radio Canada, S.R.C.  
 Societe S.T.A.R.T.  
 Sofi  
 SOFIRAD  
 SOFRATEV  
 Son et Lumiere  
 Suchanek Jules  
 Sygma Cinema et Television  
 Syndicat National de la Videocommunication  
 Technisonor  
 Telecip  
 Telediffusion de France  
 Tele-Hachette  
 Telepresse  
 Teleproductions Bartoli  
 Television Cinema Radio, T.C.R.  
 Television Sovietique  
 TF 1  
 TV Globo Ltda  
 Twentieth Century Fox  
 Unesco  
 Unifrance  
 Vauban Productions  
 Video Centre International  
 Videocolor  
 Video Films in Paris  
 Warner Bros  
 Worldvision Enterprises Inc.  
**German Democratic Republic**  
 Defa Aussenhandel  
 Television de la R.D.A.  
**German Federal Republic**  
 Agentur fur Urhebernebenrechte GmbH  
 A.R.D.  
 Bavaria Atelier  
 Bayerischer Rundfunk

Berliner Werbefunk  
 Beta Films  
 Cine Aktuell  
 Degeto Films  
 Deutscher Sportverlag Marken Verlag  
 European Television Corporation  
 KS-TV  
 LBA Associates  
 Manfred Durniok Production  
 Neue Filmproduktion GmbH & Co. KG  
 Norddeutscher Rundfunk  
 Norddeutsches Werbefernsehen  
 Pegasus/Film Sergio Gambaroff  
 Polygram GmbH  
 Polytel International  
 R.M. Productions  
 Rundfunk Werbung  
 Saarländischer Rundfunk  
 Sender Freies Berlin  
 STAR—PEL Merchandising  
 Suddeutscher Rundfunk  
 Telecom  
 Telefilm Saar GmbH  
 Tele-Munchen  
 Telepool  
 Transtel  
 UFA-ATB Ton & Bild Kg  
 Wagner-Hallig Film GmbH  
 Werbefernsehen  
 Werbung im Rundfunk  
 Westdeutsches Werbefernsehen  
 W.K. Productions  
 Worldvision Enterprises  
 Zweites Deutsches Fernsehen, Z.D.F.  
**Greece**  
 Apollo Television International  
 Elliniki Radiophonia-Tileorasis, E.R.T.  
 Enomenoi Kallitennes  
 Hellas Television International  
 Hellenic Armed Forces & TV Services  
 John J. Triantafyllis TV-Film International  
 Leon V. Jacoel  
**Hong Kong**  
 Commercial Television

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Southeast Asia, Canada, Brazil and to some extent Europe.

Mr. Kane admitted that sitcoms generally need a hard sell, except perhaps in Canada and are "hardly salable in Japan." In the case of game show, the \$25,000 *Pyramid*, for example, Mr. Kane will sell format rights and earlier this month he was trying to put together such a deal for Germany.

Viacom also will be at the MIP-TV to look at product, for possible coproduction and packaging and for play on its Showtime pay cable service in the U.S.

MCA TV's list runs through the likes of *Baretta*, *Kojak*, *Six Million Dollar Man*, *Bionic Woman*, *Rockford Files*, *Quincy*, *Best Sellers*, *Emergency* and *Operation Petticoat* ("We could go on and on," Mr. Franklin remarked).

Mr. Franklin is especially high on the prospects for the three new Operation Prime Time II projects—two-hour episodes each of John Jakes's *The Bastard*, Irwin Shaw's *Evening in Byzantium* and Howard Fast's *The Immigrants*. Based on the track records of *Rich Man*, *Poor Man*, the OPT I *Testimony of Two Men* and other programs, Mr. Franklin is expecting substantial sales.

As for programming trends, Mr. Franklin said that the "abiding interest" continues in westerns and that drama, action and police stories still do well although foreign markets are "a little more shy about violence." Following an increased U.S. demand, Mr. Franklin claimed there

is more interest abroad in science fiction. In that category Mr. Franklin has a pilot for *Buck Rogers*, a possible series on NBC-TV next fall, and *Galactica*, a made-for-TV movie for ABC-TV.

Indicative of the continuing interest in westerns is MGM's sales of *How The West Was Won*, which is presently in 60-70 foreign markets, according to John Spires, vice president for international sales. Aside from the episodes already available, Mr. Spires said ABC-TV has ordered another 22 one-hour episodes of the series. He was waiting for the word on new production for *Lucan* and *Chips*.

Two old shows from MGM that have "done remarkably well," according to Mr. Spires, are *Hondo* (15 episodes) and *Maya* (17 episodes), the latter ordered for its third rerun in Brazil, for example. Mr. Spires said they are in demand because of their emphasis on animals and "neutral background."

With *Charlie's Angels*, *Starsky and Hutch* and *Family* sold in all of the major territories, according to Klaus Lehmann, Metromedia Producers Corp.'s vice president for international sales, the company is looking toward *Fantasy Island* which he expects will be "bigger than any of them." There are 12 episodes from this season and Mr. Lehmann said ABC-TV has ordered another 22 for next season.

Mr. Lehmann said that *Fantasy* doesn't have the competition of say, police-show types since there aren't shows like it, and with a story line and characters changing

each week, he said that "allows a tremendous amount of leeway."

Although Mr. Lehmann said that MPC is "continuing to have a super season," he claimed that U.S. programming is "no longer the only game in town" and "no longer in the driver's seat" as production capabilities increase abroad.

One country frequently mentioned as difficult to sell is Japan. According to Viacom's Mr. Kane, it "produces 95% of what's seen" on its airwaves. "We are competing with the rest of the world for that 5%." Also referring to Japan in particular, MGM's Mr. Spires said that "the international market is not the bed of roses everybody thinks it is."

The trend Paramount's Mr. Gordon stressed is that the "miniseries has become a major item." As for both the six-and-a-half hour *Moneychangers* and the 12-hour *Washington: Behind Closed Doors*, Mr. Gordon said that "we underestimated their tremendous success." He added that Paramount also was able to get "enormous prices."

(The upcoming network season, however, Mr. Gordon said, doesn't look as if it will have as many miniseries as the last.)

The consecutive-night miniseries from the U.S. also influenced foreign viewing habits, he continued. In the case of Japan, where he said there are generally no pre-emptions, *Moneychangers* was bought and the government NHK system wanted to play it over six weeks. Paramount objected, Mr. Gordon explained,

Rediffusion Television  
Television Broadcasts  
**Hungary**  
Hungarofilm  
Television Hongroise/Magyar Television  
**Iran**  
N.I.R.T.  
**Iraq**  
Press Television Company  
**Ireland**  
National Film Studios of Ireland  
Radio Telefis Eireann  
Ulster Television Ltd.  
**Israel**  
Cinema Department  
Instructional TV Centre  
Israel Broadcasting Authority  
Zerwanitzer Prod  
**Italy**  
Bozzetto Bruno  
Cam Spa  
Intercartoon Rever  
Italfilmexport s.r.l.  
Italtelevision  
I.T.C. Italiana  
J.B. Communications  
John Raphael King's Spa/4 Cavalli Cinematographica  
M.P.E.A.A.  
Pegaso Film Centre  
Radiotelevisione Italiana, R.A.I.  
Societa per Azioni Commerciale  
Iniziativa Spettacolo, S.A.C.I.S.  
Stemax Film  
Technofilm S.P.A.  
Telcinex Establishment  
Tele-Union International  
Titanus Distribuzione S.p.a.  
United Artists  
Viacom  
**Japan**  
Interlingual Television  
NHK International  
Nippon Animation  
Nippon A.V. Productions

Nippon Television Network  
Orient Film Associates  
Tatsunoko Production  
Tokyo Movie Shinsa  
Viacom  
**Kenya**  
Voice of Kenya  
**Kuwait**  
Educational & Recreational Resources  
Kuwait Television  
Ministry of Information  
Rawafid Commercial Establishment  
Technical Cooperation  
**Lebanon**  
Compagnie Libanaise de Television  
MCATV  
Tele Pictures Promoters (International)  
**Libya**  
Libyan Jamaheriya Broadcasting  
**Luxemburg**  
Radio Television Luxembourg  
**Malaysia**  
TV Malaysia  
**Monaco**  
Television Monte Carlo  
**Mexico**  
Candiani Dubbing Co.  
TV Canal 13  
**Morocco**  
TV Maroc  
**Netherlands**  
Avro TV  
Bonded Services International B.V.  
Chanowski Productions B.V.  
CIC Television  
K.R.O. TV  
Kortekaas Merchandising  
Max Appelboom Producties B.V.  
Movies Films Productions  
N.C.R.V. TV  
Netherlands Information Services  
N.O.S. Nederlandse Omroep Stichting  
Polyscope  
Tele-Series International N.V.

Vara Television  
Veronica Omroep Organisatie  
V.O.O. TV  
V.P.R.O. TV  
**Netherlands Antillas**  
Tele-Series International  
**New Zealand**  
Aardvark Films  
Endeavour TV Productions  
Gibson Film Productions  
New Zealand Motion Picture Marketing  
New Zealand National Film Unit  
Nimrod Film Productions  
Pacific Film Production  
Television One  
Tony William Production  
Vid Com  
**Nigeria**  
Nigerian TV, ABA  
Nigerian TV, Ibadan  
Nigerian TV, Jos  
Nigerian TV, Kaduna  
Nigerian TV, Kano  
Nigerian TV, Lagos  
Nigerian TV, Sokoto  
**Norway**  
Norsk Rikskringkasting, NRK  
**Poland**  
Film Polski  
Poltel  
Radiodiffusion Television Polonaise  
**Portugal**  
Meriberica-Editorial e Comercializacao de Direitos Ltd.  
Radio Television Portugaise  
**Puerto Rico**  
Comunicaciones & WKMB  
International Quality Dubbing  
**Rumania**  
Romania Films  
**Saudi Arabia**  
Saudi Arabian Television  
**Singapore**  
Radio Television Singapore

claiming that if spread out, the "whole thread would be lost." As a result, NHK will be airing it on consecutive nights, May 5 and 6, he said.

In the case of *Washington Behind Closed Doors*, Mr. Gordon said that "everybody underestimated the interest of foreign countries to look into Washington." Despite initial rejections from Korea (because of the "Koreagate" scandal) and from Japan (because of the programs' mention of the Japan/Lockheed scandal within the show), Mr. Gordon said, "each came over."

This year's list of new programming that Paramount is bringing to the MIP-TV ranges from *Szyszyk* to *Julie Farr M.D.*, a series based on the three *Having Babies* made-for-TV movies Paramount handled for ABC-TV.

Twentieth Century-Fox will be at the MIP-TV with four series pilots that could make it to the networks' next season: *Mother, Jugs and Speed*, *Billy Liar* (both half hours) and *The W.E.B.* and *The Paper Chase* (both hours). Then there's *Husbands*, *Wives and Lovers*, *The Olympiad*, *That's Hollywood* (now up to 31 markets after being picked up by Spain) and the consistently successful *M\*A\*S\*H* (54 markets), among others.

One Fox show that is in an "extraordinarily good" 60 markets in reruns, Mr. Harper said, is *Peyton Place* which has 540 episodes. On the talk show front, *Dinah!* can be watched in such places as Canada, New Zealand, Australia, Hong Kong and

Brunel (Borneo).

The success of *Roots*, which broke new ground in mass audience when it aired on ABC-TV in January 1977, wasn't limited to the U.S., according to Charles McGregor, president of Warner Bros. Television Distribution. "It repeated itself all over the world," he said, adding that it was sold in more than 35 markets and in Australia, for one, it is the top-rated program ever.

Mr. McGregor said he already has sold 12-15 hours of *Roots II* to Canada, Japan, Australia, the United Kingdom and West Germany for 1979 play. Other Warner products available at the MIP-TV include another miniseries, *The Awakening Land*, and series, the *Waltons* and *Wonder Woman*, among others.

While a good deal of Time-Life Television's attention is on *The Africans*, six one-hour shows co-produced by Time-Life with Nine Network of Australia in association with Meredith Broadcasting (see story, page 70), Time-Life also will have its *Wild Wild World of Animals*. That already has been sold in 30-40 markets ranging from Japan to Bahrain to Kuala Lumpur, according to Wynn Nathan, vice president for worldwide syndication.

Time-Life also will be offering *World War II: A Soldier's Diary (A.G.I. Diary)* in the U.S. but changed so there will be no confusion abroad), *On Our Own*, and the pilots for *People* and *Tom and Joanne*.

Time-Life also has announced an ex-

pansion of its international operations beyond its principal activity as the BBC's exclusive distributor in Latin America. Special meetings are planned at the MIP-TV to discuss new domestic productions, international co-productions, newly acquired films and properties of David Susskind, the company's senior executive producer. Among them is a planned miniseries based on John Dean's "Blind Ambition."

Among those that will be new to the MIP-TV this year is Norman Lear's TAT/Tandem Syndication, with 1,300 situation-comedy half-hours available. The range is from *Sanford and Son* to *Mary Hartman, Mary Hartman* (Viacom distributes *All in the Family* internationally.)

It's no secret to syndication division President Robin French that sitcoms are generally far from a hot form abroad. However, he said: "We're going to see if we can change that." He added: "There are situation comedies and there are situation comedies." Currently Mr. French said the most international sales of Lear shows with TAT/Tandem rights are for *Sanford and Son* in about a half-dozen market countries including Canada, Australia and Holland.

As to whether he may have to go the rewrite route that Fox did for *M\*A\*S\*H*, (hiring writers to tailor the humor abroad) Mr. French claimed that is among the primary reasons the company is going to Cannes. "That's what we are going to find out."

#### South Africa

Paul Middleton Conservation Program  
South African Broadcasting Corp., S.A.B.C.

#### South Korea

Korean Broadcasting System, K.B.S.  
Munhwa Television and Radio  
Tong Yang Broadcasting daily News

#### Spain

BRB Merchandising Internacional S.I.  
Radiotelevision Espanola  
Romagosa  
Videogramma s.a.

#### Swaziland

Swaziland TV Broadcasting

#### Sweden

Nordartel  
Rosenberg Filmbyra AB  
Sveriges Radio  
Swedish Film Institute

#### Switzerland

Artel Film  
Distribution Intercontinentale de Films  
Fidelity Services SA  
The Film Company  
Jacaranda Film  
Pollvideo  
Radio Television Suisse Alemanique,  
S.R.G.

Radio Television Suisse Romande  
Tabex-Intercom S.A.  
Television Suisse Italienne, R.T.S.I.  
Viacom S.A.  
Video Films

#### Thailand

Bangkok Entertainment Co.  
Intel Co. Limited

#### Togo

Television Togolaise

#### Tunisia

Radio Television Tunisienne, R.T.T.

#### Turkey

Umit Atay and Company

#### United Arab Emirates

#### Dubai Radio & Colour TV

#### United Kingdom

Ambro Distributing Corporation  
Anglia Television Group  
Anthony Morris  
Arts Council of Great Britain  
A.Z. Productions  
BBC Enterprises  
BBC Television  
Border Television  
British Film Producers Association  
Chatsworth Film Distributors  
CIC Television  
Clover AG International Film & Television  
Colour Film Services  
Cori Films  
Dandelion Film  
Emi Films Distribution Overseas  
Film and Television Marketing Services  
Filmverhuurkantoor Dedam  
Global Television Services  
Grampian Television  
Granada Television  
HTV  
I.D. Television  
Independent Television News  
Intercinevision  
I.T.C. Entertainment  
KTV Films  
Lane Blackwell  
London Film Production  
London Television Service  
London Weekend  
MCA TV  
Motion Picture Marketing  
The Moving Picture Company  
National Telefilm Associates  
Office National du Film du Canada  
Onamass TV  
Open University Educational Enterprises  
O.U.E.E.D.  
Paramount

#### PHI Television

Polytel  
Rank Video Center  
Richard Price Television Associates  
Robert Stigwood Organization  
Romulus Films  
Scottish Television  
Southstar International Television  
Talbot Television  
Television International  
Thames International  
Thames Television  
Trans Atlantic Film Production and Dist.  
Transworld International  
Trident Anglia  
Trident Television  
Twentieth Century Fox Film Company  
Tyne Tees  
UPITN Corporation  
Viacom International  
Video Arts  
Videomarketing  
Viscotel International  
Visnews  
Westward Television  
William Morris Agency  
Windsor Communications  
Worldfair Communications  
Yorkshire Television  
**U.S.S.R.**  
Comite D'etat du Conseil des Ministres  
Pour TV & Radio  
**Venezuela**  
Consejo Nacional de la Cultura  
Proyecciones Orinoco  
**Yugoslavia**  
Yugoslav Television Radio Beograd  
Yugoslav Television Radio Ljubljana  
Yugoslav Television Radio Zagreb  
Yugoslavia Film  
**Zaire**  
Tele-Zaire

## North American line-up

The following is a list of U.S. and Canadian firms that will be joining in on the festival that runs the gamut of programming from NHK International's (Japan) specials on post-Mao China to CST-Telexport's (Czechoslovakia) children's series. Those that have booths at the Palais des Festivals are indicated by the number of the booth; others can be reached of various hotels. New shows are indicated by an asterisk (\*).

### ABC Sports **Carlton**

1330 Ave of the Americas, New York 10019  
*Product:* Special International Edition: Wide World of Sports (26), World Sportsmen Series (26), U.S. Open Golf, Hubert Green, Toller Cranston, Daytona 500, Indianapolis 500, Atlanta 500, World Series of Auto Racing, International Amateur Boxing, NCAA Football, Sugar Bowl, Liberty Bowl, Gator Bowl, Kentucky Derby, Preakness Stakes, Professional Bowlers Tour, Major League Monday Night Baseball, 1978 Playoffs, 1978 All Star Game, 1979 World Series.

*Personnel:* Peter Dimmock.

### Air Time **022**

919 Third Avenue, New York  
*Product:* Unknown War. *Personnel:* Fred Weiner, Al Sussman, Alan Zoretsky.

### Alan Enterprises **Majestic**

26170 Pacific Coast Highway, Malibu, Calif. 90265

*Product:* 25 features, Felix the Cat (260), The Mighty Hercules (130).

*Personnel:* Alan Gleitsman, Sherri Rescheau.

### American International Television **B483**

9033 Wilshire Boulevard, Beverly Hills, Calif. 90211

*Product:* Feature packages: Winning Hand (33), World of Macabre (8), Ghoul-A-Rama (16), Fantastic Sci-Fi Theater (14), New Science Fiction (13), Amazing Sci-Fi I (17), Amazing Sci-Fi III (27), Young Adult Theater (26), Films of the '70's (26), Star Time (17), Children's Show Time (6), Hollywood Book of Fables (7), Top Secret Adventures (5), New Color Adventure (31), Strong Men of the World (23), Adventure I (9), AIP I (26), Selma Films (42), AIP-Selma Sci-Fi and Horror (31), Sinbad Jr. cartoons (130), Prince Planet (52), Comback (26)\*. *Personnel:* Hal Brown.

### ARP Films **Martinez**

342 Madison Avenue, New York 10017

*Product:* Spiderman (52), Captain America (13), Sub-Mariner (13), The Hulk (13), Mighty Thor (13), Iron Man (13), Rocket Robin Hood (52), Max The 2,000 Year Old Mouse (104), Strange Paradise (195), Brothers Grimm Fairytales (two 90-minute specials).

### Canadian Broadcasting Corp. **TBA**

Box 500, Station "A", Toronto, M5W 1E6

### Lynne Carter Co. **TBA**

9301 Wilshire Boulevard, Beverly Hills, Calif. 90210.

### Claster TV Productions **Eden Roc**

660 Kenilworth Drive, Towson, Md. 21204

*Personnel:* John Claster, Steven Hassenfeld.

### Films Inc. **Moulin de Mougén**

1144 Wilmette Avenue, Wilmette, Ill. 60091

*Personnel:* Charles Benton.

### Filmtel **Grand**

71 Vanderbilt Avenue, New York

*Personnel:* Peter Peich, Charles Hayden.

### Filmways International **A335**

1800 Century Park East, Los Angeles 90067

*Product:* King\*, Second City Revenue (52)\*, Seventh Sense (26)\*, Big Hawaii\*, David Steinberg Show (25), Apollo Presents (2), Mike Douglas Show (129), Peter Marshall Variety Show (19), Coral Jungle (8), Call It Macaroni (24), Celebrity Concert specials (12), Norman Corwin Presents (26), Adventures of Gumbly (130), Creedence Clearwater Revival music special (1), Ralph Story Special (1), Flowers from Horseback (1), Six American Families (6), Green Acres (170), Mr. Ed (143), Debbie Reynolds Show (27), Adventure in High Grass (26), Bear Cats. *Personnel:* Edward Cooper, Merrill Heatter, Robert Quigley.

### Four Star International **Majestic**

400 South Beverly Drive, Beverly Hills, Calif. 90212

*Product:* Monty Nash, The Big Valley, Wanted: Dead or Alive, Towards the Year 2000, Ferrante & Teicher, Rocky Marciaho, Target the Impossible, Tahse musical Specials, Conquest of the Sea, Australia For the Fun of It, New Zealand For the Fun of It, Will Rogers' U.S.A., Wonderful World of Magic, The Lohman and Barkley Show, Nixon: Checkers to Watergate, San Francisco Serendipity Singers Special, 20 Years of Rock & Roll, The Three Misfits, Alice Cooper & Friends. *Personnel:* David Lafollette.

### Sandy Frank Film Syndication **TBA**

635 Madison Avenue, New York 10022

*Personnel:* Sandy Frank.

### Fremantle International/Talbot TV **3196-3202**

555 Madison Avenue, New York 10022

*Product:* Adventures of Black Beauty (52), Swiss Family Robinson (26), Woobinda: Animal Doctor, Who's Afraid of Opera, The New Candid Camera, Witness to Yesterday, Classics Dark and Dangerous, Western Civilization Majesty and Madness, Galloping Gourmet, Take Kerr, It's Fun To Be Fooled, Romper Room, Kidsworld, Diana (15), Hopalong Cassidy, The Cisco Kid, Goodson-Todman game shows (Britain and Europe); Ryan's Hope, As the World Turns, The Racers. Features: Bridge of Adam Rush, Secret Life of T. K. Dearing, Cosmic Awareness of Duffy Moon, Me and Dad's New Wife, Rookie of the Year, It Must Be Love, P.J. and the President's Son, Big Henry and the Polka Dot Kid, Luke Was There, Follow the North Star, Blind Sunday, Fawn Story, Mighty Moose and the Quarterback Kid, My Mom's Having a Baby, Snowbound, Michel's Mixed-Up Bird, It's a Brand New World, The Horrible Honchos, Hewitt's Just Different, A Piece of Cake. Specials: Really

Rosie, Free To Be... You and Me, Tiny Tree, National Geographic Specials. *Personnel:* Paul Talbot, David Champtaloup, Russ Becker, Tony Gruner.

### Gold Key International **B393**

855 North Cahuenga Boulevard, Hollywood 90038.

*Product:* Once Upon a Brothers Grimm\*, The Alpha Chronicles (15)\*, The Walt Wagner Show\*, Rainbow Outdoor Adventures (4)\*, Pinocchio, Scream Theatre (14), Awards Theatre (75), Abbott and Costello cartoons (39), In the Attic, Dick Tracy features (4) and serials (4). *Personnel:* Jerry Kurtz, Ben Barry, Bill Cooke.

### Marvin Goodman Associates **Majestic**

40 East 62d Street, New York 10021

*Product:* Specials: The Bette Midler Special, Doug Henning's World of Magic Specials, Gladys Knight and the Pips, The Jerry Lewis Show, The Neil Sedaka Show, Raquel Welch—Live From Lake Tahoe, Gunther Gebel-Williams: Lord of the Ring, 4th International Monté Carlo Circus Festival, The David Soul Special, The Ringling Brothers Barnum & Bailey Circus (4), Lou Rawls on Ice, Nashville Remembers Elvis, 50 Years of Country Music, The American Music Awards, Wayne Newton At Sea World, The Johnny Cash Christmas Special, 25th Anniversary of the American Bandstand, The Good Ol' Days, The Cleo Laine Special, "Chicago"—Meanwhile Back at the Ranch, The Original Rompin Stompin All Star Jazz Show, The Alice Cooper Special—"Welcome to My Nightmare," The Magic Circus Specials. Series: The Best of Sammy Davis Jr. (39), The Magic of Mark Wilson (24), In Concert (26), The Best of Ernie Kovacs (10), The Dolly Parton Show (23), Pop! Goes the Country (52), Felix the Cat (260), The Mighty Hercules (130), Gigantor (52), Mack and Myer (200), Joey. Documentaries and sports: The Search of Zubin Mehta, The Predators, The Man Who Loved Bears, Lipchitz, Harry Partch: The Dreamer That Remains, Matches From the North American Soccer League, International Basketball: USA vs. USSR and U.S.A. vs. Cuba. Films: Mission Batangas, War and Peace, Slaves, The Courage of Black Beauty, Black Beauty, Negatives, Crazy Quilt, The Castle, The Balcony, Luck of Ginger Coffey, The Outlaw, Night of the Living Dead, I, Mobster, The Flame and the Fire, Four Desperate Men. *Personnel:* Marvin Goodman.

### Group W **Carlton**

90 Park Avenue, New York 10016

*Product:* Call It Macaroni, The Coral Jungle, The Mike Douglas Show, The Peter Marshall Show, The Apollo Presents, Flowers From Horseback.

*Personnel:* Edward Cooper.

### Alfred Haber, P.A. **C 050**

321 Commercial Avenue, Palisades Park, N.J. 07650

*Product:* Frank Sinatra & Friends\*, Circus of the Stars I and II\*, Perry Como .... Music from Hollywood\*, Perry Como .... Easter by the Sea\*, People's Command Performance I and II\*, All Star Tribute to John Wayne\*, All Star Tribute to Elizabeth Taylor\*, Disco Magic (27)\*, Glen Campbell Music Hour (6)\*, Kimberly Jimi\*, Rockin' In the U.S.A.\*, 20th Anniversary of Rock

& Roll\*, Charley Pride in Concert\*, Charlie Rich in Concert\*, Anne Murray in Concert\*, Helen Reddy In Concert\*, The Other Broadway (5)\*, Festival\*, 75th Anniversary of General Electric\*, All-American Girl\*, Hollywood Salutes the World Series\*, Lady Love In: Night and Day\*. *Personnel:* Alfred Haber, Martha Strauss, Russell Kagan.

**King Features** **Carlton**  
 235 East 45th Street, New York 10017.  
*Product:* Popeye (220), Kool McCool (20), Beetle Bailey (50), Krazy Kat (50), Barney Google (50), Snuffy Smith (50), Beatles (39), Flash Gordon (40), TV Time Capsules (2,000). *Personnel:* Sam Gang.

**Lexington Broadcast Services** **Carlton**  
 800 Third Avenue, New York 10022  
*Product:* Sha-Na-Na (50), Hot Fudge (50), Hee Haw Honeys (24).  
*Personnel:* Roger Lefkon, Henery Siegel, Heather Regan.

**MCA-TV** **Majestic**  
 445 Park Avenue, New York 10022  
*Product:* Operation Prime-Time II\*, The Incredible Hulk\*, The Centennial\*, Richie Brockleman\*, Buck Rogers\*, Marvel Super Heroes\*, Testimony of Two Men (6), American Flyer (1), Bionic Woman (future release), Best Sellers (30), Rich Man, Poor Man Book 1 (12), Six Million Dollar Man (future release), Universal Star-Spangled 33 films (33), Emergency (148), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling's Night Gallery (97), Bold Ones (98), Name of the Game (76), It Takes a Thief (65), Universal film packages (706), Horror Great films (77), Abbott and Costello films (29), Comedy Festival films I (26), and II (26), Western Roundup films (26), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run for Your Life (85), Suspense Theatre (53), Munsters (70), Jack Benny Show (104), Leave It to Beaver (234), McHale's Navy (138).  
*Personnel:* Roger Cordjohn, Claude Perrier, Karl deVogt, Franz Elmendorff, Iffan Hamaoui, Tim Vignoles, Ralph Franklin.

**Medlavision** **387**  
 1709 Bloor Street West, Toronto  
*Product:* Behind the Scenes with Jonathan Winters (47), Friends of Man narrated by Glenn Ford (45), Fabulous Talking Time Machine (52), Professor Moffett's Science Workshop (26), An Element of the Unknown: The Sea narrated by Leonard Nimoy (one-hour special), Magical Mountain: Java narrated by Noel Harrison (one-hour special), Talk of the Devil (one-hour special), Invisible Influence (one-hour special).  
*Personnel:* Jo Ellen Frostad, Wyn Macken.

**Metromedia Producers** **Carlton**  
 485 Lexington Avenue, New York 10017  
*Product:* Charlie's Angels, Family, Starsky and Hutch, My Favorite Martian, Movin' On, Lions of Serengetti, Baboon of Gombi, Wild Dogs of Africa, Cousteau's Odessey, Donna Fargo, Movies of the Week. *Personnel:* Sue Bender, Klaus Lehmann.

**MGM-TV** **TBA**  
 10202 West Washington Boulevard, Culver City, Calif. 90230  
*Product:* CHIPS, Lucan, How the West Was Won. *Personnel:* John Spires.

**Office de Radio-Telediffusion du Quebec (Radio-Quebec)** **TBA**  
 1000 Rue Fullum, Montreal

**Office National du Film du Canada** **TBA**  
 Box 6100, Station A, Montreal

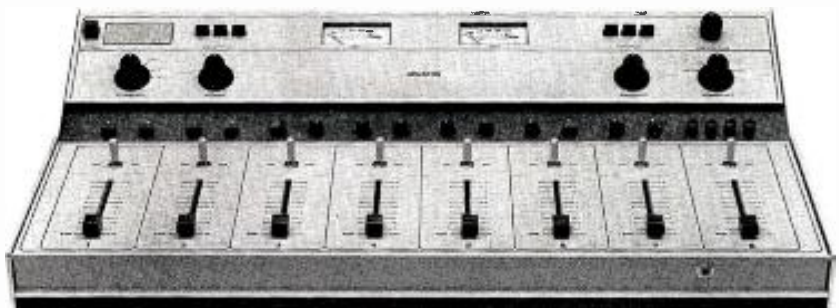
**Ontario Distribution Co.** **Basement O**  
 900 Bay Street, Toronto  
*Product:* TV specials, shorts. *Personnel:* Bruce Raymond, Ralph Ellis, Max Engel, Mitch Woolrich, Ron Hastings, Peter Skinner.

**Paramount Television** **Majestic**  
 One Gulf and Western Plaza, New York 10023.  
*Product:* Julie Farr MD\*, Mulligan Stew\*, Serpico\*, Ted Knight Show\*, Szysznyk (15)\*, Jacksons (12)\*, Hansel and Gretel\*, Supersunt\*, Dog and Cat, Westside Medical, Future Cop, Brady Bunch Musical Specials, Chopper Squad, Blansky's Beauties, Busting Loose, Trick and Treat (130), Jr. All Stars (50), Serpico (15), Mission Impossible (168), Star Trek (79), Love American Style (102), Mannix (193), Magician (21), Immortal (15), Petrocelli (44), Longstreet (23), Kate McShane (10), Barbary Coast (13), Love Story (12), Coronet Blue (13), Untouchables (118), Desilu Playhouse (47), Young Lawyers (24), Shane (17), Spyforce (42), Archer (6), Defenders (132), Fair Exchange (15), Doctors and Nurses (30), Nurses (68), Happy Days (115), Laverne and Shirley (62), Brady Bunch (117), Odd Couple (114), Paper Moon (13), Lucy Show (160), Me and the Chimp (13), Cop and the Kid (13), Funny Face

(13), Sandy Duncan Show (13), Barefoot in the Park (12), Star Trek animation (23), Odd Couple animation (16), Brady Kids (22), I Am Joe's ... (4), Harrigan and Son (34), Vacation Playhouse (11), Texan (80), Fair Exchange (13), Glynis (13), Guestward Ho (38). *Personnel:* Bruce Gordon, Patrick Stanbaugh, Jean Pullen, Peter Cary, Malcolm Vaughn, George Mooratoff, Ramon Perex, Malcolm Orame.

**John Pearson International** **TBA**  
 9477 Brighton Way, Beverly Hills, Calif. 90210  
*Product:* Count Basie at the Hollywood Palladium\*, Lucille Ball Special no. 6\*, Lucille Ball's 25th Anniversary\*, Your Choice for the Oscars\*, First 100 Years of Recorded Music\*, Happy Birthday Las Vegas\*, TeleVisa Musical Specials\*, Alan: A Tribute to Elvis\*, Marlo and the Magic Movie Machine\*, Dominigo\*, Young At Heart\*, Bloomin' Human\*, Johnny Cash Specials\*, The World's Largest Country Music Special\*, Meeting of Minds\*, Gone In 60 Seconds\*, Cinddex\*, That Girl (136), Captain and Tennille (19), Johnny Otis Fabulous Oldies Super Show (26), All's Fair (24), Doris Day Show (128), Here's Lucy (144), Insight (60), Andy Williams Show (26), Wolfman Jack Show (26), Little House on the Prairie animation (26), Animation Wonderland (18), Lone Ranger cartoons (26), Mini-musical cartoons (14), Dan Curtis Dramatic Movies (8), feature films (6), Auto Racing (15), Portrait of Surfing (1), Rodeo Cowboy (1), Iron Men—Steel Machines (1), Roller Super Stars (26), Salute to Baseball (1), Twilight Cheat (1),

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**Productel** TBA  
2055 Rue Peel, Montreal  
**Personnel:** Jean-Claude Tremblay, Francoise Bukovich.

**Societe Radio Canada** TBA  
1400 Est-Boulevard Dorchester, Montreal H3C 3A8

**D.L. Taffner Ltd.** Carlton  
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J.D. Williamson

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**Taft H-B International/Hanna-Barbara Martinez and Majestic**  
Essex House, 160 Central Park South, New York 10022

**Product:** Captain Caveman (24), CB Bears (13), Hey It's the King (13), Dynamutt (20), Scooby-Doo (24), Man From Atlantis (20), Happy Hour, Made for TV Movies—The Gathering, The Beasts Are Loose, Magnificent Hustle, variety series. **Personnel:** Willard Block (Martinez), Regina Dantes (Majestic), Stanley Moldow (Martinez), Bud Getzler (Carlton), Don Stapelton (Majestic).

**Tele Metropole** TBA  
1600 Est Boulevard de Maisonneuve, Montreal

**Television InterAmericana (S.A.)** TBA  
4547 Ponce de Leon Boulevard, Coral Gables, Fla. 33146

**Television Representatives** Carlton  
333 South Beverly Drive, Beverly Hills, Calif. 90212  
**Product:** Features, David Sheehan's Focus on Hollywood (35). **Personnel:** Herb Lazarus.

**Time-Life Television** A-125  
Time & Life Building, New York 10020  
**Product:** World War II: G.I. Diary (25), Wild, Wild World of Animals (129), The Africans (6). **Personnel:** William E. Miller, Michael N. Garin, Wynn Nathan.

**20th Century-Fox Television** A425  
10201 West Pico Boulevard, Los Angeles 90035  
**Product:** The Adventures of Mohamed Ali-animated (13), Animals, Animals, Animals (48), Barney (58), Baggy Pants and the Nit-Wits (16), Batman (120), Blue Light (17), Breakaway (6), Broken Arrow (72), Circus (52), Dobbie Gillis (147), Dr. Doolittle (17), Fantastic Voyage (17), Felony Squad (53), The Ghost & Mrs. Muir (50), Hardy Boys (17), Incredible World of Adventure (31), Journey to the Center of the Earth (17), Julia (86), Legend of Jesse James (31), The Loner (26), The Man Who Never Was (18), MASH (approx. 175), My Friend Flicka (39), Nanny and the Professor (54), Peyton Place (514), Return to Peyton Place, Room 222 (113), Numero Uno (13), Orso Welles Great Mysteries (26), Salty (20), Shari Show (24), That's Hollywood (50), Valentines Day (34), Adventures in Paradise (91), Brackens World (41), Bus Stop (25), Daniel Boone (165), Dinah (52 weeks, 60 & 90 minute versions), Five Fingers (16), Follow The Sun (30), Fortunes of Nigel (5), Hong Kong (26), Husband, Wives & Loveram (13), Jack The Ripper (6), James At 15/16 (22), Journey to the Unknown (17), Judd for the Defense (50), Lancer (51), Land of the Giants (51), Long Hot Summer (26), Lost In Space (83), Monroes (26), The Olympians (17), The Pathfinder (5), Starlost (16), Time Tunnel (30), 12 O'Clock High (78), Voyage to the Bottom of the Sea (110), Young Dan'l Boone (8), Life Goes to the Movies, W.E.B., Life Goes to War, Richard Rodgers; The Sound of His Music, Olympic Minutes. **Personnel:** Sy Salkowitz, Russ Barry, Richard Harper, William Saunders, Elie Wahba, Ray Lewis, Jerold Ross.

**United Artists International** Majestic  
729 7th Avenue, New York 10019

**Product:** Various film features. **Personnel:** Bart

Farber, Raut Lefkowitz, Peter Pausey, Mary Jane Fourniet, Leonello Torrosi, Jose Augustin.

**UPA Productions** Carlton  
4440 Lakeside Drive, Burbank, Calif. 91505  
**Personnel:** Henry Saperstein, Millard Segal.

**Viacom Enterprises** Majestic  
1211 Avenue of the Americas, New York 10036  
**Product:** All In The Family, All Star Anything Goes, American Lifestyle, Baby, I'm Back, Bert D'Angelo/Superstar, The Blue Knight, Car and Track, Dick Cavett Interviews, Don Kirschner's Rock Concert, Filmation series, Greatest Sports Legends, Hanna-Barbera series & specials, Hawaii Five-O, Hogan's Heroes, Land of the Lost, Love Experts, MTM series, Music Hall America, Please Stand By!, Quinn Martin series, Sixty Minutes, Terrytoons, Rankin-Bass cartoons, Wildlife in Crisis. **Specials:** Still at Large, Caught!, CBS News Public Affairs, Missiles of October, Street of the Flower Boxes, The Toothpaste Millionaire, Bound for Freedom, Poppa and Me, Little Bit Different, Winning is Everything, Gene Kelly: An American in Pasadena, Viacom features. **Personnel:** Henry A. Gillespie, Lawrence Gershman, Arthur Kane, Claus Hobe, Benigno Nosti, William Wells, Jiro Sugiyama.

**Warner Bros. Television Distribution** Majestic  
4000 Warner Boulevard, Burbank, Calif. 91522

**Product:** Roots I, The Phenomenon of Roots, Roots II-Roots, the Next Generation, The Wolper Specials of the 70's, The New Adventures of Wonder Woman, The Awakening Land, The Waltons, The FBI, The Streets of San Francisco, Code R, The Fitzpatricks, Harry O, Kung-Fu, Rafferty, Search, Tarzan, Super Friends, Rollergirls, A.E.S. Hudson Street, Chico and the Man, Welcome Back, Kotter, Alice, Another Day, Sugar Time, Superman, New Adventures of Batman, Fat Albert & the Cosby Kids, Tarzan, Lord of the Jungle, Shezam!, Batman/Superman/Aquaman, Lassie's Rescue Rangers, Marine Boy, Misson, Magic!, TV Funnies, Warner Bros. Cartoons, 26 International feature volumes. **Personnel:** Charles D. McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michele Lecourt, Christian Liverness.

**Worldvision Enterprises** A103  
660 Madison Avenue, New York 10021

**Product:** Little House On the Prairie, Eight Is Enough, The Love Boat, Thunder, Project UFO, Dallas, Sam, Young Pioneers, Is It Christ, Roberta Flack, Billy Paul and the Staple Singers, World of Hugh Hefner, World of Liberace, Rafael, Holocaust, Trial of Lee Harvey Oswald, AFI-Alice Fredericks Isaacs 10th Anniversary to the Greatest Films, AFI-Life Achievement Awards programs—Henry Fonda; Orson Welles; James Cagney; William Wyler, Betty Davis, PGA Golf Tournament, Halloween With the Adams Addams Family, ABC Pictures, Selznick Classics, Prime I-V, Andros Targets, Hunter, McLean Stevenson Show, Spencers Pilots, Water World, Wonders of the Wild, Rookies, Casper cartoons, Mod Squad, Invaders, Fugitive, Cowboy In Africa. **Personnel:** Colin Campbell, Bert Cohen, Michael Kiwe, Renee Wilson, Michael Alexander, Brian Rhys-Jones, Phillips and Roland Cousin, Max Hartman, Gene Moss.



# The Broadcasting Playlist Apr 17

## Contemporary


Last week	This week	Title □ Artist	Label
2	1	<i>Night Fever</i> □ Bee Gees	RSO
1	2	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
3	3	<i>Staying Alive</i> □ Bee Gees	RSO
4	4	<i>Emotion</i> □ Samantha Sang	Private Stock
6	5	<i>Lay Down Sally</i> □ Eric Clapton	RSO
5	6	<i>If I Can't Have You</i> □ Yvonne Elliman	RSO
8	7	<i>Jack and Jill</i> □ Raydio	Arista
9	8	<i>Dust in the Wind</i> □ Kansas	Kirshner
11	9	<i>Our Love</i> □ Natalie Cole	Capitol
10	10	<i>Ebony Eyes</i> □ Bob Welch	Capitol
13	11	<i>The Closer I Get to You</i> □ R. Flack/D. Hathaway	Atlantic
7	12	<i>Love is Thicker Than Water</i> □ Andy Gibb	RSO
20	13	<i>With a Little Luck</i> □ Wings	Capitol
37	14	<i>Flashlight</i> □ Parliament	Casablanca
14	15	<i>Running on Empty</i> □ Jackson Browne	Elektra/Asylum
16	16	<i>We'll Never Have to Say Goodbye</i> □ Dan & Coley	Atlantic
18	17	<i>Goodbye Girl</i> □ David Gates	Elektra
—	18	<i>Dance With Me</i> □ Peter Brown	DR-TK
26	19	<i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
19	20	<i>Sweet Talkin' Woman</i> □ Electric Light Orchestra	UA/Jet
12	21	<i>Just the Way You Are</i> □ Billy Joel	Columbia
23	22	<i>Count on Me</i> □ Jefferson Starship	Grunt/RCA
24	23	<i>More Than a Woman</i> □ Bee Gees	RSO
29	24	<i>Too Much ...</i> □ Mathis & Williams	Columbia
25	25	<i>Feels So Good</i> □ Chuck Mangione	A&M
32	26	<i>Movin' Out</i> □ Billy Joel	Columbia
15	27	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
34	28	<i>Werewolves of London</i> □ Warren Zevon	Asylum
30	29	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
27	30	<i>Disco Inferno</i> □ Trammps	Atlantic
35	31	<i>On Broadway</i> □ George Benson	Warner Bros.
28	32	<i>Thank You for Being a Friend</i> □ A. Gold	Asylum
43	33	<i>Shadow Dancing</i> □ Andy Gibb	RSO
38	34	<i>I Go Crazy</i> □ Paul Davis	Bang
36	35	<i>Dance Dance Dance</i> □ Chic	Atlantic
31	36	<i>Hot Legs</i> □ Rod Stewart	Warner Bros.
22	37	<i>Thunder Island</i> □ Jay Ferguson	Asylum
33	38	<i>Before My Heart Finds Out</i> □ Gene Cotton	Ariola
21	39	<i>Falling</i> □ LeBlanc & Carr	Big Tree/Atlantic
39	40	<i>More Than a Woman</i> □ Tavares	RSO
44	41	<i>Always and Forever</i> □ Heatwave	Epic
49	42	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
—	43	<i>Fooling Yourself</i> □ Styx	A&M
45	44	<i>Peg</i> □ Steely Dan	ABC
48	45	<i>This Time I'm in It for Love</i> □ Player	RSO
17	46	<i>Fantasy</i> □ Earth, Wind & Fire	Columbia
42	47	<i>Rock You/We are the Champions</i> □ Queen	Elektra
50	48	<i>Deacon Blues</i> □ Steely Dan	ABC
—	49	<i>You Belong to Me</i> □ Carly Simon	Elektra
47	50	<i>Happy Anniversary</i> □ Little River Band	Capitol

## Playback

**Lightning bolter.** Peter Brown's *Dance With Me* (DR-TK) bolts to 18 on "Playlist" its first week on the chart. "It's a disco hit," says Sonya Jones, music director, WABC(AM) New York, where the record came on at 13. Roxy Myzal, music director, WXLQ(FM) New York, says "it's a smash record ... the growth is phenomenal; sales have been jumping by leaps and bounds" The song is "more mass-appeal disco" than other disco records now being played, she says. **Carly's cooking.** Carly Simon makes a comeback on "Playlist" at 49 with her new single *You Belong to Me* (Elektra) drawn from the album *Boys in the Trees*. "It looks like it will be an across-the-board smash," says Rick Ryder of WFEA(AM) Manchester, N.H.; "I'm picking it to go all the way." When the song was added there last week, the response was "instant," he says. "It has an incredible hook ... very mass appeal." Dave Brown of WWDC-FM Washington says *You Belong* is "one of the best she's done in quite some time." The song, which falls somewhere between medium and up tempo, was written by Ms. Simon and Mike McDonald and was previously recorded by the Doobie Brothers. Her last single, *Nobody Does It Better*, made it to the top of "Playlist" in November. **Good and long.** Steely Dan, whose *Peg* has been on "Playlist" since January, charts another, *Deacon Blues*, at 48 this week. "It's a great record," says Roger Davis of WOW(AM) Omaha, "It deserves to be a hit." But, he says, "the length [about six minutes] may hold it back." R.J. Reynolds of WISM(AM) Madison, Wis., says the "lyrics are real good ... it's good sounding on the air." He agrees the length may pose a "potential problem. It's hard to program as often as you might like."

## Country

Last week	This week	Title □ Artist	Label
2	1	<i>Ready for the Times to Get Better</i> □ C. Gayle	U.A.
—	2	<i>It's All Wrong But It's All Right</i> □ D. Parton	RCA
6	3	<i>I Cheated on a Good Woman's Love</i> □ B. Craddock	Capitol
4	4	<i>Sweet Sweet Smile</i> □ Carpenters	A&M
5	5	<i>Hearts on Fire</i> □ Eddie Rabbitt	Elektra
14	6	<i>Every Time Two Fools Collide</i> □ Rogers & West	UA
19	7	<i>We Believe in Happy Endings</i> □ Johnny Rodriguez	Mercury
10	8	<i>Walk Right Back</i> □ Anne Murray	Capitol
8	9	<i>I've Got a Winner in You</i> □ Don Williams	ABC
—	10	<i>She Can Put Her Shoes ...</i> □ Johnny Duncan	Columbia
1	11	<i>Someone Loves You Honey</i> □ Charley Pride	RCA
3	12	<i>It Don't Feel Like Sinnin' to Me</i> □ The Kendalls	Ovation
7	13	<i>A Lover's Question</i> □ Jacky Ward	Mercury
22	14	<i>Starting All Over Again</i> □ Don Gibson	ABC
15	15	<i>I Would Like to See You Again</i> □ Johnny Cash	Columbia
—	16	<i>Always on a Mountain</i> □ Merle Haggard	MCA
—	17	<i>You're the Only Good Thing</i> □ Jim Reeves	RCA
23	18	<i>Don't Ever Say Goodbye</i> □ T.G. Sheppard	Warner Bros.
—	19	<i>Softly As I Leave You</i> □ Elvis Presley	RCA
—	20	<i>I'll Never Be Free</i> □ J. Brown & H. Cornelius	RCA
13	21	<i>Return to Me</i> □ Marty Robbins	Columbia
9	22	<i>Mamas Don't Let Your Babies ...</i> □ Wayton & Willie	RCA
21	23	<i>Bucket to the South</i> □ Ava Barber	Ranwood
24	24	<i>Maybe Baby</i> □ Susie Allanson	Warner Bros.
—	25	<i>Baby It's You</i> □ Janie Fricke	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.

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## Media

**Derk Zimmerman**, program manager, KBHK-TV San Francisco, named general manager, WFLD-TV Chicago. Both stations are owned by Field Communications.

**Clifford E. Ford**, director of sales, WKYC-TV Cleveland, appointed station manager.

**Robert Biernacki**, general sales manager, WABC(AM) New York, named to newly created post of VP-assistant general manager, WOR(AM) New York.

**Jim Putney**, sales manager, KEZI-TV Eugene, Ore., named general manager.

**Jay Keay**, manager, Eastman Radio network department, New York, named VP-New York office manager. **Tony Miraglia**, account executive, succeeds him.

**Phil Burgess**, sales manager for Manchester, Conn., fuel oil firm, named general manager, WMLB(AM) West Hartford, Conn.

**Tom Kenney**, program manager, KHOU-TV Houston, named to newly created position of director of broadcast operations.

**John W. Fogler**, director of graphics department, KCRA-TV Sacramento, Calif., named director of graphics and design, WCCO-TV Minneapolis-St. Paul.

**Tim Roesler**, promotion-continuity assistant, KMEG(TV) Sioux City, Iowa, appointed promotion manager.

**Ken Danielson**, audit manager of certified public accounting firm, Coopers & Lybrand, Miami, joins Storer Broadcasting there as director of accounting.

**Robert C. Crowell** and **Felix W. Oziemblewski**, assistant treasurers for public accounting firm of Ernst & Ernst, Providence, R.I., join Outlet Co. there as treasurer and controller, respectively.

**Barry Smith**, audience promotion manager, KYW-TV Philadelphia, named director of advertising and promotion, KMGH-TV Denver.

**Randy Kelsner**, director, WGNO-TV New Orleans, named director of promotion/advertising.

**Corya Kennedy**, from Bloomington, Ind., school system, named promotion manager for WNDU-TV South Bend, Ind.

**Tom Rairdon**, general sales manager, KAAT-AM-FM Oklahoma City, named general manager.

## Broadcast Advertising

**Stanley Winston**, executive creative director, Ogilvy & Mather's direct response, New York, elected senior VP.

**Wayne Fickinger**, executive VP, J. Walter Thompson, Chicago, named chairman of company's operations committee, New York.

**Paul J. Paulson**, senior VP-managing director and member of board of directors of Compton Advertising, New York, joins Doyle Dane Bernbach there as executive VP for client services.

**C. Anthony Walnwright**, president, Walnwright, Smyth & Wright, Chicago, joins Marschalk Co., New York, as executive VP.

**Sean Kevin Fitzpatrick**, creative director, Columbia Pictures, Los Angeles, joins Dancer-Fitzgerald-Sample, Torrance, Calif., as VP and creative director.

**Rod Sterling**, Chicago manager, Petry Television, named VP and manager of firm's Los Angeles office. He succeeds **Roger LaReau** who retires after 22 years with Petry. **John Gardner**, Chicago group sales manager, succeeds Mr. Sterling. **John Popkowski**, account executive in New York office, succeeds Mr. Gardner. **Bruce Fauser** and **Arnold Annex**, New York account executives, named group sales managers there succeeding **Art Scott** and **Ed Karlik** who become directors of sales for all Petry offices.



Hitchins

**Charles Hitchins**, manager of Blair Television's Chicago ABC sales unit, named VP.

**Joseph M. Friedman**, manager of San Francisco office of Avery-Knodel Television, appointed VP, Pacific Coast manager.

**Gerard Hackett**, administrator of audience promotion, WNBC-TV

New York, named manager of advertising and promotion administration.

**Al Cohen**, presentation writer, ABC-TV New York, appointed manager, sports sales promotion.

**Ernie Kovacs**, retail sales manager, KFRC(AM) San Francisco, joins XETRA(AM) Tijuana, Mexico (San Diego), as general sales manager.

Bozell & Jacobs, New York, names five VP's from its New York media department: **Bob Berg**, **Harry B. Glass** and **Roy D. Minster**, all associate media directors; **Ronald F. Thomas**, media research director, and **John J. Gudelanis**, director of local broadcast.

**Philip N. Baker**, associate research director, D'Arcy-MacManus & Masius, St. Louis, appointed director of research.

**Paul L. Kilbane**, VP of John F. Murray division, American Home Products Corp., New York, joins DKG Advertising there as VP and management supervisor. **Tom Kostro**, from Cohen, Pasqualina, Timberman, New York, joins DKG as art director.

Named VP's, Waring & LaRosa, New York: **Susan Fehlinger**, director of broadcast ser-



Sefert



Kinney

**Moving on.** As part of a series of management changes at Peters Griffin Woodward Inc., New York, **William Walters**, who has been board chairman, relinquishes an active management role with the firm at age 55 and becomes vice chairman, serving in a management consulting capacity. In the change-over, **James R. Sefert**, president and chief executive officer, takes the title of chairman and **Charles R. Kinney**, who has been executive VP and chief operating officer, has been named president. **Lawrence P. Lolello**, executive VP-finance, has been appointed executive VP with expanded corporate responsibilities. **Dennis Gillespie**, who has been senior VP-resources, has been named executive VP with additional duties in sales planning.

vice; **Irwin Levy**, account supervisor, and **Howard Title**, creative supervisor.

**Marc W. Morgan**, Midwest sales manager, ABC Radio Spot Sales, Chicago, named sales manager of ABC-owned WPLJ(FM) New York.

**Mark M. Freedman**, account executive, WWDC-FM Washington, named local sales manager, WWDC-AM-FM.

**Eugene J. Manning**, production director, WUSL(FM) Philadelphia, named general sales manager, WWDL-FM Scranton, Pa.

**Larry Wheeler**, VP-program director, Sears-Roebuck Foundation, Chicago, joins Tracy-Locke Advertising, Dallas, as public relations account supervisor.

**Rich Hughes**, associate creative director, Weltin Advertising, Atlanta, elected VP. **Mark F. Semmelmayr**, assistant account executive, Hart-Conway Advertising, Rochester, N.Y., joins Weltin as account executive. **Lydia C. Jones**, controller, Interlude International Travel of Boston joins Weltin in same capacity.

**Rotha Maddox**, account executive, CBS-TV national sales, New York, named sales manager of Detroit office.

**George Lange**, **Robin Sperling** and **Mary Struble**, media planning trainees, J. Walter

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Thompson, Chicago, named media planners.

**Forest R. Miller**, account executive, Ketchum, MacLeod & Grove, Pittsburgh, named VP, account manager.

**Stephen J. Youlios**, account executive at CBS-owned WBBM(AM) Chicago, joins CBS Radio Spot Sales there in same capacity.

**Frank DiCioccio**, salesman, WRYM(AM) New Britain, Conn., joins WMLB(AM) West Hartford, Conn., as sales manager.

**Stephen M. Vall**, account executive, Modern Talking Picture Service, New York, joins Norman, Craig & Kummel there in same capacity.

**Bill Mendell**, account executive and television producer for Norman, Navan, Moore & Baird/West, Los Angeles, joins Crosse & Doppler there as creative director.

**Michael R. Mansour**, account executive, WBRB-AM-FM, Mt. Clemens, Mich., joins Avery-Knodel Television, Detroit, as account executive.

**Steve Johnson**, account executive, KMJC(AM) El Cajon, Calif., joins KOME(FM) San Jose, Calif., in same capacity.

## Programing

**Roger R. Smith**, director of investor relations, Warner Communications, New York, named VP.

**Peter Grad**, director of program development, Paramount Television, named director, West

Coast development, Time-Life Television, Los Angeles. Appointment marks first step toward establishing Los Angeles production office by June 1 (and renting facilities at Studio City). David Susskind, senior executive producer, along with rest of Time-Life staff will remain in New York.

**Irwin Moss**, chief, New York business affairs department, ICM (talent and literary agency which is division of Marvin Josephson Associates), named executive VP, national business affairs, Los Angeles.

**Walter J. Wood**, director of New York City's Office for Motion Pictures and Television, joins International Distribution and Production, New York, as president.



Hourigan

**Terry P. Hourigan**, director of broadcast services, Cosmos Broadcasting Corp., and general manager, WIS(AM) both Columbia, S.C., joins Mutual Broadcasting System, Arlington, Va., as director of programming.

**Leonard J. Grossi**, manager, Metro TV Sales, New York, joins Paramount Television,

New York, as director of operations.

**Jo Anne Wallace**, general manager, noncommercial KPFA(FM) Berkeley, Calif., joins noncommercial WGBH(FM) Boston, as program director.

**Lew Katz**, disk jockey, WWDC(AM) Washington, named program director. **David H. Brown**, disk jockey, WWDC-FM there, named program director.

**Gail Flannigan**, associate field producer, WBZ-TV Boston, joins WJLA-TV Washington as associate producer.

**Jill Krasner**, VP-director of advertising and promotion, WTTG(TV) Washington, named executive producer of *Newsbag*, weekly children's news and information program. **Juliann Martinez**, associate producer, *A.M. Washington*, WJLA-TV Washington, named producer of *Newsbag*.

**Martin Garcia**, director, program cost analysis, CBS-TV, New York, appointed to newly created position of controller, CBS/Entertainment. **Robert J. Sheehan**, assistant controller, financial planning and analysis, CBS News, New York, named to new position of assistant controller with CBS/Entertainment.

**Gerald L. Dhesse**, executive in charge of production, Bill Burrud Productions, Los Angeles, named VP and assistant to president.

**Kenneth Badish**, assistant media director, Benton & Bowles, New York, joins Home Box Office there as manager of film acquisition.

**Jim Kirby**, general manager, Media Music, Los Angeles, and **Bobby Magic**, VP-program marketing, Media Music, join O'Connor Creative Services, Hollywood, as Western and Eastern regional VP's-sales.

**Thomas J. Powers**, assistant production manager, WSMW-TV, Worcester, Mass., named production manager.

**Tom Zarecki**, disk jockey, WRKI(FM) Brookfield, Conn., named program director.

**Himan Brown**, producer-director of *CBS Radio Mystery Theater*, awarded distinguished service award in communications by Brigham Young University, Provo, Utah.

## Broadcast Journalism

**Mary Halloran**, television news assignment editor, CBS News, New York, named weekend news manager. **Terry Martin**, news editor on CBS News radio desk, New York, named associate producer for *CBS Morning News*, assigned to Washington bureau.

Named anchors at KYW-TV Philadelphia: **Jane Crawford**, general assignment reporter; **Beverly Williams**, weekend anchor, and **Jim Hickey**, general assignment reporter. In addition, **Jeelu Billimoria**, associate producer of public affairs program, named producer. She is succeeded by **Elsie Linary-Pocock**, associate producer in public affairs unit. Joining station as field producer is **Tim Hawthorne** from WCCO-TV Minneapolis-St. Paul.

**Jack L. Margraves**, from WCIA(TV) Champaign, Ill., named editorial director, WSFA-TV Montgomery, Ala.

**Phyllis Furst**, traffic manager, WCAU-AM-FM Philadelphia, named manager, broadcast operations.

**Jan Harrison**, weekend anchor, KGTV(TV) San Diego, joins KIRO-TV Seattle as anchor.

**Jackie Brockington**, general assignment reporter-weekend anchor, WLUK-TV Green Bay, Wis., joins KGTV(TV) San Diego as weekend weather report.

New appointments at WHBF-TV Rock Island, Ill.: **Judi Stern**, weekend news producer, WDAF-TV Kansas City, Mo., named newscast producer. **Gary Probst**, reporter-anchor, KDUB-TV Dubuque, Iowa, named reporter-weekend anchor. **Bruce Wilde**, reporter, KCRG-TV Cedar Rapids, Iowa, named reporter-producer. **Tom Schrad**, studio cameraman, WHBF-TV, named news photographer.

**Tom Taube**, sports editor, WKZO-AM-TV Kalamazoo, Mich., named sports director.

**Don Earle**, sportscaster for Philadelphia Flyers of National Hockey League, named TV voice for Washington Diplomats of North American Soccer League.

## Equipment & Engineering



Wolff

**Leonard Wolff** of Bosch-Fernseh, Houston, named to head new Houston facility of Ikegami Electronics. **Irwin Wald**, VP-sales manager, Glen Industrial Communications, Washington, named sales manager for Ikegami, New York.

**John C. O'Donnell**, associate director, operations planning, CBS-TV, New York, appointed director, technical services, New York production operations.

**Fred Scobey**, VP-engineering, DeLuxe Laboratories, Hollywood, Calif., named presi-

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dent.

**Jack Calaway**, director of engineering, Vidtronics Co., Hollywood, elected VP, research and development.

**Albert T. Montemuro**, leader, systems engineering, RCA Broadcast Systems, Camden, N.J., named manager, systems engineering and custom repair and engineering shop.

## Cable

**Regina Schewe**, administrative assistant to National Cable Television Association President Robert L. Schmidt, Washington, named assistant to president and director of office administration.

## Allied Fields



Gibson

**Avery Gibson**, director of client services for Major Market Index, New York, named VP of Audits & Surveys Inc., New York, and marketing director of A&S/TRAC-7, firm's new radio audience measurement syndicated service ("Closed Circuit," April 3).

**Elliot Maxwell**, counsel, Senate Select Committee on Intelligence, Washington, joins FCC Office of Plans and Policy in senior staff position as principal adviser on policy matters involving privacy, unauthorized interception of

messages and communications security.

New staff changes at Arbitron, New York: **Michael B. Levine**, account executive of Eastern radio sales, named manager, Arbitron radio, mid-Atlantic states region; **Richard A. Greenhut**, account executive, WKSW(FM) Cleveland, succeeds Mr. Levine. **Henry Laura**, sales service representative, named account executive, Arbitron Eastern advertiser/agency sales. **Deborah Elefante**, sales secretary, named Eastern sales/service representative for Arbitron radio station sales department. **Robert J. Womack**, commercial coordinator, traffic, WNEW-TV New York, joins Arbitron as Eastern sales service representative for television station sales department.

**Bill E. Brock**, president of Columbia School of Broadcasting, Hollywood, named chairman of board of Broadcast Training Inc., which operates school.

**Tom Boone**, Midwestern manager, Community Club Awards for past three years and before that manager of KSEX(AM)-KMRW(FM) Pittsburg, Kan., is candidate for Democratic nomination to U.S. House of Representatives in primaries to be held Aug. 1. Mr. Boone, 28, is one of five competing for seat now held by Joe Skubitz (R-Kan.) who is retiring at end of this term.

## Deaths

**Long John Nebel**, 66, who conducted all-night radio talk shows in New York for more than 20 years, died there April 10 of cancer. At his death, Mr. Nebel was co-host with his wife, Candy Jones, of midnight to 5:30 a.m. program on WMCA(AM) New York. Starting in 1956, Mr. Nebel initially was on WOR(AM) New York,

joined WNBC(AM) in 1966 and then went to WMCA in 1972. He is survived by his wife and daughter, Jaqueline, by his first marriage.

**Ford C. Frick**, 83, commissioner of baseball from 1951 through 1965, died April 8 at Lawrence hospital, Bronxville, N.Y., after a long illness. Mr. Frick, sports announcer and writer earlier in his career, is credited with major role in establishment of lucrative broadcast rights contracts with networks when he served as commissioner of baseball. He is survived by his wife, Eleanor, and one son.



**Honored.** NBC President and Chief Executive Officer Herbert S. Schlosser (center) was presented with the Gold Brotherhood award by the National Conference of Christians and Jews at a dinner in New York. Award was given by David A. Werblin, president of Madison Square Garden Corp. (l) "for his contributions to the cause of brotherhood." Also on hand was NBC Chairman Julian Goodman. In accepting the award, Mr. Schlosser said that TV can be a potent force in overcoming intolerance by "engaging large audiences with programs of higher quality and value" that can touch the human spirit.

# For the Record

As compiled by BROADCASTING for the period April 3 through April 7 and based on filings, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. 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. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### AM Start

■ KAGC Sherman, Tex.—Authorized program, operating authority on 1510 khz, 250 w-D. Jan. 11, 1978.

### FM Starts

■ KAYN Nogales, Ariz.—Authorized program operating authority on 98.3 mhz, 215 w. March 22, 1978.

■ KMDX Parker, Ariz.—Authorized program operating authority on 99.3 mhz, 3 kw. March 30, 1978.

■ KZLO Pueblo, Colo.—Authorized program operating authority on 100.7 mhz, 100 kw. March 27, 1978.

■ \*KMCS Sioux City, Iowa—Authorized program operating authority on 88.3 mhz, 10 w. March 27, 1978.

■ \*WOES Elsie, Mich.—Authorized program operating authority on 91.3 mhz, 10 w. March 21, 1978.

■ KTJJ Farmingham, Mo.—Authorized program operating authority on 98.5 mhz, 100 kw. March 31, 1978.

■ \*WVPR Columbia, S.C.—Authorized program operating authority on 88.9 mhz, 100 kw. Dec. 29, 1977.

### TV applications

■ Guasti, Calif.—Petrous Industries Inc. seeks ch. 46 (662-668 mhz); ERP 69.5 kw vis., 37.15 kw aur., HAAT 2865 ft.; ant. height above ground 131 ft. P.O. address: 601 West 5th Street, Suite 101, Los Angeles 90017. Estimated construction cost \$200,000; first-year operating cost \$150,000; revenue \$300,000. Legal counsel Ra-R. Paul, Alexandria, Va. Principals:

■ San Francisco—K&L Communications Inc. seeks ch. 26 (542-548 mhz); ERP 2,499 kw vis., 250 kw aur., HAAT 1,381 ft.; ant. height above ground 255 ft. P.O. address: 390 Carrera Drive, Mill Valley, Calif. 94941. Estimated construction cost \$1,599,551; first-year operating cost \$500,000; revenue \$550,000. Legal counsel A. Harry Becker, Washington; consulting engineer Raymond E. Rhrer. Principals: Lawrence M.

Turet, Norman D. Taylor and Cufford K. Meldman. Mr. Turet is Mill Valley communications consultant. Mr. Taylor is president of Taylor, Craig & Blair, San Rafael, Calif., advertising agency. Mr. Meldman is Milwaukee attorney. Mr. Turet formerly held minor interest in WUHF-TV Milwaukee.

■ Santa Rosa, Calif.—Sonoma Broadcasting Inc. seeks ch. 50 (686-692 mhz); ERP 300 kw vis., 60 kw aur., HAAT 3,079 ft.; ant. height above ground 156.6 ft. P.O. address: 1040 B Street, San Rafael 94901. Estimated construction cost \$1,161,965; first-year operating cost \$693,978; revenue \$244,000. Legal counsel Farrand, Malti, Spillane & Cooper, San Francisco; consulting engineer Paul H. Lee, Applicant is subsidiary of Sonoma newspapers Inc., publisher of San Rafael weekly newspaper. SNI is owned by Justus John Craemer, who also owns 37.5% of KTIM-AM-FM San Rafael.

■ Cocoa, Fla.—Good Life Broadcasting Inc. seeks ch. 52 (698-704 mhz); ERP 734.5 kw vis., 73.5 kw aur., HAAT 827 ft.; ant. height above ground 846 ft. P.O. address: 1918 Miller Avenue, Winter Park, Fla. 32789. Estimated construction cost \$1,321,000; first-year operating cost \$225,000; revenue \$1,300,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is nonprofit corporation. Roy Harthern is president.

■ \*Fort Myers, Fla.—University of South Florida seeks ch. 30 (566-572 mhz); ERP 614 kw vis., 122 kw aur., HAAT 968.3 ft.; ant. height above ground 988.25 ft. P.O. address: 4202 Fowler Avenue, Tampa, Fla. 33620. Estimated construction cost \$915,524; first-year

operating cost \$60,500. Legal counsel Cohn & Marks, Washington; chief engineer John W. Ralle. Applicant is state university, William G. Mitchell is general manager.

■ Jacksonville, Fla.—Christian Television of Jacksonville Inc. seeks ch. 47 (668-674 mhz); ERP 1,653 kw vis., 165 kw aur., HAAT 836 ft.; ant. height above ground 852 ft. P.O. address: 3350 Phillips Highway, Jacksonville 32207. Estimated construction cost \$964,847; first-year operating cost \$214,740; revenue \$1,200,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is nonprofit religious organization. Thomas R. McGehee is president. He is director (no stock) of WTLV(TV) Jacksonville but will resign if application is granted.

■ Albany, Ga.—WGEM Inc. seeks ch. 31 (572-578 mhz); ERP 1,225 kw vis., 296 kw aur., HAAT 1,009 ft.; ant. height above ground 1,058 ft. P.O. address: 606 North Jefferson Street, Box 777, Dublin, Ga. 31021. Estimated construction cost \$1,517,000; first-year operating cost \$300,000; revenue \$750,000. Legal counsel Greeley & Bernard, Washington; consulting engineer Palmer A. Greer. Principals: Albon L. Hatcher Jr. and George E. Murphy (50% each). They are Georgia real estate developers.

■ Alexandria, La.—Louisiana Educational Television Authority seeks ch. 25 (536-542 mhz); ERP 2,690 kw vis., 269 kw aur., HAAT 940 ft.; ant. height above ground 978 ft. P.O. address: 626 N. fourth Street, Baton Rouge 70804. Estimated construction cost \$2,239,210; first-year operating cost \$205,850. Consulting engineer Jules Cohen & Associates. Applicant is state agency. A. Fred Frey is executive director.

■ Flint, Mich.—Regents of the University of Michigan seek UHF ch. 28 (554-560 mhz); ERP 1005 kw vis., 100.5 kw aur.; HAAT 823 ft.; ant. height above ground 865 ft. P.O. address: Administration Building, University of Michigan, Ann Arbor, Mich. 48109. Estimated construction cost \$2,125,108; first-year operating cost \$470,000; revenue not given. Principal: is governing board of public educational institution.

■ Pembina, N.D.—North American Communication Corp. seeks ch. 12 (204-210 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 825 ft.; ant. height above ground 853 ft. P.O. address: 4000 West Main Avenue, Box 296, Fargo, ND 58102. Estimated construction cost \$420,000; first-year operating cost \$82,000; revenue \$117,000. Legal counsel Fisher Wayland Southway & Cooper, Washington. Principals: North Dakota Broadcasting Co. (100%), which in turn, is principally owned by Community Development Co., Fargo (71%), and its president John W. Boler (6.5%). Applicant also owns KXJB-TV Valley City, N.D.

■ Tulsa, Okla.—Oklahoma City Broadcasting Inc. seeks ch. 29 (560-566 mhz); ERP 2,838 kw vis., 284 kw aur., HAAT 1,480 ft.; ant. height above ground 1,491 ft. P.O. address: 299 Diana Court, Conshohocken, Pa. 19428. Estimated construction cost \$1,424,000; first-year operating cost \$881,044; revenue \$1,130,000. Legal counsel Stein, Halpert & Miller, Washington; consulting engineer John Fergie. Principals: James H. Milligan (86%), Ted F. Baze (10%) and Ina Lou Marquis (4%). Mr. Milligan is Oklahoma businessman with various petroleum interests. Mr. Baze is station manager of WPHL-TV Philadelphia. Ms. Marquis is Oklahoma City real estate broker and developer. Group is also applicant for new TV at Oklahoma City.

■ Portland, Ore.—Channel 24 Christian Television Inc. seeks ch. 24 (530-536 mhz); ERP 1,000 kw vis., 200 kw aur., HAAT 1,100 ft.; ant. height above ground 361.5 ft. P.O. address: 3000 Market Street, Box 7502, Salem, Ore. 97303. Estimated construction cost \$11,500; first-year operating cost \$623,100; revenue \$300,000. Legal counsel Farrand, Malti, Spillane & Cooper, San Francisco; consulting engineer Robert McClanathan. Applicant is nonprofit religious organization. Garey Randall is president.

■ Cookeville, Tenn.—WCPT-TV Inc. seeks ch. 28 (554-560 mhz); ERP 1,102 kw vis., .11 kw aur., HAAT 138 ft.; ant. height above ground 122 ft. P.O. address: Box 608, Crossville, Tenn. 38555. WCPT-TV Crossville operates studio at Cookeville and has translator (WZ 8AA) there. WCPT-TV is owned by Edward M. Johnson, owner of 49% of WCSV(AM) Crossville and WKYR(AM) Burkesville, Ky., and one-third of WHAL(AM)-WTCV(FM) Shelbyville, Tenn.

■ Richmond, Tex.—Trinity Broadcasting of Texas Inc. seeks ch. 45 (656-662 mhz); ERP 1,683 kw vis., 336 kw aur., HAAT 578 ft.; ant. height above ground 616 ft. P.O. address: 9720 Town Park Drive, Houston 77036. Estimated construction cost \$691,632; first-year

operating cost \$286,880; revenue \$900,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant, part of Trinity Broadcasting Network, Santa Ana, Calif., is nonprofit religious organization that owns KXLA-TV Fontana, Calif., and KPAZ-TV Phoenix. TBN has applications pending for new TV's at Seattle, Oklahoma City and Denver.

■ Waco, Tex.—Blake-Potash Corp. seeks UHF ch. 25 (536-542 mhz); ERP 5000 kw vis., 500 kw aur.; HAAT 1867 ft.; ant. height above ground 1814 ft. P.O. address: c/o Robert Sheehy, 1200 American-Amicable Building, Waco, Tex. 76701. Estimated construction cost \$3,933,000; first-year operating cost \$665,400; revenue \$836,200. Principals: E. Blake Byrne and Warren Potash, each 27.5%. Mr. Byrne is general manager of KXAS-TV Fort Worth, Tex. and president of its licensee, Mr. Potash is vice president and general manager of Capital Cities Communications's WBAP(AM)-KSCS(FM) Fort Worth. None has broadcast ownership.

■ Richmond, Va.—Christian Broadcasting Network Inc. seeks ch. 35 (596-602 mhz); ERP 2,143 kw vis., 214.3 kw aur., HAAT 738 ft.; ant. height above ground 630 ft. P.O. address: Pembroke Four, Virginia Beach, Va. 23463. Estimated construction cost \$1,235,000; first-year operating cost \$557,000; revenue \$890,000. Legal counsel Fisher, Wayland, Southway & Cooper, Washington; consulting engineer Edward F. Lorentz & Associates. Principals: N.G. (Pat) Robertson is president of nonprofit religious organization. See BROADCASTING, March 6, for CBN's holdings.

■ Richmond, Va.—Neighborhood Communications Corp. seeks ch. 35 (596-602 mhz); ERP 1,589 kw vis., 158.9 kw aur., HAAT 741.45 ft.; ant. height above ground 635.9 ft. P.O. address: Box 3J, Richmond 23206. Estimated construction cost \$1,338,000; first-year operating cost \$458,050; revenue \$500,000. Legal counsel Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, Washington; consulting engineer Stillman, Moffet & Kowalski. NCC is wholly owned by Neighborhood Theatre Inc., Richmond, NTI is owned by six local interests. Family of Morton G. Thalheimer Jr. owns largest interest-47%. NTI is state-wide motion picture theater chain.

#### AM applications

■ Homer, Alaska—Katchemak Bay Broadcasters Inc. seek 1250 khz, 5 kw-U. P.O. address: Box 1076, Homer, Alaska 99603. Estimated construction cost \$69,774; first-year operating cost \$120,600; revenue not given. Format: community informational variety. Principals: non-profit, Alaska corporation organized to serve public.

■ Globe, Ariz.—James Mace seeks 1240 khz, .25 kw-D. P.O. address: Box 902 Globe, Ariz. 85501. First-year operating cost \$28,000; revenue \$36,000. Format: country/variety. Principals: Mr. Mace was licensee of KWJB(AM) Globe until it was sold in 1975 (now KPRR[AM]). It is those technical facilities he wishes to reactivate through this same application.

■ Bald Knob, Ark.—John Paul Capps seeks 710 khz, 250 w-D. P.O. address: 914 James Street, Searcy, Ark. 72143. Estimated construction cost \$79,796; first-year operating cost \$76,572.93; revenue \$100,000. Format:

MOR. Principal: Mr. Capps, member of state legislature, formerly owned 25% of KWCK(AM)-KSER(FM) Searcy.

■ Coalinga, Calif.—KRKC Inc. seeks 1470 khz, .5 kw-D. P.O. address: Box 375, Coalinga, Calif. 93210. Estimated construction cost \$14,500; first-year operating cost \$36,000; revenue \$48,000. Format: MOR. Principal: Robert T. McVay (100%), president and 100% owner KRKC(AM) King City, KRSA(AM) Salinas, partner in KGEN(AM) Tulare and 2-1/2% owner of KSDA(AM) Redding, all California.

■ Anamosa, Iowa—Louise E. Hamlin seeks 1290 khz, .5kw-D. P.O. address: Box 116 Dodgeville, Wis. 53533. Estimated construction cost \$76,089; first-year operating cost \$60,480; revenue \$70,000. Format: country. Principal: Ms. Hamlin is 52.6% owner of WDMF-AM-FM Dodgeville, Wis. of which her each of her four children own 11.8%.

■ Dimondale, Mich.—BDT&W Broadcasting seek 1170 khz, 1 kw-D. P.O. address: 4415 Chadburne Drive, Lansing, Mich. 48910. Estimated construction cost \$113,300; first-year operating cost \$68,740; revenue \$90,000. Format: top-40 soul. Principals: Terry E. Tyler (40%), Ernie L. K. Boone (20%), Cullen L. DuBose (20%) and Robert Joe Williams (20%). Mr. Tyler is assistant director of Lansing Headstart program, Mr. Boone is housing administrator for Michigan Housing Development Authority, Mr. DuBose is real estate developer in Lansing, and Mr. Williams is director of youth employment for Michigan Department of Social Services. None has broadcast interests.

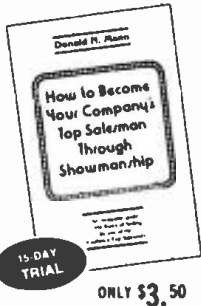
■ Thief River Falls, Minn.—Olmstead & Ives Broadcasting seeks 1460 khz, 2.5 kw-D. P.O. address: 1107 Triangle Court, Princeton, Minn. 55371. Estimated construction cost \$70,274; First-year operating cost \$73,968; revenue \$157,475. Format: country/standard pgs. Principals: Dale Roger Olmstead and Michael J. Ives, each 50%. Mr. Olmstead is salesman, announcer and engineer at KDLM(AM) Detroit Lakes, Minn., Mr. Ives is Minnesota businessman. Neither has broadcast holdings.

■ Nashua, N.H.—Gateway Broadcasting Associates seeks 900 khz, 1 kw-D. P.O. address: 200 Webster Street, West Newton, Mass. 02165. Estimated construction cost \$69,548; first-year operating cost \$84,000; revenue \$170,000. Format: contemporary. Principals: Mario Di Carlo (70%), Norman Kruglak, Augusta Hornblower and Ada Harkaway (10% each). Mr. DiCarlo is West Newton developer. Mr. Kruglak is former sales manager of WILD(AM) Boston. Augusta Hornblower is Boston stockbroker. Ms. Harkaway is Nashua housewife. GBA has also applied for deleted facilities of WOTW-FM.

■ Nashua, N.H.—Merrimack Valley Broadcasting Inc. seeks 900 khz, 1 kw-D. P.O. address: 14 Church Street, Nashua, 03060. Estimated construction cost \$50,000; first three months operating cost \$60,000; revenue \$250,000. Format: MOR. Principals: 12 Local individuals—nonewith other broadcast interests. Joseph G. Sakey, director of Cambridge, Mass., public library, is president and largest stockholder (18.1%). MVBI has also applied for deleted facilities of WOTW-FM Nashua.

■ Nashua, N.H.—Soundpro Inc. seeks 900 khz, 1 kw-

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D. P.O. address: 58 Fieldstone Drive, Londonderry, N.H. 03053. Estimated construction cost \$254,735; first-year operating cost \$236,680; revenue \$200,000. Format: Rock. Principals: Dennis, Marc and their father, Robert Jolicoeur (30% each), owners of Manchester, N.H., beverage firm, and Donn Parker (10%), salesman and announcer for WKBR(AM)-WZID(FM) Manchester. Soundpro has also applied for deleted facilities of WOTW-FM Nashua.

■ Nashua, N.H.—Sunrise Broadcasting Corp. seeks 900 khz, 1 kw-D. P.O. address: 2 Auburn Street, Nashua 03060. Estimated construction cost \$80,290; first-year operating cost \$103,230; revenue not given. Format: adult contemporary. Principals: eight local individuals. Family of Samuel A. Tamposi Jr. owns 40%. Family has real estate holdings. SBC has also applied for deleted facilities of WOTW-FM there.

■ Huntingdon, Pa.—Raystown Radio Inc. seeks 1080 khz, 1000 kw-D. P.O. address: 306 West Main Street, Everett, Pa. 15537. Estimated construction cost \$56,195; first-year operating cost \$19,337; revenue \$59,000. Format: top-40/variety. Principals: Thomas L. Hanks (76%) and Larry S. McCahan (24%). Mr. Hanks is sales manager at WSKE(AM) Everett, Pa., Mr. McCahan is pharmacy proprietor there.

■ Bountiful, Utah—General Broadcasting Inc. seeks 680 khz, 1 kw-D. P.O. address: 1171 South West Temple, Salt Lake City 84101. Estimated construction cost \$44,951; first-year operating cost \$41,455; revenue \$72,200. Format: good music. Principals: David R. Williams (55%) and Deanna M. Williams (45%), married couple, owner of several Utah land mobile businesses.

■ Grand Coulee, Wash.—North Central Washington Broadcasters seeks 1490 khz, 1 kw-D, 250w-N. P.O. Address: Box 188 Electric City, Wash., 99123. Estimated construction cost \$23,700; first-year operating cost \$43,260; revenue \$45,000. Format: standard pops/variety. Principals: George C. Good and Phil F. McGee, each 50%. Mr. Good is general contractor. McGee works for city, both in Grand Coulee. Neither has broadcast interests.

#### FM applications

■ \*Homer, Alaska—Alaska Village Missions seeks 103.5 mhz, 19.209 kw. P.O. address: Box 975, Homer, Alaska 99603. Estimated construction cost \$39,847.65; first-year operating cost \$9,534; revenue not given. Format: religious. Principals: non profit corporation which operates Alaska Bible Institute.

■ Batesville, Ark.—Biard Communications Inc. seeks 93.1 mhz, 100 kw, HAAT 560 ft. P.O. address: Box 2411 Batesville, Ark. 72501. Estimated construction cost \$63,644.28; first-year operating cost \$69,680; revenue \$96,000. Format: MOR/top-40. Principals: Joseph M. (99%) and Nancy J. (1%) Biard. Mr. Biard is administrative assistant to county judge and former broadcast and print journalist. Neither has broadcast holdings.

■ Caulkville, Ark.—Broadcasting Enterprises seeks 95.3 mhz, .68 kw, HAAT 568.5 ft. P.O. address: 25 East Walnut, Paris, Ark. 72855. Estimated construction cost \$63,149; first-year operating cost \$64,049.32; revenue \$84,000. Format: country/MOR/rock. Principals: Herschel W. Cleveland, C.E. Anderson Jr., Ray N. Wade, Danny S. Wesson, Robert James and R. H. Hixon, each 16 2/3 %, Paris businessmen (Messrs. Cleveland and Hixon are attorneys).

■ \*Little Rock, Ark.—University of Arkansas seeks 88.3 mhz, 100 kw, HAAT 822.2 ft. P.O. address: Fayetteville, Ark. 72701. Estimated construction cost \$99,694; first-year operating cost \$85,000. Format: educational. Applicant is state university. David M. Guerra is chairman of Department of Radio, TV and Film.

■ Palm Springs, Calif.—RTC Broadcasting Corp. seeks 106.1 mhz, 50 kw, HAAT 326 ft. P.O. address: Box 480032, Los Angeles 90048. Estimated construction cost \$50,989; first-year operating cost \$84,300; revenue \$146,900. Format: popular/jazz/show tunes. Principal—: Rose Thaddeus Casalan (100%), photographer/writer. None has broadcast ownership.

■ \*Sonora, Calif.—Sonora Union High School Board of Trustees seeks 91.5 mhz, .01 kw. P.O. address: 430 North Washington Street, Sonora, Calif. 95370. Estimated construction cost \$11,875 first-year operating cost \$7,269; revenue not given. Format: informational variety. Principals: California board of education governed by local, state and federal law.

■ Victorville, Calif.—Kenneth B. Orchard seeks 103.1 mhz, 3 kw, HAAT 23 ft. P.O. address: 10131 Genesta Ave., Northridge, Calif. 91325. Estimated construction cost \$4,500; first-year operating cost \$48,900; revenue

\$72,100. Format: standard pops. Principals: Mr. Orchard is engineer at KHJ(AM) Hollywood and has no broadcast holdings.

■ Stamford, Conn.—Radio Stamford Inc. seeks 96.7 mhz, 2.24 kw HAAT 346 ft. P.O. address: Soundview Farms, Cummings Point Road, Stamford, Conn. 06902. Estimated construction cost \$72,729; first-year operating cost \$50,000; revenue not given. Format: MOR. Principals: Alphonsus J. Donahue (25%) seven others. Radio Stamford is also applicant for Stamford AM which is only broadcast interest of any of owners.

■ Fort Myers Beach, Fla.—Stoner Broadcasting System Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 3900 N.E. Broadway, Des Moines, Iowa 50317. Estimated construction cost \$160,200; first-year operating cost \$120,000; revenue \$120,000. Format: album contemporary. Principal: is public corporation which owns KSO(AM)-KGGG(FM) Des Moines, WNB(AM)-WQYT(FM) Binghamton, N.Y. and CP for new TV (ch. 17) in Des Moines. President, Glenn K. Bell, owns 2.1%.

■ Donalsonville, Ga.—Don Butler Evangelistic Association seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Route 1, Box 17A Donalsonville 31745. Estimated construction cost \$43,460; first-year operating cost \$36,000; revenue \$60,000. Format: inspirational/religious/talk. Principals: Don C. and Wanda Butler, Audrey M. Smith. Mr. Butler is Donalsonville professional evangelist, Mrs. Butler is interior decorations supplier and Mr. Smith is wiring installer. None has broadcast interests.

■ Lihue, Kauai, Hawaii—Kuai Inc. seeks 92.7 mhz, .1 kw, HAAT 1223 ft. P.O. address: Box 720 Eleele, Hawaii 96705. Estimated construction cost \$20,636; first-year operating cost \$7,800; revenue \$18,000. Format: Hawaiian/South Pacific. Principals: John S. Short (37.5%), William G. Dahle (37.5%), Stephen K. Bramham (15%) and David P. Habermann (10%). Messrs. Short and Dahle own 65% (as tenants-in-common) of KUA(AM) Eleele, Kauai, Hawaii; Mr. Bramham is technical advisor and Mr. Habermann sales manager there.

■ Makawao, Maui, Hawaii—Harry M. Engel seeks 94.3 mhz, 3 kw, HAAT minus 37 ft. P.O. address: 1103 Ka Drive, Kula, Maui, Hawaii 96790. Estimated construction cost \$3,000; first-year operating cost \$109,225; revenue \$100,000. Format: country/ethnic. Principals: Mr. Engel is owner of pending application for new FM in Kihei, Maui, 33-1/3% stockholder in international advertising agency (Intercontinental Services) and former stockholder/general manager of KVEN(AM) Ventura, Calif. and KUAM(AM) Agana, Guam.

■ Rupert, Idaho—Inland Broadcast Co. seeks 92.1 mhz, 3 kw, HAAT 205 ft. P.O. address: .55 miles East of meridian on baseline, Rupert, Idaho 83350. Estimated construction cost \$55,750.84; first-year operating cost \$29,803.20; revenue \$42,000. Format: contemporary/news. Principal: John T. Hayes (100%), also owner of KATY(AM) Rupert.

■ \*Champaign, Ill.—Prairie Air. Inc. seeks 90.1 mhz, 211 kw, HAAT 390.26 ft. P.O. address: Box 2224, Station "A", Champaign 61820. Estimated construction cost \$6,206; first-year operating cost \$6,720; revenue not given. Format: informational variety. Principal: is nonprofit, educational corporation incorporated to operate noncommercial broadcast stations in Illinois.

■ \*Evansville, Ind.—Southwest Indiana Public TV Inc. seeks 88.3 mhz, 44.67 kw, HAAT 510.13 ft. P.O. address: 9201 Petersburg Road, Evansville, Ind. 47711. Estimated construction cost \$281,400; first-year operating cost \$175,800; revenue not given. Format: informational variety. Principal: is nonprofit corporation formed to operate noncommercial stations.

■ \*Des Moines Iowa—Center for Study and Application of Black Theology/Urban Community Broadcasting Co. seeks 89.3 mhz, 10 w, HAAT 94 ft. P.O. address: 1016 Forest Ave., Des Moines, Iowa 50314. Estimated construction cost \$13,100; first-year operating cost \$7,200; revenue not given. Format: informational variety. Principal: is nonprofit company formed to operate noncommercial station.

■ Osage, Iowa—Osage Broadcasting seeks 92.7 mhz, 3 kw, HAAT 124 ft. P.O. address: 5021 Rocoso Way, Santa Barbara, Calif. 93111. Estimated construction cost \$21,061; first-year operating cost \$31,100; revenue \$50,000. Format: MOR/country/rock/showtunes. Principals: Francis W. Carr and Duane Cornett, each 50%. Mr. Carr is real estate and car rental businessman

in Santa Barbara, former 75% owner of KACL(AM) there and minority owner of KDAK(AM) Carrington, N.D. Mr. Cornett is chief engineer at WQYK(AM) St. Petersburg and WQIK(AM) Jacksonville, both Florida, and former minority owner of WGMF(AM) Watkins Glen and WXXY(AM) Montour Falls, both New York.

■ Fort Scott, Kan.—Fort Scott Broadcasting Co. Inc. seeks 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 72, Fort Scott, Kan. 66701. Estimated construction cost \$58,450; first-year operating cost \$51,750; revenue \$50,000. Format: popular/country. Principals: lloyd James McKenney (50%), Lloyd C. and Dorothy N. McKenney (each 25%). (Lloyd C. and Dorothy) McKenney are husband/wife, Lloyd James is their son.) Fort Scott is licensee of KMDO(AM) Fort Scott and Lloyd James McKenney own 19.4% of cable franchise there.

■ Hoisington, Kan.—Heart of Kansas Radio Inc. seeks 100.9 mhz, 3000 kw, HAAT 300 ft. P.O. address: 111 West 13th Street, Hays, Kan. 67601. Estimated construction cost \$67,246.60; first-year operating cost \$48,000; revenue \$60,000. Format: Standard pops. Principals: Paul F. Kelly (55%), Wilford D. Anderson (15%) and six others. Mr. Kelly is operations manager of Texas Rangers Network baseball broadcasts Mr. Anderson is assistant treasurer of Control Data Corp. None has broadcast interests.

■ \*New Orleans—Radio for the Blind and Print Handicapped Inc. seeks 88.3 mhz, 53.6 kw, HAAT 603 ft. P.O. address: 123 State Street, New Orleans 70118. Estimated construction cost \$136,934; first-year operating cost \$140,000; revenue not given. Format: informational variety. Principal: is nonprofit, tax-exempt corporation founded to operate broadcast facilities for blind and print handicapped.

■ \*Eastport, Me.—Shead Memorial High School seeks 91.7 mhz, .01 kw. P.O. address: McKinley Street, Eastport 04631. Estimated construction cost \$570,000; first-year operating cost \$175,000; revenue not given. Format: informational variety. Principal: applicant is public high school.

■ Houghton, Mich.—Desnick Broadcasting Co. seeks 97.7 mhz, .75 kw, HAAT 538 ft. P.O. address: Route 2, Box 253, Chassell, Mich. 49916. Estimated construction cost \$44,867.37; first-year operating cost \$60,900; revenue \$49,500. Format: adult contemporary. Principal: Harvey L. Desnick, former sales manager, announcer and marketing consultant at various stations.

■ Houghton, Mich.—Great American Communications seeks 97.7 mhz, 1 kw, HAAT 475 ft. P.O. address: Box 93 Houghton, Mich. 49931. Estimated construction cost \$48,863; first-year operating cost \$41,000; revenue \$65,000. Format: popular/contemporary. Principals: Donald J. Backus and Martin J. Pennoni, each 50%. Mr. Backus is an announcer/producer at WITL-AM-FM Lansing, Mich. as is Mr. Pennoni. Neither has broadcast holdings.

■ International Falls, Minn.—KGHS Inc. seeks 94.3 mhz, 3 kw, HAAT 123 ft. P.O. address: Box 591 International Falls, Minn. 56649. Estimated construction cost \$48,900; first-year operating cost \$22,470; revenue \$30,000. Format: pops/country/top-40. Principals: Daniel D. and Karen N. Ganter each own 50% (married couple) and each own same per cent of KGHS(AM) International Falls.

■ Norfolk, Neb.—Central Radio Inc. seeks 94.7 mhz, 100 kw, HAAT 650 ft. P.O. address: 1515 Glenmore Road, Norfolk, Neb. 68701. Estimated construction cost \$196,239; first-year operating cost \$90,000; revenue \$120,000. Format: adult contemporary. Principals: Gene A. Koehn, Gordon D. Adams and Herb D. Feidler, each 33-1/3%. Mr. Koehn is Norfolk retailer, Messrs. Adams and Feidler are Norfolk physicians.

■ Boulder City, Nev.—Montage Corp. seeks 105.5 mhz, .08 kw, HAAT 1627 ft. P.O. address: 3890 Swenson No. 618, Las Vegas, 89109. Estimated construction cost \$67,911; first-year operating cost \$54,118; revenue \$114,160. Format: classical/jazz/MOR. Principals: Robert H. Ruark (51%), Paul Jankauer (22%), Robert Berman (22%) and two others. Mr. Ruark is consultant to Roberts Advertising, Chicago, and has held various broadcast positions most recently VP, general manager at KVEG(AM)-KTR(FM) Las Vegas. Mr. Jankauer is president and 50% owner of Roberts Advertising and has other Chicago advertising interests. Mr. Berman is VP and 50% owner of Roberts Advertising, 1/3 owner of Sales Unlimited, Airways Co. and Nationwide Telephone Research as is Mr. Jankauer.

■ Nashua, N.H.—Soundpro Inc. seeks 106.3 mhz, 3





kw, HAAT 300 ft. P.O. address: 58 Fieldstone Drive, Londonderry, N.H. 03053. Estimated construction cost \$98,655; first-year operating cost \$116,140; revenue \$200,000. Format: folk and soft rock. Principals: Dennis, Marc and their father, Robert, Jolicoeur (30% each) and Donn Parker (10%). Jolicoeurs own Manchester, N.H., beverage firm. Mr. Parker is salesman and announcer for WKBR(AM)-WZID(FM) Manchester. Soundpro, which is applying for deleted facilities of WOTW-FM Nashua, has application for 900 khz AM, facilities of WOTW(AM).

■ Nashua, N.H.—Sunrise Broadcasting Corp. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 2 Auburn Street, Nashua 03060. Estimated construction cost \$122,900; first-year operating cost \$109,330; revenue not given. Format: C&W. Principals: eight local individuals. Family of Samuel A. Tamposi Jr. owns 40%. Family has various real estate interests in area. This is application for deleted facilities of WOTW-FM Nashua, and SBC has also applied for facilities of WOTW(AM).

■ \*Newark, N.J.—Rutgers University Board of Governors seeks 90.3 mhz, 4 w. P.O. address: Rutgers University, New Brunswick, N.J. 08903. Estimated construction cost \$5,120; first-year operating cost \$1,000. Format: informational variety. Principal: is board of education of state college which is also licensee of WRSU(FM) New Brunswick, N.J.

■ Windsor, N.C.—Bermey E. Stevens seeks 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Route 2, Box 322, Williamston, N.C. 27892. Estimated construction cost \$56,735.40; first-year operating cost \$17,950; revenue \$24,000. Format: country/easy listening. Principal: Mr. Stevens owns 50% of WBTE(AM) Windsor, N.C. and 57% of North Carolina cable system.

■ Fargo, N.D.—Communications Properties Inc. seeks 101.9 mhz, 100 kw, HAAT 629 ft. P.O. address: 1020 South 25 Street, Fargo, N.D. 58102. Estimated construction cost \$240,200.75; first-year operating cost \$60,848; revenue \$300,848.75. Format: easy listening/contemporary/country. Principal: Communications Properties is licensee of KEGO(AM) Fargo.

■ Zanesville, Ohio—Christian Vice of Ohio seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 440 Reynoldsburg-New Albany Road, Albany, Ohio, 43054. Estimated construction cost \$46,957; first-year operating cost \$56,069; revenue \$80,000. Format: religious/news/pop/classical. Principals: Fifteen directors of nonstock nonprofit corporation, licensee of WVCO(FM) Gahanna, Ohio and applicant for new UHF TV in Columbus, Ohio. Paul B. Patterson is president.

■ Hobart, Okla.—Fuchs Broadcasting Co. seeks 105.9 mhz, 25 kw, HAAT 310.9 ft. P.O. address: 316 East 11th Street, Hobart, Okla., 73651. Estimated construction cost \$111,602; first-year operating cost \$36,310; revenue \$50,000. Format: contemporary. Principals: Alfred Ray Fuchs (70%), Faye Jeanice Fuchs (15%) and Wayne Maurice Fuchs (15%). (Albert and Faye Fuchs are married couple and parents of Wayne Maurice Fuchs.) Mr. A. Fuchs is owner and general manager of KTJS(AM) Hobart, Mr. W. Fuchs is station manager there.

■ Astoria, Ore.—KAST Broadcasting Inc. seeks 92.9 mhz, 100 kw, HAAT 1,125.3 ft. P.O. address: 1006 W. Marine Drive, Astoria, Ore. 97103. Estimated construction cost \$83,000; first-year operating cost \$38,000; revenue \$45,000. Format: standard pops/country/good music/easy listening. Principals: Robert Chopping (48%), Margaret L. Chopping (47%) and Gerry L. Chopping (5%). (Robert and Margaret Chopping are husband/wife and parents of Gary Chopping.) Mr. R. Chopping is president of KAST Broadcasting, licensee of KAST(AM) Astoria and of Hermiston Broadcasting, licensee of Hermiston, Ore., and KAVA(AM) Burney, Calif. Mrs. Chopping is secretary/treasurer of Hermiston Broadcasting. Mr. Gerry Chopping is president and general manager of an Astoria logging company.

■ Grants Pass, Ore.—Grants Pass Broadcasting seeks 96.9 mhz, 27 kw, HAAT minus 450 ft. P.O. address: Box 230, Grants Pass, Ore. 97526. Estimated construction cost \$70,074; first-year operating cost \$2,000; revenue \$50,000. Format: Standard pops. Principals: Elzie Parker (15%) and James O. Wilson Jr. (85%). Ms. Parker and Mr. Wilson own same per cent of KAJO(AM) Grants Pass and are sales manager/announcer and general manager, respectively, there.

■ Hood River, Ore.—Columbia George Broadcasting seeks 105.5 mhz, 3 kw, HAAT minus 459 ft. P.O. address: 1190 22nd Street, P.O. Box 360, Hood River,

Ore. 97031. Estimated construction cost \$23,633.50; first-year operating cost \$3,000; revenue \$20,000. Format: MOR/country/rock. Principal: is licensee of K1HR(AM) Hood River.

■ \*Williamsport, Pa.—Williamsport Area Community College seeks 88.1 mhz, .01 kw, HAAT minus 332.8 ft. P.O. address: c/o Dr. Charles Simcox, 1005 W. Third St., Williamsport, Pa. 17701. Estimated construction cost \$11,312; first-year operating cost \$550; revenue not given. Format: informational variety. Principal: is public educational institution.

■ Abilene, Tex.—Christian Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 2424 Abilene, Tex. 79604. Estimated construction cost \$16,965; first-year operating cost \$38,400; revenue \$38,400. Format: contemporary/news/talk. Principals: seven directors of non-profit, non-stock corporation, Larry Jack Hill is president of board, none of whom has broadcast holdings.

■ Bryan, Tex.—Brazos Metro Inc. seeks 104.9 mhz, 3 kw, HAAT 170.6 ft. P.O. address: 633 North Holly Street, Sherman, Tex. 75090. Estimated construction cost \$25,753; first-year operating cost \$18,000; revenue \$60,000. Format: pops/folk/gospel/jazz. Principals: Boyd and Joan Kelly, (married couple). Mr. Kelly owns 51% KWDA(AM) Stanford, 30% KKDA(AM) Grand Prairie, 25% KROD(AM) and El Paso FM permit, and 25% of Bryan AM permit, all Texas. Mrs. Kelly owns 25% of Bryan AM permit.

■ Burnet, Tex.—William E. Hobbs seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2429 Brentwood, Wichita Falls, Tex. 76308. Estimated construction cost \$54,729; first-year operating cost \$12,650; revenue \$18,000. Format: beautiful music. Principal: Mr. Hobbs is licensee of KHLB(AM) Burnet and 13-1/3% owner of KAUZ-TV Wichita Falls.

■ \*Corpus Christi, Tex.—South Texas Educational Broadcasting Council seeks 90.3 mhz, 100 kw. P.O. address: 4455 S. Padre Is. Dr., Suite 38, Corpus Christi, Tex. 78403. Estimated construction cost \$164,933.75; first-year operating cost \$130,256.95; revenue not given. Format: informational variety. Principal: is non profit corporation organized to operate noncommercial broadcast stations.

■ Corpus Christi, Tex.—Spindizzy PubCom seeks 90.3 mhz, 99.5 kw, HAAT 323 ft. P.O. address: 600 Building, Corpus Christi, Tex. 78418. Estimated construction cost monthly lease payments; first-year operating cost \$86,150; revenue not given. Format: information variety. Principal: is nonprofit, unincorporated association formed to operate noncommercial station.

■ Levelland, Tex.—Delbert L. Kirby seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Route 5, Levelland, Tex. 79336. Estimated construction cost \$45,675; first-year operating cost \$36,000; revenue \$60,000. Format: popular/country/religious. Principal: has worked as newsman, copywriter and salesman at KLVT(AM) Levelland. He has no ownership.

■ \*Farmville, Va.—President and Board of Visitors of Longwood College seeks 90.1 mhz, .01 kw, HAAT 82 ft. P.O. address: High Street, Farmville, Va. 23901. Estimated construction cost \$13,765; first-year operating cost \$2,000; revenue not given. Format: informational variety. Principals: chief official and governing board of state educational institution.

■ Mechanicsville, Va.—Christian Communications Inc. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 550, Mechanicsville, Va. 23111. Estimated construction cost \$52,480; first-year operating cost \$62,840; revenue \$75,000. Format: contemporary religious. Principal: applicant is non-profit, non-stock corporation president of which James E. Campana, does announcer/sales for WRVQ(AM) Richmond, Va., a position he will terminate before activation of proposed FM.

■ Mechanicsville, Va.—John Sinclair seeks 92.7 mhz, 3 kw, HAAT 219.6 ft. P.O. address: Box 603 Crawfordville, Inc. 47933. Estimated construction cost \$108,209; first-year operating cost \$183,960; revenue \$180,000. Format: contemporary/oldies. Principal: Mr. Sinclair owns WCVL(AM)-WLFQ(FM) Crawfordville, Inc; WHNE(AM) Portsmouth, Va., and 78% of WANT(AM) Richmond, Va.

■ Princeton, W.Va.—Fincastle Communications Co. Inc. seeks 100.9 mhz, 1.9 kw, HAAT 366 ft. P.O. address: Box 800, Bluefield, W. Va. 24701. Estimated construction

cost \$35,600; first-year operating cost \$12,000; revenue \$20,000. Format: contemporary. Principals: O.C. Young, George W. Hendrick and William T. Deskins who also own WKOY(AM) Bluefield, W.Va.

■ Lancaster, Wis.—Beverly J. and Bert R. Peterson seeks 97.7 mhz, 3 kw, HAAT 216 ft. P.O. address: Box 587, 130 West Elm Street, Lancaster, Wis. 53813. Estimated construction cost \$11,200; first-year operating cost \$8,600; revenue \$12,000. Format: standard pops. Principal: Mr. and Mrs. Peterson (husband/wife) own 50% each. Mr. Peterson also owns WGLR(AM) Lancaster.

■ \*Schofield, Wis.—D. C. Everest area school district seeks 89.1 mhz, .01 kw, HAAT 55.6 ft. P.O. address: 6300 Alderson Street, Schofield, Wis. 54476. Estimated construction cost \$1,715; first-year operating cost \$500.00; revenue not given. Format: informational variety. Principal: is school district in state of Wisconsin.

## Grants

■ \*Berlin, Conn.—Broadcast Bureau granted Berlin Board of Education 89.9 mhz, 10 w, HAAT 95 ft. P.O. address: 240 Kensington Rd, Kensington, Conn. 06037. Estimated construction cost \$10,076; first-year operating cost \$5,000. Format: educational. Applicant is public school board, Mrs. Joanne Kelly, president. Action March 22.

## Ownership changes

### Applications

■ KEZC(FM) Truckee, Calif. (101.7 mhz, 1.25 kw)—Secret Mountain Laboratory Inc. seeks assignment of license to Lake Tahoe F.M. Inc. for \$135,000. Seller: A wholly owned subsidiary of Natural Broadcasting System Ltd. which also owns 100% of the stock of Dwight-Karma Broadcasting Co. licensee of KDKB-AM-FM Mesa, Ariz., 80% of stock of Conconino Media Inc., permittee of KBWA(AM) Williams, Ariz., and 20% of the stock of Parkell Broadcasting Inc., licensee of KNOT(AM), permittee of KNOT-FM Prescott, Ariz. Buyer: Carroll E. Brock, a businessman and industrialist with no other broadcast holdings, owns 51% of buyer. Charles S. Grater owns 20% and has worked as an account executive and program director for two California stations. Marvin B. Clapp owns 14.5% and is chief engineer for KEBR(FM) Sacramento, Calif. Carl J. Auel owns 14.5%, is manager of KEBR, president and 50% owner of KEWQ(AM) Paradise, Calif. Ann. April 5.

■ KPIK(AM) Colorado Springs (1580 khz, 5 kw-D)—Western Broadcasting Co. seeks assignment of license to Area Broadcasting Corp. for \$350,000. Seller: David P. Pinkston, principal owner, selling because of advanced age and illness of his wife, also owns KDAV(AM) Lubbock, Tex., K1LO(FM) Colorado Springs and FM application for Lubbock. Buyer: George L. James, Laurence C. Lively and Bruce E. Shepard each own 33-1/3%. Mr. James is general manager and chief engineer at KPIK and K1LO, Mr. Lively is operations manager and bookkeeper there, and Mr. Shepard is Colorado Springs real estate manager and developer. Ann. March 31.

■ KNBT(AM) Norton, Kan. (1530 khz, 1 kw-D)—Prairie Dog Broadcasting Co. seeks assignment of license to Norton Broadcasting Co. for \$185,000. Seller: David L. Tucker, president and principal owner, wishes to retire from broadcasting. Buyer: Philip Taylor, W. Vernon and Olive Taylor, Gary Shorman and Greg and Teri Owens each own 25%. Philip Taylor is also president and 19.74% owner of Taylor Communications Inc.-licensee of KCLY(FM), Clay Center, Kan. W. Vernon and Olive are 13.16% owners of Taylor Communications. Mr. Shorman is program director of WCLY. The Owens are farmers. Ann. April 5.

■ WAYV(FM) Atlantic City, N.J. FM: 95.1 mhz, 20 kw)—Seeks transfer of control of Radio WAYV Inc. from Leon Gerber (100% before; none after) to Robert R. McMortrie, Thomas F. Donatucci and Carl Monk (none before; 100% after). Consideration: \$60,000. Principals: Mr. Gerber has no other broadcast holdings. Mr. McMurtrie, owns 47% of buyer, holds real estate and construction interests in Philadelphia. Mr. Donatucci owns 33%, is a Philadelphia businessman. Mr. Monk owns 20% of buyer and is General Manager of WAYV. Ann. April 5.

■ WWWJ(FM) Johnstown, Ohio FM: 103.1 mhz, 3

kw)—Seeks transfer of control of Radio Johnstown from Robert G. Shaw and John W. Smith (662/3% before; none after) to Triple S Communications Inc. (33-1/3% before; 100% after). Consideration: \$72,500 and used transmitter. Principals: Richard N. Seiler, Jr. is buying out his partners interests. He owns 37.5% of the new corporation. James R. Goldours owns 25.83% and is a radio announcer. Robert A. Cohen, a college professor, owns 20%. The remaining stock is held by four other individuals. Ann. April 5.

■ WHBM(FM) Xenia, Ohio (103.9 mhz, 1 kw)—H&H Broadcasters Inc. seeks assignment of license to Ohio Broadcast Associates for \$179,000. Seller: Harold J. Wright owns 90% of H&H stock, his wife Elenore, 10%. The Wrights' other broadcast holding is WELX(AM) also in Xenia. Buyer: Arnold and Audrey Malkan jointly own 37.5% of stock. Their son Matthew owns 37.5%. Fred Gage and J. Andrew Booth each own 10%. L. Bruce Garraway owns 5%. The Malkan family also holds the majority of stock in KEYS(AM) Corpus Christi, Tex. and WNOR-AM-FM Norfolk, Va. Mr. Gage is general manager, Mr. Booth, chief engineer and Mr. Garraway program director of WNOR. Ann. April 5.

■ KGLC-AM-FM Miami, Okla. (901 khz, 1 kw-U) (100.9 mhz, 3 kw)—Miami Radio Inc. seeks assignment of license to Ottawa County Broadcasting Inc. for \$525,000. Principal K. C. Jeffries is selling two stations for undisclosed reasons. Buyer: Jeryl L. Smith and Deann D. Smith each own 50% of buying corporation. They are also stockholders and president and vice-president respectively of KBTC(AM) and KSCM(FM) both of Houston, Mo. Ann. April 5.

■ WALR-FM Union City, Tenn. FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Perkins Broadcasting Co. from Edgar R. Perkins (100% before; 30% after) to Reelfoot Broadcasting Inc. (none before; 70% after). Consideration: \$304,500. Principals: Mr. Perkins is selling his interests for cash and 30% of the stock of buyer so that he may devote more time to other pursuits. Other owners of Reelfoot are: William L. Pope (26%), Harold D. Butler (26%) and Verne A. Brooks (18%). Mr. Pope also owns 50% of stock, in WHDM(AM) McKenzie, Tenn., 50% stock in WBHT(AM) and WTBG-FM Brownsville, Tenn. Mr. Butler owns the other 50% of WHDN, WBHT and WTBG. Mr. Brooks has had extensive broadcasting experience, most recently as general manager of WHDM. Ann. April 5.

■ KSKY(AM) Dallas (669 khz, 10 kw-D)—Sam G. Winstead and First National Bank, Dallas, co-executors, seeks assignment of license to Sky Broadcasting Corp. for \$1,575,000. Seller: executors of estate of A.L. and Leonore H. Chilton, deceased. Buyer: 5% is owned by F. Andrew Bell the remaining 95% by Business Development Capital Co. of Connecticut, limited partnership of 22 individuals and firms. Ann. April 5.

#### Grants

■ WLRW(FM) Champaign, Ill. (94.5 mhz, 43 kw)—Broadcast Bureau granted assignment of license from Airways Inc. to LRW Inc. for \$1,100,000. Seller is principally owned by Richard G. Glover, Robert Eisner Jr. and Raymond Livasay who are also officers and stockholders in licensee of WDRW(AM) Durham, N.C. Buyer: is 40% owned by Thomas W. Trent, 30% by William R. Gaston and 30% by William M. Goldstein. Messers. Gaston and Goldstein are law partners in Urbana, Ill. and businessmen there. Mr. Trent is manager of WLRW-FM which is buyer's only broadcast connection. Action March 31.

■ WLAK(FM) Chicago (93.9 mhz, 6 kw)—Broadcast Bureau granted assignment of license from Sudbrink Broadcasting Inc. to Radio WLAK Inc. for \$4,250,000. Seller: is principally owned by Robert W. Sudbrink and his wife Margareta S. It also owns WLYF(FM) Miami, WFUN(AM) South Miami; WEZW(FM) Wauwatosa, Wis., and WPCH(FM)-WIIN(AM) Atlanta, although applications to sell WEZW, WPLH, WIIN and WLYF are pending with commission. Buyer is a wholly-owned subsidiary of Storer Broadcasting Co., publicly-traded group owner. Action April 5.

■ KCNW Fairway, Kan. (1380 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Kansas Broadcasting Inc. to KCNW Inc. for \$335,512. Seller: Starr Broadcasting Group Inc., 100% owner of licensee, also owns KYOK(AM) Houston; WBOK(AM) New Orleans; KXLR(AM) North Little Rock, Ark; KUDL(AM) Kansas City, Kan.; KABL(AM) Oakland, Calif.; KABL-FM San Francisco; KMGX(FM) Dallas; WWWW(FM) Detroit; WTVQ-TV Lexington, Ky.; KITV-TV Honolulu and KHVO-TV Hilo, Hawaii.

Buyer is owned by Marvin B. Kosofsky, 50%, Miriam and Howard Warsaw, 25% each. It also owns KMAX(FM) Arcadia and KPPC(AM) Pasadena, both California; KEST(AM) San Francisco; KUXL(AM) Golden Valley, Minn.; WTBE(AM) Mineola, N.Y.; WARO(AM) Canonsburg, Pa.; WVXX-FM Highland Park, Ill. and WYLO(AM) Jackson, Wis. Action March 30.

■ KHAP(AM) Aztec, N.M. (1340 khz, 1kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of San Juan Broadcasting from Louis C. Erck (90% before; none after) to David J. Watts (10% before; 100% after). Consideration: \$102,500. Principals: Mr. Watts is vice president and general manager of KHAP. Neither party has other broadcast interests. Action March 31.

■ KOKN(AM) Pawhuska, Okla. (1500 khz, 5kw-U)—Broadcast Bureau granted assignment of license from Coleman Broadcasting Co. to Dawn Broadcasting Inc. for \$125,180. Seller: Lewis Coleman, president and 100% owner of Coleman Broadcasting, is selling because of his and wife's failing health. Thomas Neill Jackson, president and 100% owner of Dawn Broadcasting, was program director and engineer of WARO(AM) Canonsburg, Pa. Action April 5.

■ WYXI(AM) Athens Tenn. (1390 khz, 500 w-D)—Broadcast Bureau dismissed application for transfer of control of 3J's Broadcasting Co. Action March 31.

■ WSIM(FM) Red Bank, Tenn. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Roy Davis to W.S.I.M. Inc. for \$450,000. Seller: has no other broadcast interests and is restructuring finances subsequent to period of poor health. Buyer is new corporation with no other broadcast interests wholly-owned by WFLI Inc., licensee of WFLI(AM) Lookout Mountain, Tenn. WFLI Inc. is principally owned by William E. Bennis Jr., 43.3%, remainder by his immediate family. Action March 28.

■ KNRO-FM Conroe, Tex. (106.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Family Group Enterprises to Jimmy Swaggart Evangelistic Asso. for \$803,750. Seller: is principally owned by Rigby Owen Sr., also owns KIKR-AM Conroe. Buyer also owns WLUX(AM) Baton Rouge; KJIL(FM) Bethany, Okla.; WHYM Pensacola, Fla.; KWJS Arlington, Tex.; WJYM Bowling Green, Ohio, and is permitted in of KZIP(FM) Amarillo, Tex. Buyer is non-stock corporation owned by Jimmy and Donnie Swaggart (son) William D. Treeby, J.E. Allen, F.C. Chamberlain, Ronald A. Goux and Frances Swaggart (Mrs. Jimmy). Action March 31.

■ KPRE(AM) Paris, Tex. (1250 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Lamar Broadcasting Co. to Radio Paris Inc. for \$200,000. Seller: is principally owned by Michel T. Halbouty, chairman of board. Buyer: Bob Davis Bell is 100% owner. Neither party has other broadcast interests. Action March 30.

■ WMEK (AM) Chase City, Va. (980 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Mecklenburg Broadcasting Co. from John L. Cole Jr.

(75% before; none after) to Arthur A. Moran Jr. (25% before; 100% after). Consideration: \$99,384.75. Principals: John L. Cole Jr. is retiring president of Mecklenburg and has no other broadcast interests. Arthur A. Moran Jr., vice president of Mecklenburg, has no other broadcast interests. Action March 31.

■ WYVA-FM Yorktown, Va. (94.1 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Cradle of Democracy Broadcasting Co. from William H. Eacho Jr. and others (73.1% before; none after) to Frederick Exter and others (26.9% before; 100% after). Consideration: \$1 per share (65) plus assumption of \$186,691.18 in liabilities and \$2,400 payment of present shareholders' notes. Five of seven present stockholders are selling interests in station. Mr. Eacho (28.1%) is president and largest stockholder. None of sellers has other broadcast interests. Buying group is principally composed of members of families of David L. Wever Jr. and his cousin, by marriage, Carole Exter Wever. Mr. Wever is sales manager of station. None of 14 buyers has other broadcast ownership interests. Action March 31.

■ WLYF(FM) Miami (101.5 mhz, 100kw)—Broadcast Bureau granted assignment of license from Sudbrink Broadcasting Inc. to Storer Broadcasting for \$5,560,000, plus \$540,000 consulting agreement. Seller: principally owned by Robert W. and Margareta S. Sudbrink and family. Sudbrink also owns two AM's and five other FM's. Buyer is publicly-traded group owner of five AM's, one FM and seven TV's. Action April 5.

## Facilities changes

### AM actions

■ KF1A Carmichael, Calif.—Broadcast Bureau granted mod. of CP to change ant. and TL, and type trans., conditions (BMP-14,541). Action March 23.

■ WNBH New Bedford, Mass.—Broadcast Bureau granted mod. of CP to change TL, and make change in ant. system, conditions (BMP-14,500). Action March 30.

■ WSHB Raeford, N.C.—Broadcast Bureau granted CP to change ant. and TL (BP-20,851). Action March 31.

■ KZIP Amarillo, Tex.—Broadcast Bureau granted mod. of CP to make changes in ant. system, conditions (BMP-14,544). Action March 28.

■ WOKY Milwaukee—Broadcast Bureau granted mod. of CP to make changes in ant. system (BMP-14,498). Action March 30.

### FM actions

■ WWSM-FM Bay Minette, Ala.—Broadcast Bureau granted CP to install new trans., new circular polarized ant., change TPO, ERP: 2.3 kw (h&v) and ant. height 340 ft., conditions (BPH-10,867). Action March 23.

■ WHOO-FM Orlando, Fla.—Broadcast Bureau

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granted CP to make changes in transmission line. ERP: 98 kw (h&v), ant. height 460 ft. (h&v), remote control permitted, conditions (BPH-10,936). Action March 30.

■ WSOJ-FM Jesup, Ga.—Broadcast Bureau granted CP to make changes in transmission line, change ant., change TPO, ERP: 3 kw (h&v), ant. height 300 ft. (h&v) (BPH-10,943). Action March 23.

■ WRBN-FM Warner Robins, Ga.—Broadcast Bureau granted CP to install new ant., ERP: 3 kw, ant. height 295 ft., conditions (BPH-10,860). Action March 23.

■ WYCA-FM Hammond, Ind.—Broadcast Bureau granted CP to replace damaged transmission to main ant. and increase TPO, ERP: 30 kw (h&v) and ant. height 400 ft. (h&v) (BPH-10,862). Action March 23.

■ KSKG-FM Salina, Kan.—Broadcast Bureau granted CP to install new aux. trans., new aux. ant., (BPH-10,857). Action March 23.

■ \*WUPI Presque Isle, Me.—Broadcast Bureau accepted application to change frequency to 90.3 mhz (ch. 212). Action March 30.

■ WBCF-FM Hastings, Mich.—Broadcast Bureau granted CP to change TPO, ERP: 1.80 kw (h&v), ant. height 295 ft. (h&v) (BPH-10,866). Action March 23.

■ WMMS-FM Cleveland—Broadcast Bureau granted CP to install new aux. trans. at main TL (BPH-10,852). Action March 23.

■ WEZO-FM Rochester, N.Y.—Broadcast Bureau granted CP to install new aux. trans. at main TL (BPH-10,847). Action March 24.

■ WSNJ-FM Philadelphia—Broadcast Bureau granted mod. of permit to change trans., make changes in ant. system, ERP: 12.5 kw (h&v), ant. height 1,010 ft., conditions (BMPH-15,209). Action March 29.

■ WSBA-FM York, Pa.—Broadcast Bureau granted CP to install new trans., install new DA, make changes in ant. system, change TPO, ERP: (main max.) 12 kw (h&v), (aux.) 7.9 kw (h&v), ant. height (main) 890 ft. (h&v), (aux.) 750 ft. (h&v), conditions (BPH-10,868). Action March 24.

■ KIEL-FM Beaumont, Tex.—Broadcast Bureau granted CP to delete remote control, change TPO, ERP: 60 kw (h&v), ant. height 220 ft. (h&v) (BPH-10,863). Action March 23.

■ KYYY-FM Seattle—Broadcast Bureau granted CP to change TPO, ERP: 81 kw (h&v), ant. height 1,220 ft. (h&v) (BPH-10,935). Action March 23.

## In contest

### Petitions to deny

■ Whitehall, Mich.—Reams Broadcasting (WKVC) petitioned to deny license assignment of WLRQ(FM). Ann. March 29.

■ Wildwood, NJ—Atlantic City TV Corp. petitioned to deny license assignment of WCMC-TV. Ann. March 31.

### Procedural rulings

■ Mobile, Ala., Sound Broadcast Corp. (WLPR(FM)) and Mobile Broadcast Service Inc., **FM proceeding:** (BC Doc. 78-74-75)—ALJ James K. Cullen Jr. granted request by Broadcast Bureau and extended to April 14 time to respond to motion to enlarge issues. Action April 3.

■ Gainesville, Fla., Gainesville Media et al., **FM proceeding:** (Docs. 206-22-4)—Chief, Office of Opinions and Review granted petition of Gainesville Media and extended time for filing opposition to applications for review until 40 days after Review Board has acted on petition for reconsideration. Action April 3.

■ Miami, Bartell Broadcasting of Florida, Inc. (WMJX(FM)), **renewal proceeding:** (Doc. 20826)—Chief, Office of Opinions and Review granted motion by Broadcast Bureau and extended to April 28 time to file replies to Bartell's exceptions and supporting brief to initial decision released Jan. 18. Action March 31.

■ Houghton Lake, Mich., Sparks Broadcasting Co. (WHGR(AM)-WJGS(FM)) **renewal proceeding:** (Docs. 21497-8)—ALJ John H. Conlin granted petitions by Sparks and extended to May 1 time to respond to Broadcast Bureau's first set of interrogatories and motion for production of documents. Action March 29.

■ Tupelo, Miss., Lee Broadcasting Corp. (WTUP), **renewal proceeding:** (Doc. 21430)—ALJ John H.

Conlin suspended procedural dates and continued hearing from May 9 to Oct. 17 in Tupelo. Action March 31.

■ Joplin, Mo., and Pittsburg, Kan., Gilmore Broadcasting Corp. (KODE-TV) et al., **TV renewal proceeding:** (BC Docs. 78-81-83)—ALJ John H. Conlin continued prehearing conference from May 2 to May 23. Action March 31.

■ Farmington, N.M., E. Boyd Whitney (KRZE(AM)-KRAZ-FM), **renewal proceeding:** (Docs. 21519-20)—ALJ Daniel M. Head set certain procedural dates. Action March 30.

■ Cleveland, SJR Communications, Inc. (WQAL(FM)), **renewal proceeding:** (BC Doc. 78-94)—ALJ David I. Kraushaar rescheduled prehearing conference from May 8 to May 12. Action March 28.

■ Greenville, Ohio, Lewel Broadcasting Inc. (WDRK(FM)) and Corin Broadcasting Co. Inc., **FM proceeding:** (Doc. 21217, BC Doc. 78-91)—ALJ John H. Conlin set certain procedural dates and scheduled further prehearing conference on May 30 and hearing July 11 in Greenville. Action March 30.

■ Harrisonburg, Va., Radio Blue Ridge, Inc. and Radio Harrisonburg, Inc., **FM proceeding:** (Doc. 21268)—ALJ David I. Kraushaar extended to April 24 time for responding to Radio Blue Ridge's motion for summary decision and proposed findings of fact and conclusion of law. Action April 4.

### Review Board decisions

■ San Diego, **TV proceeding:** (Doc. 20130)—Review Board dismissed pending pleadings. Action April 5.

■ Hampton, Iowa (Doc. 21420)—Review Board denied request of Harold A. Jahnke for extension of construction time for new KQHJ-FM there. Action March 27.

### FCC decisions

■ Commission authorized AM, FM and TV broadcast stations to rebroadcast weather transmissions originated by National Weather Service on 162,400, 162,475 and 162,550 mhz freqs. Commission put four conditions on this authority: 1) messages must be rebroadcast within 1 hour of receipt from National Weather Service; 2) If commercials are aired in connection with weather rebroadcast they must not convey an endorsement by Government of products of services advertised; 3) credit must be given to National Weather Service, and station may not rebroadcast transmissions of personal radio services station. Action April 3.

■ WBLE(AM) Batesville, Miss.—Commission dismissed motion by North Mississippi Coalition for Better Broadcasting for reconsideration of FCC's approval of renewal of license. Action March 28.

■ \*WLBT-TV Jackson, Miss.—Commission authorized Communications Improvement Inc. interim operator, to use part of stations net profits toward construction and operation of new independent noncommercial FM there. Action April 6.

■ WDOG-TV Houston—Commission granted exception to its top-50 market policy and approved assignment of license of UHF station from Crest Broadcasting Co. to Metromedia Inc. Metromedia is licensee of six TVs and was granted exception of FCC policy which prohibits common ownership in top-50 market of more than three, two of which may be VHF because Metromedia said in order to be competitive WDOG-TV's technical facilities must be improved and new programming acquired. Action April 6.

## Complaints

■ Total of 3,347 broadcasting complaints was received from public in February, decrease of 348 from January. Other comments and inquiries for February totaled 2,794, decrease of 1,047 from previous month. Commission sent 1,772 letters in response. Ann. March 31.

## Fines

■ WNUF(FM) Millvale, Pa.—Broadcast Bureau notified licensee of apparent liability for \$800 for failure to make available at inspection time required trans. equipment performance measurements for last two years. Action March 24.

■ WHNE(AM) Portsmouth, Va.—Commission notified licensee of apparent liability for \$5,000 for misleading public during "Mr. Treasure" Contest. Action April 6.

■ WJLS(AM) Beckley, W. Va.—Broadcast Bureau notified licensee of apparent liability of \$250 for repeated failure to install at remote control point equipment to monitor and control ant. phase monitor at trans. site on various dates. Action March 27.

## Allocations

### Actions

■ Green Valley, Ariz.—Commission denied request by Graham Broadcasting Co. of Tucson for review of staff action June 18, 1976, deleting ch. 221A from Tucson and assigning it to Green Valley. Action March 28.

■ Baxter Springs, Kan.—Broadcast Bureau assigned ch. 296A as community's first FM in response to petition by Jack R. Maxton. Action March 31, becomes effective May 16.

■ Brewer, Me.—Broadcast Bureau assigned ch. 265A as community's first FM in response to petition by Bangor Broadcasting Co. Action March 31, becomes effective May 16.

■ Salisbury, Md.—Broadcast Bureau proposed assigning UHF ch. 47 as community's second commercial TV, in response to petition by MDV Television Co. Comments due May 26, replies due June 15. Action March 27.

■ Spring Grove, Minn.—Broadcast Bureau proposed assigning ch. 252A as community's first FM in response to petition by John H. White. Comments due May 26, replies June 15. Action March 27.

■ Grand Island, Neb.—Broadcast Bureau proposed assigning ch. 299 as community's third FM in response to petition by KMMJ Inc., licensee of daytime only KMMJ(AM) there. Comments due May 26, replies June 15. Action March 27.

■ Las Vegas—Broadcast Bureau proposed assigning

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ch. 242 as city's sixth FM in response to petition by Graham Broadcasting Co. Comments due May 30, replies June 19. Action March 31.

■ Remsen, NY—Broadcast Bureau assigned ch. 228A as community's first FM in response to petition by Renman Broadcasting Inc., licensee of daytime only WADR(AM) there. Action April 3, becomes effective May 17.

■ Hazelwood, N.C.—Commission dismissed application of Mountain Ridge Broadcasting Media Inc. for new FM on ch. 285 there. Action March 28.

■ Forks, Wash.—Broadcast Bureau assigned ch. 280A as community's first FM in response to petition by Ben E. and Marjorie C. Howard, licensee of KVAC(AM) there. Action March 31, becomes effective May 16.

## Rulemaking

### Petitions

■ Fairfield Bay, Ark.—Fairfield Bay Inc. requests amendment of FM table of assignments to assign ch. 292A there. Ann. April 4.

■ Jacksonville, Fla.—Raven Enterprises requests amendment of FM table of assignments to reassign ch. 288A from St. Augustine, Fla. to Callahan, Fla. Ann. April 4.

■ Decatur, Ill.—Decatur Christian Radio requests amendment of FM table of assignments to assign ch. 252A there. Ann. April 4.

■ Owensboro, Ky.—Owensboro On The Air Inc. requests amendment of FM table of assignments to add ch. 252A to Metropolis, Ill. Ann. April 4.

■ New Roads, La.—Progressive Broadcasting Corp. (KWRG[AM]) requests amendment of FM table of assignments to assign ch. 292A there. Ann. April 4.

■ Greenbelt, Md.—Silver Birch Broadcasting Co. requests amendment of FM table of assignments to assign ch. 290 to Washburn, Wis. Ann. April 4.

■ Hagerstown, Md.—W. Ronald Smith requests amendment of FM table of assignments to assign ch. 240A to Chancellor, Va. Ann. April 4.

■ Ogallala, Neb.—KSTC Inc. (KSTC-AM-FM) requests amendment of FM table of assignments to assign ch. 284 to Sterling, Colo. Ann. April 4.

■ Marietta, Ohio—Tri-County Radio Co. requests amendment of FM table of assignments to assign ch. 285A to Caldwell, Ohio. Ann. April 4.

■ Fredericksburg, Va.—Keith E. Angstadt requests amendment of FM table of assignments to assign ch. 240A to Colonial Beach, Va. Ann. April 4.

### Actions

■ Commission amended rules to clarify technical requirements for monitoring modulation levels of AM-FM radio by clarifying wording but imposed no additional burdens. Action March 28, becomes effective April 14.

■ Commission announced it would hear panel of experts beginning May 10 on whether to reduce maximum UHF noise figure for television sets and if so, how far. Action May 4.

■ In response to request by National Association of Broadcasters, Chief, Broadcast Bureau extended from April 7 to May 8 time for filing response to petition of Action for Children's Television for rulemaking looking toward elimination of sponsorship and commercial content in children's programming and establishment of weekly 14-hour quota of children's TV programs. Action March 24.

## Cable

### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced April 4. (stations listed are proposed for carriage):

■ Llano Cable TV, for Llano, Tex. (CAC-08604); existing operation.

■ Washtenaw Cablevision of Ypsilanti, for Ypsilanti, Mich. (CAC-12625); commence operation.

■ Brigham City Associates, for Brigham City, Utah

(CAC-12639); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Huntington, CATV, for Huntington, Ind. (CAC-12668); WHME-TV South Bend, Ind.

■ Rogersville TV Cable, for Rogersville, Tenn. (CAC-12669); existing operation.

■ Kings Bay Cable Vision, for St. Marys, Ga. (CAC-12670); to commence operation.

■ Catco, for Hardy, Ark. (CAC-12671); for existing operation.

■ Gulf Communicators, for Golden Gate, Fla. (CAC-12672); for existing operation.

■ Sammons Communications of Virginia, for Covington, Clifton Forge, Iron Gate, Alleghany, all Virginia (CAC-12673-6); WTCG Atlanta.

■ Armstrong Utilities, for East Butler, Pa. (CAC-12677); to commence operation.

■ Waycross Cable, for Pierce, Brandtley, both Georgia (CAC-12678-9); to commence operation.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Teleception of Winchester, for Clark, Ky. (CAC-09453); Lodi Cable TV, for Lodi, Calif. (CAC-11186); Okanogan Valley TV Cable, for Omak, Okanogan, both Washington (CAC-11198-200); Breckenridge TV Cable, for Breckenridge, Tex. (CAC-11207); TV Cable, for Guntersville, Ala. (CAC-11208); Laurel Community Antenna System, for Laurel, Miss. (CAC-11213); Southern Television Systems, for Eastland, Olden, both Texas (CAC-11215-6); TelePrompter, for Frenchville, Me. (CAC-11248); Audubon Electronics, for McGuire AFB, N.J. (CAC-11249); Live Line for Jasper, Ala. (CAC-11348); Multi-County Cablevision, for Lodi, Ohio (CAC-11557); Ohio Cable, for Higginsport, Ripley, both Ohio (CAC-11559, 61); Fleming Cable Vision, for Flemingsburg, Ky. (CAC-11563); Elkhorn City Cable Service, for Elkhorn City, Ky. (CAC-11565); R V Cablevision, for Harrodsburg, Ky. (CAC-11566); Ohio Cable, for Aberdeen, Ohio (CAC-11568); R V Cablevision, for Burgin, Ky. (CAC-11569); Corsicana Cable TV, for Corsicana, Tex. (CAC-115571); Cordell TV Cable System, for Cordell, Okla. (CAC-11739); International Cable Television, for Duarte, Calif. (CAC-11749); Blue Ridge Cablevision, for West Jefferson, Jefferson, Smethport, Beaver Creek, East Jefferson, Bristol, all North Carolina (CAC-11751-6); Chelan Antenna, for Chelan, Chelan Falls, both Washington (CAC-11903-4); Service Electric Cable TV, for Nazareth, Tatamy, Riegelsville, all Pennsylvania (CAC-12096-9); Tele-Ception of Winchester, for Clark, Ky. (CAC-12119); Fayette Cablevision, for Uniontown, North Union, Fairchance, Georges, South Union, all Pennsylvania (CAC-12120-4); New Castle Cable Communications, for New Castle, Ind. (CAC-12160); Telecable of Greenville, for Cityview, S.C. (CAC-12205); Sayre TV Cable System, for Sayre, Okla. (CAC-12337); Audubon Electronics, for Fort Dix, N.J. (CAC-12376); Midcontinent Cable Systems, for Huron, S.D. (CAC-07963); Cable TV Systems of Bethany, Mo. (CAC-08740); Cable TV Systems, for Hutchinson, Kan. (CAC-08813); Conti-

mental Cablevision of New Hampshire, for Kittery, Me. (CAC-08851); Warner Cable of Big Bear Lake, for Big Bear Lake, Calif. (CAC-09509); Clinton Cable TV, for Clinton, Fairview, Vermillion, all Indiana (CAC-09659-61); Woodsfield Cable, for Woodsfield, Ohio (CAC-09933); TelePrompter of Fort Bragg, for Mendocino, Fort Bragg, both Calif. (CAC-10222-3); TelePrompter, of San Bernardino, for Highland, Lytle Creek, San Bernardino, all California (CAC-01223-6); TelePrompter of Willits, for Willits, Mendocino, both California (CAC-10227-8); TelePrompter of Mohawk Valley, for Little Falls, Ilion, Herkimer, German Flats, Frankfort, Mohawk, all New York (CAC-10242-9); Iron Range Cable TV, for Ely, Harvey, Marquette, Ishpeming, Negaunee, Palmer, Richmond, Choccolay, all Michigan (CAC-10315-24); Coachella Valley Television, for Coachella, Palm Desert, Rancho Mirage, Indio, all California (CAC-10555-9); American Cablevision, for Morgantown, W. Va. (CAC-10591); Marion, Rochester, Haverill, all Minnesota (CAC-10676-9); Tele-Vue Systems, for West Pittsburg, Calif. (CAC-10787); Storer Cable Communications, for Cordele, Ga. (CAC-10881); Southwest, Pa. Cable TV, for California, Pa. (CAC-10916); Cable TV, for Weatherly, Packer, Lehigh, all Pennsylvania (CAC-10942-4); TelePrompter of Lacrosse, for La Crescent, Minn. (CAC-10970); Community TV, for Franklin, N.H. (CAC-11477); MBS Cable TV, for Malvern, Ohio (CAC-11514); Henderson Cable TV, for Henderson, Tenn. (CAC-11999); TelePromoter, Manhattan CATV, for New York, NY (CAC-12140); Cablevision, a division of Comcast Cablevision, for Genesee, Mich. (CAC-12181); Olney Cable TV, for Olney, Tex. (CAC-12214); TelePrompter Corp., for Lea, N.M. (CAC-12386); Continental Cablevision of Michigan, for Blackman, Mich. (CAC-11061); Cable Communicators Operations, for Lima, Ohio (CAC-11037); Continental Cablevision of New Hampshire, for Portsmouth, N.H. (CAC-11099); Storer Cable TV of Florida, for Nokomis, Fla. (CAC-11125); American TV & Communications, for Churchill, Fallon, Yerington, Weed Heights, all Nevada (CAC-11170-3); National Cable Com of the Adirondacks, for Booneville, Port Leyden, Lyons Falls, Constableville, Leyden, Lyonsdale, West Turin, all New York (CAC-11219-25); Centre Video, for McDonald, North Fayette, Robinson, all Pennsylvania (CAC-11229-31); Warner Cable of Claxton, for Hagan, Ga. (CAC-11512); Limestone Cable Vision, for Mason, Ky. (CAC-11560); Ohio Cable, for Georgetown, Ohio (CAC-11562); Limestone Cable Vision, for Maysville, Washington, both Kentucky (CAC-11564-70); Columbia TV Systems of Hermiton, for Hermiton, Mich. (CAC-11581); Micro-Cable Communications/Pendleton Community TV, for Umatilla, Ore. (CAC-11619); Cherokee TV Cable System, for Cherokee, Okla. (CAC-11622); Camarillo Cable TV, for Rancho Camarillo, Camarillo, both California (CAC-11636-7); Wentronics, for Moab, Utah (CAC-11686); Eastern Shore CATV, for Worcester, Md. (CAC-11689); Elkhart TV Cable System, for Elkhart, Kan. (CAC-11743); Dalhart TV Cable System, for Dalhart, Tex. (CAC-11744); Point View TV Cable, for Point Pleasant, New Haven, both West Virginia, (CAC-11936, 11938); Middleport, Ohio (CAC-11939); Logan Cablevision, for Logan, W. Va. (CAC-12088); National Cable Co of the Adirondacks, for Boonville, NY (CAC-12137); CDA Cable, for Coeur D'Alene, Idaho (CAC-12252).

## Summary of broadcasting

### FCC tabulations as of Feb. 28, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,489	6	27	4,522	43	4,565
Commercial FM	2,949	1	69	3,019	118	3,137
Educational FM	904	0	38	942	74	1,016
Total Radio	8,342	7	134	8,483	235	8,718
Commercial TV	724	1	2	727	55	782
VHF	513	1	2	516	7	523
UHF	211	0	0	211	48	259
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	967	4	16	987	60	1,047
FM Translators	212	0	0	0	75	287
TV Translators	3,476	0	0	0	476	3,952
UHF	1,082	0	0	0	268	1,350
VHF	2,394	0	0	0	208	2,602

\*Special temporary authorization

\*\*Includes off-air licenses

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See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Need mature** news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

**General Manager** for AM and FM combo in Top 30 market. Sales and programming experience a must. Confidentiality assured. Send complete resume and salary history. Group owner. Equal opportunity employer. Box E-15.

**General Sales Manager** or Regional Sales Manager background or ability. Medium-size Great Lakes area station experience or Midwest rep experience would be helpful. We have a great deal to offer someone who likes to sell radio and his/her station. Excellent fringes and benefits. Please tell us about yourself: What you've done, where you've done it and when, how well you've done it, how you've been paid and how much—and anything else you can think of. It looks like a \$3,000,000 year for us. Are you good enough? Box E-34.

**General Manager wanted** for AM and FM in Eastern Pennsylvania. Must be experienced and capable in all areas. Stations presently leading local market in ratings and billings. Interesting salary and fringe benefits. Box E-40.

**General manager** for WALM and WELL-FM. Base pay plus share of profits and other good fringe benefits. Send resume to: 111 West Michigan Avenue, Marshall, MI 49068.

**Instructor/Station Manager.** North Texas State University seeks instructor for basic audio courses and manager for student-operated FM radio station. 9 month appointment beginning August 22, 1978. Masters degree. Contact: Jeannine Wilkins, Chairperson, Search Committee, Division of Radio/TV/Film, North Texas State University, Denton, TX 76203.

**General Manager Kodiak** Public Broadcasting Corporation. KMXT-FM in Kodiak, Alaska seeks General Manager. Five years practical experience in broadcasting, including two years of supervisory/managerial experience and two years experience in public broadcasting. B.A. in broadcasting, public communication or related field. Appropriate experience may be substituted for degree on a year-for-year basis. Working knowledge of FCC rules and regulations and federal grant applications required. Salary DOE. Send resume to KMXT, Box 484, Kodiak, AK 99615. An Equal Opportunity Employer.

### HELP WANTED SALES

**Salesperson Wanted**—Located in beautiful Rockies. Contact Jim Williams, KCAP AM & FM, P.O. Box 1165, Helena, MT. 406-442-4490.

**Mature, self-starter,** aggressive salesperson with good track record for growing medium market. Good opportunity for person who can produce sales. Excellent fringe benefits. Resume to P.O. Box 3246, Burlington, NC 27215.

**Northeast medium market** High-power FM rocker and community-oriented adult contemporary AM looking for bright, knowledgeable, enthusiastic sales person who wants to grow. Our top-rated combination is growing so fast we need a real pro to maximize our sales effort. All replies in confidence. EOE. Box D-52.

**Are you completely satisfied?** Are you qualified to do a top-rated 2 hour morning show and handle sales manager job. We can make you an attractive offer. Small, Western Piedmont NC market. Send resume to Box D-86.

**Broadcast school** salesperson wanted for radio station in Worcester, MA. Will train. Must be hard-working, creative and willing to earn and learn. Box E-10.

**Sales Manager.** Must be self starter, proven track record, take over established account list. Will consider strong salesperson ready to move up. Fringe benefits. Send complete resume, account list history, current earnings to General Manager, WITY, Box 142, Danville, IL 61832. Equal Opportunity Employer.

**Southern Georgia Country** operation has immediate opening for sincere, stable, successful salesperson with announcer experience for combination position. Active list waiting for the right person. Send tape and resume to WJEM, Box 368, Valdosta, GA 31601.

**Sales manager** for biggest billing Small Market station in the Carolinas. Must be professional, RAB, top pay, profit sharing, advancement opportunities with growing group, EOE. Box E-12.

**Exceptional opportunity** to earn. Professional radio sales person for unique Middle Market Connecticut Radio Station. Box E-47.

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**Retail Sales Supervisor:** Excellent growth opportunity for a selling pro. Complete compensation package plus fringes. For consideration, in strict confidence, forward resume with specifics to WJOI-FM, 1715 Grandview Ave., Pittsburgh, PA 15211.

### HELP WANTED ANNOUNCERS

**Experienced** Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

**Talk Show Host.** Major Midwest Market—for summer replacement. Permanent job possible. Box D-70.

**Morning Person** with experience. Possible Sales. Progressive Country with WDZD-FM on North Carolina Coast. 919-754-8171.

**Top rated modern** country station in Capital City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call PD. or G.M. 217-528-3033 E.O.E.

**Automated, Beautiful Music** station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

**Morning person** for wake up ministry. 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne, MD 21853.

**I Sure Would Like** to know where all the experienced Contemporary Communicators are. Needed immediately—AM communicator from 6-9 with top production a must. E.O.E. Tapes and resumes to Doug Shackett, Electromagnetic Corp., 221 Washington Street, Claremont, N.H. 03743.

**Experienced announcers** needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Utneher, P.O. Box 310, Antigo, WI 54409.

**P.M. Drive** air personality for Contemporary M.O.R. Experience and good production a must. Salary commensurate with ability. Send air-check, production samples and resume to: Jeff Topps, WBNR, Box 511, Beacon, NY 12508. E.O.E.

**Automated AM,** Northeastern Michigan Lake Huron Shores. Contemporary Drake Chenault, news background, good production essential, automation experience not essential. Tape resume, John Carroll, WIOS Radio, P.O. Box 549, Tawas City, MI 48763.

**Top small market** station in Midwest seeks experienced announcer for information-minded radio. News and sports background helpful. Box E-45.

**Midwest Modern Country,** wants to give break to Small or Medium Market talent, ready to move up. If your production and air work is good let's talk. Send tape and resume to Box E-51.

**KLOK Radio, San Jose** is looking for a permanent part-time jock to work the daily 10 to midnight shift plus weekends. Male or female send tapes and resumes to Bill Weaver, PO Box 21248, San Jose, CA 95151. KLOK is an Equal Opportunity Employer.

**Modern Country Station** seeks experienced announcer. Immediate opening salary above average. Delightful place to live by lake area in warm climate, exceptional schools, excellent medical plans. send resume indicating starting salary requirement and tape. Jeffrey Millar care WKUL, PO Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

**Announcer.** MOR Format. Sales position also available. Sales training provided. Send tape & resume. WLRB, Box 254, Rehoboth Beach, DE 19971. EOE.

**Experienced Announcer** with FCC First Class License. Duties include on the air announcing shift, announcing styles suitable to MOR format, including authoritative news delivery; commercial production and recording; and assisting Chief Engineer in technical maintenance. Send tape and resume to WGBR Radio, PO Box 207, Goldsboro, NC 27530. An Equal Opportunity Employer.

**Afternoon Announcer** needed for Country Format. Some experience necessary. Send resume and non-returnable tape to Operations Manager, WFIG Box 38, Sumter, SC 29150. No phone calls. EOS.

**We're looking** for a strong personality pro for mid-days who wants to work for a top rated station in a market that has all of the advantages of a big city with none of the problems. Immediate opening. Send tape and resume to: John Zucker, WGEE, 115 South Jefferson, Green Bay, WI 54301. EOE.

**Personality Jock . . .** Midwest Medium Market. Must have good pipes. PBP helpful but not necessary. Experience is required. We are an Equal Opportunity Employer and would like to have female and minority applicants. Send resume and salary requirements to Box E-37.

**Eastern NC AM/FM** rebuilding staff. Need program director, personalities, news director, and engineer for AM top 40 and FM automated MOR. Young progressive management and ownership. Send tapes and resumes to Mr. Richard Oakley, Century Communications, Box 170, Wilson, NC 27893. EOE.

**Country Disc Jockey**—Music Director with production capabilities, some news, 3rd Endorsed. Send resume and tape to: KNZA Box 104, Hiawatha, KS 66434.

**Unique Air Personalities** wanted. Buddy Holiday, formally of KLIF, WIOD and KULF is back in Houston programming the newest and most exciting music formats: Contemporary religious music. Highest quality. Great variety Thoroughly exciting. Unique career opportunity. Join us. Send tapes and resumes to Buddy Holiday, KFMR-FM, 1900 Medical Towers, S. Main & Dryden, Houston, TX 77030.

**Where has all the Talent gone?** Need Air Personality/Music Director now, for Top Rated Modern Country. 303-542-5572 Doug Wilson.

**Radio Stations** KBCL AM, Shreveport, Louisiana needs announcer for mid-day shift. Must be tops in production. Experience with two (2) track helpful. Send recent air check and resume in production work to: KBCL, 227-1220 Shreveport, LA 71101 (505 Lane Building).

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**HELP WANTED ANNOUNCERS  
CONTINUED**

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**WLKW, Providence**, one of nation's leading Beautiful Music stations, seeks tapes and resumes from experienced staff announcers for possible future openings. Must have moderate to heavy voice with friendly one-to-one delivery. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main, Providence, RI 02904. E.O.E. No phone calls.

**Florida West Coast**. Contemporary Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

**Florida West Coast**. Country Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL. An Equal Opportunity Employer.

**Adult Contemporary** Station in excellent community has opening for bright, mature afternoon personality Announcer-Music Director. Good working conditions. Opportunity for advancement. Send tape, resume; and salary requirements to KALB Radio, PO Box 471, Alexandria, LA 71301.

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**HELP WANTED  
TECHNICAL**

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**If you are** a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P.O. Box 231, Coatesville, PA 19320. E.O.E.

**Engineer Wanted** for 2 stick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus automation. Fringe plus profit sharing. Send complete resume to: Box D-121.

**Chief Engineer** who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, V.P. GM, KSGO, KGGO, 3900 N.E. Broadway, Des Moines, IA 50317.

**Chief Engineer** for Midwestern FM University station. College Degree required with experience in FCC regulations. Will maintain and repair broadcast equipment. Teach course in basic electronics. EOE. Send resume to Box E-19.

**Chief Engineer**—AM-FM combination. Automation experience helpful. Good salary. Great fringes with established group. Call or write Dennis Martin, Communications Properties, Box 971, Albert Lea, MN 56007. 507-373-2338.

**Immediate opening**. First Class Engineer. Some experience necessary. Salary open. Call Larry Sandlin, 713-772-4433. Send resume to: KIKK Radio, 6306 Gulfon, Houston, TX 77081.

**Engineer needed** for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN 219-267-3111.

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**HELP WANTED  
NEWS**

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**Illinois**. Small town or rural background. Obtain, write, and air local news. Resume. Box D-144.

**Broadcast Journalist** for Midwest AM/FM. Excellent news room facilities, regional coverage. We place a high value on local news and public affairs. Grow with us. Please send resume, tape and references to WIL0 AM/FM, Frankfort, IN.

**Mid Atlantic Regional** with strong news commitment needs experienced professional. Must have talk show experience. Prove yourself and there's room to grow. An Equal Opportunity Employer. Forward complete resume to Box E-4.

**Broadcast school** newperson wanted for radio station in Worcester, MA Must have knowledge of radio newpersons duties. Please send resume to Box E-11.

**Newsperson**. Immediate opportunity for a digger with polished delivery. Excellent working conditions and salary, news oriented. Send tape and resume to Red Pritchard, News Director, KLIN, Box 30181, Lincoln, NE 68503.

**News oriented station** in size 32 Market looking for a young aggressive newperson. Must have strong delivery, ability to write and report, and be innovative. Send tape and resume to Bill Brewer—News Director—WJRB, P.O. Box 1100, Nashville, TN 37203.

**Southern East Coast Adult/Contemporary** looking for powerful News Director. Top salary, benefits, and future with excellent company, plus sunshine the year round. Tapes and resumes to: 623 Oaks Hollow Court, Jacksonville, FL 32211.

**News/Sports Position** open at one of America's most professional small market stations, and one of the finest plants anywhere. Enjoy great East Texas family lifestyle in proud, vibrant community. Above average pay and benefits. Excellent advancement opportunity on stable, congenial staff. Equal Opportunity Employer. Send tape, writing sample, including sample news interview, resume and references. KEBE/KOOI Radio, Box 1648, Jacksonville, TX 75766.

**Expanding news staff**. Opportunity for newperson with at least one year experience to join active news department in prime location in the South. Send tape and resume to Tim Tyson, News Director, WBHP Radio, Box 547, Huntsville, AL 35804.

**Adding another morning anchor**. Looking for an individual with excellent voice, delivery. Someone possessing outstanding journalistic skills and sports interest. Tapes and resumes to Jess Peterson, News Director, WKLO, 307 West Walnut, Louisville, KY 40202. E.O.E.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Program Director** For Adult-MOR Community-Oriented group station in Sunbelt. Good pay plus profit sharing. EOE Box E-13.

**Major Programing Syndicator** looking for experienced operations and/or production persons: to assume those positions at Contemporary and Beautiful Music client stations. Also considering applications from those with successful experience in programing/selection of Beautiful Music and have the technical ability to master tapes. Confidentiality assured. Send resumes to: Box E-38.

**Wanted: Program Director** for small market, for new FM station in Western Oklahoma. MOR-CW format, heavy emphasis on agriculture. Quinton Jenkins or Peggy Bryan, 405-323-1953.

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**SITUATIONS WANTED MANAGEMENT**

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**Station Manager** who can lead sales & programing to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position. I'll bring you home! Box D-82.

**Your manager** may be a great salesperson who can't make your station successful because he doesn't understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

**General Manager/Sales Manager**—Radio or TV. Qualified professional 30+ years experience. Management, administration, sales, co-op specialist, announcing. Will consider any size market. Looking for challenge and reward. Box E-7.

**Experienced Broadcasting Executive**. AM FM CATV sales, finance, acquisition, union negotiation, available now. Box E-41.

**Experienced Manager/ Sales Manager**. Eleven years experience, all phases radio. Large and small markets. Extensive sales background with excellent track record. Top references. Box D-72.

**Streetfighting hustler** who knows community involvement and how to sell it aspires to management (Sales only). Must have latitude to organize and sell. Small or medium market in cool climate only. Box D-77.

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**SITUATIONS WANTED SALES**

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**On the Air 20 years** now want full time sales. Ambitious, aggressive, dependable. Box E-25.

**Talented Veteran Broadcaster** seeks Sales/Announcing position. Eight years experience in all facets of radio except engineering. Available in June. Box D-106.

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Seeking First Break** or Job in Radio. Thoroughly trained in all phases. Third Endorsed. Ready to relocate. For tape and full resume call: 9 a.m.-5 p.m. 312-358-6930 or after 5 till 9 p.m. 312-673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

**Air personality** superbly trained seeking first job in radio. Available immediately. For resume and tape call 312-762-0055 6 pm to 7 am or James Sykes, 1250 S. Independence, Chicago, IL 60623.

**Male 28 with 3rd** endorsed, expertly trained, seeking break in radio, available immediately, will relocate, tape-resume upon request. 312-978-4081 after 5 pm. Samuel Garrett, 9011 South Dante, Ave., Chicago, IL 60619.

**Seeking first job** in radio, professionally trained in all fases. Willing to relocate immediately. For tape and full resume call 312-673-9047 between 5 pm and 11 pm or write Mark Jay Muller, 9047 Crawford, Skokie, IL 60076.

**Superbly trained** Air Personality seeking first job in Radio. 3rd endorsed, available immediately. For resume and tape call 312-436-1635 between the hours 3p.m.-12 midnight, or write David Cox, 6840 So. Bell, Chicago, IL 60636.

**Doctor Rock** is ready to roll! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will move anywhere! Call 312-422-2788 or write: Doctor Rock, P. O. Box 404, Oak Lawn, IL 60453.

**Male—age 20—3rd** endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 8 a.m.- 2p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

**Female, 21. Third Endorsed** Expertly trained. Seeking 1st break in Radio. Available immediately. Will relocate anywhere. Tape and resume available upon request. Call 312-785-4970 2 p.m. until midnight or write Nikki Colvin, 11415 Racine, Chicago, IL 60643.

**Attention all Southern** California Radio stations. Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in mid May. P. O. Box 25062, Phila., PA 19147. Tape and resume available.

**Experienced DJ & News**, Contemp. MOR or Top 40, 3rd, BA. Avail Now, Small or Mid Mkt. 703-243-5936.

**Third Endorsed** with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself! Box D-109.

**Broadcasting school graduate**, very well trained in D.J. announcing and production, tight board, eager to learn, will relocate. Call 312-248-5087 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D, Chicago, IL 60613.

**Production—Announcer**, 30 Mos., 1st phone, Office experience. News self starter. 207-882-7395.

**10 years experience**, 1st phone, 38, single. Adult contemp. Top 40 and C&W formats. Seeking an opportunity in the Southwest with a secure future. For further information call Bob Peacock, person to person at 214-630-1011 and leave word.

**3-½ yrs. experience**. Family, 1st ticket. Excellent voice. Seek/M.O.R. or Country Medium Markets only. Phone Scott, 402-245-3869 afternoons.

**Announcer First Class** Eng. Looking for full time air shift, New England. Easy going, crackerjack production work, immediately. Box D-76.

**Sportscaster**—Play-By-Play, football basketball, baseball. 6 years experience, major college conference level. Available immediately. Box E-6.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**First Phone Announcer**, 32, seeking part-time employment in South Florida. Experienced in AM, FM, and TV. Box E-30.

**Personality**—4 years experience. Top 40 and Adult Contemporary. Creative, solid sound, good production. First phone. 308—381-0622.

**D. J. Strong** on commercials and news. Available now! Honest, energetic, hard working. 3rd Endorsed. All markets. Nick Itounas, 2729 N. Troy St., Chicago IL 60647. Call: 312—384-3105 between 6 A.M. to 1 P.M.

**It's okay**, but not enough. Looking for medium market, top 40. MOR. Help my career move up. Employed small market, 6 yrs. experience, news productions, on air, very interested in sales. Married, 24, make me an offer. Kevin O'Kay 327 York Ave Towanda, Pa 18848, 717—265-3550 after 4. Available June 12, 1978.

**Available** for live Contemporary airwork. Experienced. Brad Lovett, 421 E. College, Coldwater, OH 45828.

**Nine year professional** communicator. Bright, opinionated liberal arts grad, First Phone, seeking Small/Medium Market, PD position with Talk/Music Show. Available May 20. Northwest or West. Pete—414—748-8159, leave message.

**I will work** any station, time. Prefer New England, but any location. First job, 3rd endorsed, young, energetic and talkative. Broadcast Sc. Grad, demo, resume. Michael Maggiamaco. 1—401—353-9459. 390 Sunset Ave. No. Prov. RI 02904.

**Hard Working announcer** experienced in Music Programming, Production. Good references, but you be the judge. Prefer Northeast, desire F/T, but P/T considered. Mitch Zimmer 212—531-4717.

**Full time D.J.**, job in small town. Call 502—384-4343 collect or write Doug Melson, Fairplay, KY. Tapes and resume available.

**Young Irish Announcer** living in London would like to spend 3 months at small market station. Anywhere in States. Good voice. Suitable for summer relief. Terry Durkan, One Twenty Six, Oldfield Grove, London, S.E. 1b, 2 NE England.

**Help! 90 days** in wrong place after good track record in C&W programing, copywriting, production 6 years exp. 1st ticket. Have family will travel Jim 303—336-2854.

**Broadcast School Grad**, 3rd Endorsed looking for first job. Phone weekdays 716—834-4457.

**Funny, Entertaining**, No. 1 Contemp nite personality looking for move up, top 50 Markets. Top production. 5 yrs exp. PM drive exp., too. 413—739-5254.

**One to One MOR** Personality. Proven twelve year record. Talk, music, production. Call 414—384-0160.

**If you've got a Mod Country** format, state of the art equipment and a realistic payroll, I've got 5 years pro experience, PD. 3 small markets, MBA Award for production and a bright, uptempo personality. Leave your name and number for Gary at 314—896-5518.

**Upcoming college grad** looking for first fulltime break. Two years part-time pro experience. DJ, Sports, and Basketball PBP quite knowledgeable at baseball. Third Endorsed. Steve Helsing, 402 Jacobs Hall, Ashland, OH 44805.

**Young Personality** DJ-4 years experience (3 1/2 years with AFRTS) looking for Adult Contemporary, top 40, or Modern Country—any shift—announcing and production. Tape and resume. Phone 404—1793-7380. Available immediately.

**All night show**. Honest, dependable, 4 1/2 years experience. third, 1—904—255-6950, Mike Hon, 373 Williams, Daytona, FL 32018.

## SITUATIONS WANTED TECHNICAL

**AM-FM Chief**—Experience. Construction Hi Power, Remote control, Automation. Directionals, quality oriented, fine references. 512—383-6746.

**Electronic technician** five years varied experience and First Phone seeking engineering position on East Coast. Box E-21.

**If your organization** needs an old style engineer, who expects to take care of engineering, legal requirements, and other essential details, one will be available. Write Box E-39.

**Chief Desires Employment** in North Carolina or immediate surrounding area. Well experienced in all phases of AM-FM operation. 704—264-3949.

**Former Chief Engineer** with extensive digital automation experience, AM, DA, FM stereo seeks Chief position. Prefer Southeast but all considered. Harry Wilkins, 624 E. Center St., Warsaw, IN 46580, 219—267-5716.

## SITUATIONS WANTED NEWS

**Sports Director and PBP Voice** of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE Small Market. Contact Peter Cooney 802—388-6077.

**Female sports/news** pro. 3 yrs PBP, beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

**Experienced newsman** in small market desires move to station where hard work and talent is appreciated. Would like opportunity to enter Television News or Announcing if your station is affiliated. Prefer Midwest. 30 ... married. 314—638-4487.

**30 year old** family oriented News/Sports Director 350,000 market wants to relocate. 12 years experience including basketball, football, hockey PBP. Solid news ability. Experienced DJ. Box E-1.

**Dynamic and experienced** sportscaster who does his homework looking to move up. Experienced in Play-By-Play of football, basketball, and baseball, as well as conducting interviews. Box E-23.

**Newsman, Talk Show Host**. Years of experience. Now working at excellent station, but want larger market and more opportunity. Box E-26.

**News Director**, 6 years experience medium market, seeks major market news staff position. Box E-35.

**Sportscaster** and excellent news field reporter looking. 223 Knollwood Drive, Newport, KY 41076.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Top Rated, Top 15 Market** Personality needs challenging "on-air" PD/MD opportunity with aggressive Adult Rocker/Adult Contemporary. If you've been searching for a leader with a music research, production, promotions, and exted extensive pop music background, you've found me. Top 100 markets only. Box D-111.

**Tired of Floaters??** Seven years radio experience in production, music, programming. Family man. Want stable Top 40/Contemporary Station or chain with current or upcoming PD/Operations Director position. Now in Rocky Mountain area. Box D-142.

**Country Programmer** skilled at turning losers into winners. If you're considering going Country in a major market, or Country now but not taking the targets ... Lets talk. Dave Donahue. 901—362-0862.

**Christian Broadcasters:** I seek a permanent, responsible position in the Lord's service. 25 years experience announcing, news, public service programs. Desire OD, PD. Third endorsed, amateur radio licenses. BA, MS degrees, family. Present income, high teens. Resume. Box E-5.

## For Fast Action Use BROADCASTING's Classified Advertising

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager Wanted** for non-profit, alternative, video center, committed to training, equipment access, and production for regular television series. Experience in administration, video production, staff support, and fundraising necessary. Salary: \$11,200/yr. Begins 7/1/78. Resume deadline: 5/25/78. University Community Video/ 506A Rarig Center/ U of Minn/ Mpls, MN 55455.

### HELP WANTED SALES

**Television Capital Equipment** Sales Rep needed for New York/Northeast. Rapidly growing company needs an ambitious, self starter, with managerial potential and network selling experience. Salary open. Send resume to Department 4, 34th Floor, 295 Madison Avenue, New York NY 10017.

**Immediate Opening** for qualified Television sales person in rural Northern California area. Looking for dedicated person with some experience in broadcasting. Send resumes to P.O. Box 342, Ukiah, CA 95482.

### HELP WANTED TECHNICAL

**Expanding Teleproduction** operation within Top 100. No. 1 network affiliate seeks ambitious talented Maintenance Tech. Ampex Quad, RCA Cart, U-Matic, 1 Helical. Major equipment additions in planning. Looking for FCC 1st. Tech school & related experience Equal Opportunity Employer. Contact: Box D-117.

**Chief Engineer**—Are you an aggressive, goal-oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Middle-market, Midwest net affiliate seeks new leadership and it could be your chance to run your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment. 1st Class FCC license. Salary commensurate with your abilities and experience. A solid, growing company with a management commitment to technical excellence. EOE. Box D-143.

**Experienced TV Transmitter** Engineer to install and maintain RCA remote controlled VHF transmitter, supervisor responsibilities. Send resume to: Ron Jacobson, Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104, or call 801—972-1776. An Equal Opportunity Employer.

**Experienced video/audio** technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

**Director of network engineering**. Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$15,408 to \$23,976; normally starting salary not to exceed \$17,298/yr. Application deadline: April 21, 1978. Duties begin June 1, 1978. Forward resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

**Maintenance technician** for a medium market VHF station. Heavy VTR experience required. Digital experience desirable. First Class FCC license with supervisory ability. Good company benefits. Send resume and salary requirements. Box E-36.

**Major Market VHF** affiliate has opening for Transmitter Supervisor with at least 10 years experience. Will plan, install and maintain new transmitter and associated STL and remote control. Must be thoroughly familiar with FCC rules, proof procedures and accepted maintenance practices. EOE. Reply with complete resume and salary requirements to Box E-48.

**Chief engineer**, capable in CATV, microwave, AM and FM. Top fringe benefits. Send resume to: Triad Stations, Inc., 111 West Michigan Avenue, Marshall, MI 49068.

## HELP WANTED TECHNICAL CONTINUED

**Studio Maintenance Engineer.** VHF network affiliate in top 20 market seeks engineer with at least 3 years in-depth studio maintenance experience. Must be thoroughly familiar with quad VTR's color studio cameras, film chains, switches, etc. We offer excellent salary and benefits, beautiful West Coast Florida living and an opportunity to grow with an aggressive, expanding organization. Qualified individuals should send a resume including salary requirements to Director of Engineering, WLCY-TV, P.O. Box 14,000, St. Petersburg, FL 33733. EOE.

**Wanted: Electronic Technician** looking for the best. The best opportunity for a qualified electronic technician desiring to live in the best climate, with the best hunting and fishing and the best vacation area in the United States... conveniently located between the nation's best beaches and Mexico... position is working in South Texas' top station... qualifications are experience in repairing Sony electronic news gathering equipment, single tube cameras and U-Matic editing equipment... if you're the best looking for the best, contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 8550 or call 512-423-3910. We are an Affirmative Action Equal Opportunity Employer.

**Transmitter maintenance engineer.** Immediate opening for experienced individual with first class FCC license. Contact Chief Engineer, WBKB-TV, Box 35, Alpena, MI 49707. Phone, 517-356-3454.

## HELP WANTED NEWS

**Top 50 S.E. number one** wants experienced producer/writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. E.O.E. Box D-11.

**Newscast Producer/Reporter:** Top 30 market has immediate opening for energetic person with good writing and organizational skills for noon broadcast. Must be skilled reporter for afternoon duties. Minimum 2 yrs. experience. E.O.E. Reply Box O-124.

**Anchor/reporter** for 100-105 market station in Midwest with strong news commitment. Production, reporting, anchor experience necessary. Resume, salary expectation first letter. Box D-148.

**News Director** for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-anchoring, assigning and motivating news staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE M/F.

**Producer Looking** for talented, hard working professional who can produce fast-paced, top-rated newscast, early and late. Three years TV news production required. Call Jeff Rosser, 918-446-3351 or send resume to KTUL-TV, P.O. Box 8, Tulsa, OK 74101. E.O.E.

**News Director**—Midwest TV and Radio station looking for top quality person to manage all facets of news operation. ENG equipped. Aggressive company with good benefits. Include resume in first letter to Box E-2.

**Meteorologist/Environmental Reporter.** Degree in meteorology or equivalent, knowledge of environmental issues. On-air experience or potential. Top 30's Midwest market. E.O.E. Resume to Box E-9.

**Reporter/Producer**—Opportunity for a reporter with at least two years experience to have major hand in production of top-rated late newscast in medium market. Experience in ENG editing a requirement. An Equal Opportunity Employer. Send resume to Box E-16.

**Photographer:** All-ENG group-owned Midwest station. Looking for a journalist with photo abilities. Must be able to shoot, edit and write. Box E-31.

**Producer, experienced,** creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability a must. Mere slide-stackers need not apply. Contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave. SE, Cedar Rapids, IA 52401.

**News Director.**Possible anchor. Resume, tape, salary history to WRBC-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

**Wanted: TV news director** for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, P. O. Box 702, Yakima, WA 98907. Phone 509-575-0029.

**Managing Editor**—number two person to supervise news staff of 23, make assignments, produce early news. Must have proven track record as television street reporter. Looking for innovator, idea person. E.O.E. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

**Meteorologist** or AMS approved weatherperson wanted for top 25 NE market. Minimum 2 years on-air experience. Send resume, cassette and salary requirements: News Director, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal Opportunity Employer.

**Reporter/Photographer**—entry level position for person familiar with 16mm film, and demonstrated ability to report and write. Want hustler, will provide opportunity to advance quickly. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

**School of Journalism,** Ohio State University, seeks Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington. Kiplinger professor teaches advanced investigative and interpretative reporting techniques related to coverage of local, state and federal government; directs students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1978. Salary up to \$35,000 for 11 months. Applications must be received by June 1, 1978. Send resume and references to: Chair, Kiplinger search committee, School of Journalism, Ohio State University, Columbus, OH 43210.

**Writer/researcher** serve as Assistant Producer investigative/mini-doc news unit. Minimum 3 yrs. experience. Aggressive. Journalism training. Equal opportunity employer. Send resume, salary requirement, videotape cassette 1st letter. Roger Burnham, WCKT-TV, Miami, FL 33138.

**Experienced investigative reporter** with production know-how; weathercaster/environmental reporter, television experience only; news producer, minimum three years experience for aggressive news operation. Apply News Director, WCKT-TV, Miami. Full resume, salary requirement first letter. Do not send repeat application. Equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Are you a Writer,** Producer, and up-front person who can handle a talk show or magazine and build an audience as well? Equal Opportunity Employer. If you have experience in this area, contact: Box D-116.

**Art Director:** Top 10 affiliate. Emphasis is on design, graphics, TV experience and management abilities. An equal opportunity employer. Please send resume and salary requirements to Box D-136.

**Assistant Creative Director** for KOLO Television. Applicant must write, produce television commercials, have some experience in commercial art. Send resumes to KOLO Television, P. O. Box 10,000, Reno, NV. EOE.

**Production Manager;** medium market affiliate. Must be ambitious, aggressive, inventive and able to manage people. Opportunity for advancement. E.O.E. Send resume to: George Leh, WEYI-TV, Box 3265, Saginaw, MI 48605 or call 313 687-1000.

**Production Manager,** Top 5 major market network affiliate, major production oriented Group. Candidate must have proven administrative and management ability. Background in producing and directing—in studio, film, videotape and remote, essential. An Equal Opportunity Employer Box D-65.

**Director/Producer,** Top 5 major market network affiliate, major Group; seeking Director/Producer with heavy film, tape, studio, remote and writing background. Candidate must be currently directing and producing. An Equal Opportunity Employer. Box D-47.

**On-Air Promotion** with experience in independent station for top ten market. EOE. Box D-44.

**TV Director/Producer**—to write, direct, and switch television commercials, direct and switch programs. Dominant CBS affiliate in medium sized Northeastern market. Previous experience desired. Send resume to an equal opportunity employer. Box E-24.

**Production Manager.** If you're No. 2 in large market, looking to be No. 1 in middle market, be creative, develop staff and know equipment, this top net affiliate can offer you outstanding opportunity. Salary commensurate. Send resume. E.O.E. Box E-42.

**Promotion Manager**—Outstanding opportunity for small market promotion manager to move into aggressive middle market position. Must be creative, have production, on-air and print experience. Top network affiliate. Salary commensurate. E.O.E. Box E-50.

**Journalism, Chairperson**—starting September, 1978. PhD in journalism or mass communications is required. To lead in development of mass communications department. Should have solid record in teaching and research with strong academic and professional credentials. Expertise in at least one of these areas is expected—newspapers, broadcasting, magazines, advertising, public relations—but applicant should be competent in the general discipline of mass communications. Evidence of association with professional organizations and administrative potential is desirable. Rank and salary to be determined by preparation and experience. Application deadline May 15, 1978. Send resume, statement of research interests, copies of relevant publications, and the names and addresses of three references to: Personnel Office, East Tennessee State University, P.O. Box 24, 070A, Johnson City, TN 37601. ETSU is an Affirmative Action-Equal Employment Employer (M/F).

**Art Director** for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000—\$11,850 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send letter of application, resume, college transcripts, letters of recommendation, color slides of art work to Dr. Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Application deadline May 5, 1978.

**Public affairs Producer.** Broadcasting background not necessary, but job requires professional journalism experience including expertise in minority issues. With new technical facilities, this public TV station wants to expand local public affairs programming. Send resume by May 5 to KPTS-TV, 352 North Broadway, Wichita, KS 67202. An Equal Opportunity Employer.

**Producer/Writer/Director** (2 positions) immediately available at upper Midwest University. Produce, write and direct film/video productions for local, state and national distribution. Plan and coordinate studio/on-location production of high quality instructional, documentary, and public affairs programs. Must be able to demonstrate advanced production ability. Bachelor's or higher degree preferred. Salary up to \$15,000. Send resume and covering letter to Lee O'Brien, Educational Communications, Univ. of Wisconsin-Green Bay, Green Bay, WI 54302. Equal Opportunity Employer.

**Public Affairs Director,** experienced producer of live TV shows, responsible for producing and scheduling PSA's and weekly public affairs programs. Send tape and resume to: Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. Closing Date: 4-24-78. An Equal Opportunity Employer. M/F.

**Traffic Supervisor,** experienced in computer or data systems management. Responsible for supervising program traffic and film editing. Send resume to: Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27604. Closing Date: 4-24-78. An Equal Opportunity Employer. M/F.

**Cable Television Production Assistant.** Immediate opening. Skilled technical work in all phases of production of information programming for city government Cable TV access channel. Requires thorough knowledge of, and minimum two years direct experience, in television production including documentary and portable video; and with small format television and related cablecasting equipment. \$892.00 monthly starting salary plus excellent benefit package. Detailed resume must be received by April 21, 1978. Send to City Personnel Division, City of Madison, 501 City Hall, 210 Monona Avenue, Madison, WI 53709. Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**Production manager**, versatile problem-solver. Dedicated professional will organize and train dynamic creative department. Box E-46.

## SITUATIONS WANTED SALES

**Experienced** young account executive wishes to relocate family in Southeast. Book and street wise. Box E-27.

**Radio Pro** with solid dependable 24 year background wants to learn TV sales. Box E-32.

**Fourteen years** of expertise in broadcast sales can help you build your local or national sales. Proven sales records and excellent references available upon request. Contact 814-864-7004.

## SITUATIONS WANTED TECHNICAL

If there's a chief engineer considering adding to his staff, I would welcome the chance to talk with him. Strong on technical maintenance and operation of transmitter, microwave, associated equipment. Responsible with ability from actual experience. South only, please. Box E-28.

## SITUATIONS WANTED NEWS

**What a catch** ... young sportscaster with college PBR color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Earl Freiman, 212-549-2862, 3805 Cannon Pl. Bronx, NY 10463.

**Experienced Producer** wants Top 40 newsroom now. If you want a competitive professional, write Box D-126.

**Reporter & Cameraman Team** working Major East Coast Metropolitan Market looking to relocate. Heavy experience in field survey, planning, logistics, financing, and execution of final product of hard news, sports, human interest features. Please inquire thru Box D-147.

**Ten year Broadcast Pro** with extensive sports background seeks TV sports anchor position. Prefer Midwest location with major college or pro team. Resume and VTR cassette on request. Replies to: Box E-8.

**Experienced radio** newsmen, M.S. broadcast journalism, some TV, wants you to see his VTR Box E-17.

**Aggressive radio** and newspaper reporter with three years journalistic experience seeks a job as a television reporter. Published book author, political press secretary, book reviewer, journalism degree, law school. I'm hungry for a break but have no connections in the television job market and am tired of getting "sorry, we're not hiring" responses. Write Box E-29.

**TV News Director.** Innovative and thoughtful approach. Also background as large market reporter, documentary producer. Prefer Sun Belt or West. Box E-43.

**TV News Reporter.** Medium-large market experience includes: general assignments, mini-docs, network feeds. Prefer South or West. Box E-49.

**Hard working, talented,** Medium Market Sportscaster seeks Sportcasting position in Major Market location. Handles Play-By Play of several sports, specializing in hockey. Also host of sports talk show. Willing to relocate. Can handle Radio or Television. Good references. Contact John Paul Dellacamera, 413-786-3071. Or write, 51 Hope Farms Drive, Feeding Hills, MA 01030.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Does your station need** someone with top ten market experience? I want to produce/direct in a smaller market, no size or geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box D-112.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000,** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

**Wanted: 15kw UHF** klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, WSIL-TV, Harrisburg, IL 618-253-7921.

**Telemet 4501** Broadcast Demodulator, any channel. Jack Smith 702-565-9755.

## CABLE

### HELP WANTED MANAGEMENT

**CATV General Manager.** MSO offers an outstanding opportunity for a people manager with experience in engineering and marketing. Successful candidate will have P&L responsibility for 16,000 subscribers in East Coast resort area offering both basic and pay. Excellent salary and complete benefit package. Send resume and salary history in confidence to: D-83.

### FOR SALE EQUIPMENT

**5" Air Hellax** - Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

**GE BT-50A 50KW AM** Transmitter and Gates BC-10E 10KW AM Transmitter. Both are clean, well maintained and presently in use. Phone: 312-263-0800 x447.

**2 G.E. 350** Cameras complete with Pedestals & Panning Heads \$7500/each. 6605 Eleanor Ave., Hollywood 213-463-2123.

**CDL VS100 Switcher:** Double Reentry, 12 x 4 with two Mix Amps, Special Effects Amp, Proc Amp, Black Gen, Power Supply, RGB Chroma Keyer, Teck Preview, Downstream Keyer. Contact Rod Hall: 213-577-5400.

**For sale**-Video tape machine, RCA-VR-70-B in good condition, presently in operation, make offer. Box E-44.

**Fernseh color bar** generator modules (2 available). Type PC BK with connection plates. Best offer. Contact D. Dunbar 413-781-2801.

**3 Ampex AVR-2** videotape machines; excellent condition with consoles and bridges, fully loaded with performance options, including dual audio and editors. Reply Box E-22.

**New Optimod/FM** in stock. Used Playback Cart Machines. New CCA Automatic Ten Mono Console. Used CBS-Automax No. 4440-like new. Used CCA Futura 10 Channel Stereo Console-excellent. Call 404-487-9559.

## COMEDY

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**FRUITBOWL:** world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo - P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## INSTRUCTION

**1st class FCC**, 6 wks., \$450 or money back guarantee VA appvd.. Nat'l Inst. Communications, 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.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus - "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B. San Francisco 94126.

**Bill Elkins** and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

**Bill Elkins** proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118. 405-842-4862.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. 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.

**Summer FCC License** classes beginning June 19. Save \$100 by registering before May - pay \$350 plus registration. The Radio School, 1452 Del Paso Blvd., Sacramento, CA 95815. 916-920-2090.

## RADIO

### Help Wanted Management

#### OPERATIONS MANAGER

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

### Help Wanted Announcers

#### Mouth From the South

If yours is a Southern drawl that no one else will touch, you could be our person. We're looking for a creative, aggressive "fun loving" talk person to kill 'em dead in this Midwest major market. Move fast - this one won't last. Send resume to Box E-53.

#### PM DRIVE JOCK

Tape and Resume to:  
KSTT  
BOX 3788  
DAVENPORT, IA 52808

#### Major Market Morning Madness

Creative, top 40 jock capable of handling telephone talk. Our person is ready to work twelve hours a day to make it big. If you're humorous, aggressive, controversial, and ready to do mornings in a major market, we're ready to talk. Send resume to Box E-52.

## Help Wanted Technical

### CHIEF ENGINEER

#### Small Market AM/FM

12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes fulltime directional CP EOE. Resume to Mr. Smith, PO Box 969, Klamath Falls, Oreg. 97601.

## Help Wanted Programing

### MANAGER—PROGRAMMING

Must excel in News/Sports/Information/Entertainment  
50,000 watt powerhouse!  
and  
100,000 watt Contemporary FM  
Rush resume and all other details you think will sell us! We're the leaders! Box E-33.  
Equal Opportunity Employer

## Situations Wanted Management

### GENERAL MANAGER OR GENERAL SALES MANAGER

Impeccable track record as GM & GSM with powerhouse radio stations in top five markets is available. Experienced in achieving high sales, profits and ratings. Dedicated to achievement, sincerity, and high energy level. Call in confidence for resume and references. 215-449-7378.

## Situations Wanted Programing, Production, Others

### AVAILABLE

Leading  
Adult Contemporary-MOR  
Programmer  
with  
4 years ARB dominance  
in  
important major market.  
Career record of  
ratings supremacy  
in key demographics  
in medium & major markets.  
Box E-20.

### SCOTT ST. JAMES is available

High quality program director, air talent, talk show host. I don't watch things happen I make things happen. Eleven major market years with impeccable references. Call 314-434-7283 or write to 1897-107 Mc Kelvey Hill Dr., Maryland Heights, Mo. 63043.

## Situations Wanted Announcers

### Major Market Mornings

A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement and a special intangible flair... A proven winner on all formats... If you want to capture your market, make lots of money and aren't afraid of success—we want to join your family. 609-737-1421.

## TELEVISION

### Help Wanted Programing, Production, Others

## WANTED

Audience Promotion Writer Producer minimum two years television production experience. Must be creative, write well, and be willing to work long hours. Position offers many creative opportunities. Salary flexible. Box D-126.

## Help Wanted Programing, Production, Others Continued

### PM MAGAZINE STAFF

WCMH-TV, Outlet Broadcasting in Columbus, Ohio, is looking for six professionals to start in summer '78 for fall premiere of PM MAGAZINE—two on-camera talents, two photographer/editors, producer, and production assistant/secretary. ENG experience preferred. Send tapes, resumes and salary requirements to Dave Miller, Program Director, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. EOE.

### TV PROGRAM DIRECTOR

For leading 50-60 station in Midwest market. We are seeking an individual with strong knowledge and experience in all programming and production areas—a thoroughly professional, creative person to head our programming department. This person must share our dedication to our community, our station and to excellence. All replies handled in a confidential manner. Send resume to Box D-139.  
An EOE

## Help Wanted Sales

### \*SALES\* (TV SHOWS)

The successful candidate must have broad work experience dealing with O and O stations, national and local TV advertisers, and contact with advertising agencies. His professional association with executives and account managers in these organizations must be on a first-name basis. We are seeking a real pro!

We are an independent producer and syndicator of TV specials and children's series. Our shows are aired throughout the country.

Salary: \$25,000 up. National responsibility. Send a confidential letter or resume to:

Box 49207

Los Angeles, CA 90049

"An Equal Opportunity Employer"

## Help Wanted News

## TV NEWS PEOPLE

We are looking for experienced anchors, reporters, weathercasters and sportscasters who have the potential for development in major markets.

All replies will be kept strictly confidential.

Send resume and videocassette to P.O. Box 5549, Washington, D.C. 20016. Tapes will be returned promptly.

**Help Wanted Management**

**Administration Director  
Public TV**

Administers major support areas, including fiscal, personnel, budgeting. Key part of management team. Responsible for adherence to governmental rules. Administers Board policies.

State Merit Requirements: College grad 6 yrs managerial or advanced program analysis work in personnel, fiscal, record utilization or general administration. Substitutions: Exp. for education or grad level course for 1 yr. experience.

Contact:

Personnel Dept.  
Iowa Public Broadcasting Network  
P.O. Box 1758  
Des Moines, Iowa 50306  
(515) 281-4498  
An AA/EEO Employer

**Help Wanted Technical**

**ASSISTANT CHIEF**

Knowledgeable in maintenance of all areas of the television operation. UHF experience desirable, but not necessary. Excellent working conditions, growth potential very high. Send resume and salary requirements to Box E-18.

An Equal Opportunity Employer

**VITAL HAS A FUTURE  
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**Audio Video  
Systems  
Engineers**

EE degree or equivalent experience in broadcasting or electronic equipment design. Construction of new broadcast facilities in NYC provides openings for engineers to participate in the design of TV studios, video tape facilities and digital systems for the future.

Send resume with salary history and requirements to: Hector Villanueva



American Broadcasting Companies, Inc.  
1 Lincoln Plaza, New York, NY 10023  
An equal opportunity employer m/f

**Free Golf/Car Rental**

**FLORIDA FREE GOLF**

Completely furnished delux condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FOROS.

Write or call

**VILLA LAGO APARTMENTS**  
3910 Crystal Lake Drive  
Pompano Beach, Fla. 33064 (305) 782-3400  
SORRY, NO PETS

**Business Opportunity**

**FOR SALE**

One of New England's foremost Radio/TV Schools for sale! \$225,000. Owner retiring. Building can be leased or sold to purchaser. Box D-135.

**Employment Service**

**Job Leads**


**FREE SAMPLE COPY!**

Many of our exclusive radio & TV jobs went unfilled again last week. Please, we need qualified job seekers now for top-paying positions in markets of all sizes: Air Talent, News, TV Production & Direction, Sports PBP, Sales, Technical, Management... all categories. If you've not seen our bulletin packed with listings, write for your FREE sample copy today!

**JOB LEADS, Suite 1113-GH**  
1680 Vine Street, Hollywood, CA 90028

**Radio Programing**

#1 THE **GMB** STUDIOS  
MUSIC LIBRARIES FOR **AUTOMATION** Since 1968



From the music people for **VIC INTERNATIONAL**

**FOR THOSE WHO DARE DO  
THEIR OWN PROGRAMMING!**

(415) 592-6149 • 3415 BERESFORD AVE. • BELMONT, CA 94022

**THE BIG BANDS  
ARE BACK**

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

**PROGRAM DISTRIBUTORS:**  
11 Vista Drive  
Little Rock, Arkansas 72210  
501-378-0135



**LUM and ABNER**

5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
11 VISTA DRIVE  
LITTLE ROCK, ARK. 72210  
Phone (501) 378-0135



**Public Notice**

**NOTICE OF AVAILABILITY  
OF CABLE TELEVISION FRANCHISE  
IN THE CITY OF HENDERSONVILLE**

The City of Hendersonville, Tennessee, invites bid/applications for a cable television franchise. Bid/applications shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. The City of Hendersonville reserves the right to reject any or all proposals and to waive any informalities. Each written request for bid/application information shall be accompanied by the payment of a non-refundable fee of Twenty Five (\$25.00) Dollars made payable to the City of Hendersonville.

All bid/applications for the franchise shall be in accordance with the provisions of Ordinance 1977-45 and any amendments thereto, and the Request for Proposal of the City of Hendersonville as approved by the Board of Commissioners and shall be submitted on or before Thursday, June 15, 1978, 12:00 noon, Central Daylight Savings Time. Any such bid/applications received will be available for public inspection during normal business hours in the Office of the City Manager.

Louis W. Oliver,  
City Manager  
City of Hendersonville  
City Hall—530 West Main  
Hendersonville, Tennessee 37075  
615-822-1000

**For Sale Stations**

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers

Los Angeles Contact: Washington  
William L. Walker  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-223-1553

**H.B. La Rue, Media Broker**

RADIO, TV, CATV, APPRAISALS

WEST COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104  
415/873-6474

EAST COAST: 210 EAST 23RD ST., NO. 2D, NEW YORK 10022  
212/528-0727

**KENTUCKY**

"Spin-off" creates rare opportunity to acquire excellent fulltime AM in one of Ky's most stable and dynamic medium markets. Assets CASH sale. Send financial qualifications to Box E-3.

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



## For Sale Stations Continued

W	Small	AM	\$125K	29%
S	Small	FM	\$130K	\$25K
MW	Small	AM/FM	\$327K	\$94K
MW	Small	AM/FM	\$655K	Terms
MW	Medium	Daytime	\$400K	\$116K

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

THE  
KEITH W. HORTON  
COMPANY

P.O. Box 948  
Elmira, N.Y.  
14902  
(607) 733-7138

BROKERS AND  
CONSULTANTS  
TO THE  
COMMUNICATIONS  
INDUSTRY

- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price \$60,000 Building included. Lease land for \$22.00 per month. \$35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. \$175,000.
- Fulltimer in North Alabama. Only Fulltimer in Mkt. includes real estate \$360,000.
- AM/FM within 50 miles of NYC. Powerful FM. \$690,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Spanish station, Sou. Calif. Good buy for \$520,000.
- Powerful ethnic daytimer with good billing, Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. Good billing. \$240,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Minority interest in five small town stations. Management possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

## BOOKS

- 403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**
- 406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- 417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- 419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey) 256 pages, illustrated. **\$12.95**
- 422. **HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA** by David Dery. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields. 192 pages. **\$9.95**

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

426. **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**

440. **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES** by J.L. Efrain. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. **\$12.95**

452. **THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**

453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

456. **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. April 12	Closing Wed. April 5	Net change in week	% change in week	High	Low	1977-78	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>											
ABC	N	40 1/8	39 1/2	+ 5/8	+ 1.58	46 3/4	35 3/8	7	18,152	728,349	
CAPITAL CITIES	N	61 7/8	61 3/4	+ 1/8	+ .20	61 7/8	44 3/4	12	7,426	459,483	
CBS	N	46 3/4	45 1/2	+ 1 1/4	+ 2.74	62	43 7/8	7	28,100	1,313,675	
COX	N	37	36 3/8	+ 5/8	+ 1.71	37	25 1/2	10	6,185	228,845	
GROSS TELECASTING	A	16 3/4	17	- 1/4	- 1.47	17 3/8	13 5/8	8	800	13,400	
KINGSTIP COMMUN.	D	11 1/2	6 1/2	+ 5	+ 76.92	11 1/2	3 7/8	21	462	5,313	
LIN	O	27 5/8	28	- 3/8	- 1.33	28 3/8	16 1/2	9	2,745	75,830	
MOONEY**	O	2 3/8	2 3/8			2 5/8	1 7/8		425	1,009	
RAHALL	O	19 1/4	18 3/4	+ 1/2	+ 2.66	19 1/2	8 5/8	21	1,264	24,332	
SCRIPPS-HOWARD	O	37	37			37	30 1/2	8	2,589	95,793	
STARR	M	12 3/8	12 1/4	+ 1/8	+ 1.02	12 3/4		11	1,487	18,401	
STORFR	N	26	25 1/4	+ 3/4	+ 2.97	26 7/8	19 3/8	10	4,876	126,776	
TAFT	N	35 1/8	36	- 7/8	- 2.43	36	24 5/8	8	4,119	144,679	
TOTAL									78,630	3,235,885	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 7/8	7 1/2	+ 3/8	+ 5.00	8	3 3/4	9	1,229	9,678
JOHN BLAIR	BJ	N	22 1/8	21 1/4	+ 7/8	+ 4.11	22 1/8	11 1/8	6	2,427	53,697
CHRIS-CRAFT	CCN	N	9 1/2	9 7/8	- 3/8	- 3.79	10 1/4	4 1/2	23	4,451	42,284
COMBINED COMM.	CCA	N	36 5/8	35 5/8	+ 1	+ 2.80	40 7/8	19	12	6,920	253,445
COWLES	CWL	N	19 3/4	19 1/4	+ 1/2	+ 2.59	19 3/4	12 1/2	22	3,969	78,387
DUN & BRADSTREET	DNB	N	30 1/8	30 1/4	- 1/8	- .41	31	26 1/4	15	26,339	793,462
FAIRCHILD IND.	FEN	N	19 5/8	19 3/8	+ 1/4	+ 1.29	19 5/8	9 1/2	12	5,708	112,019
FUQUA	FOA	N	9 1/2	10 1/4	- 3/4	- 7.31	13	8	6	9,396	89,262
GANNETT CO.	GCI	N	38	37 3/8	+ 5/8	+ 1.67	40 3/4	32 3/4	15	22,430	852,340
GENERAL TIRE	GY	N	23 1/2	24 1/4	- 3/4	- 3.09	29 1/4	22 3/8	5	22,692	533,262
GLOBE BROADCASTING	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	16	16			16	8	7		475	7,600
HARTE-HANKS	HMN	N	35 5/8	34	+ 1 5/8	+ 4.77	36	26	13	4,477	159,493
JEFFERSON-PILOT	JP	N	28 1/4	28 1/4			32 3/8	26 5/8	9	23,946	676,474
MARVIN JOSEPHSON	MRVN	O	15 1/4	13 3/4	+ 1 1/2	+ 10.90	17 1/4	10 1/4	7	1,978	30,164
KANSAS STATE NET.	KSN	O	13 1/8	12 1/2	+ 5/8	+ 5.00	13 1/8	4 3/4	12	1,727	22,666
LEE ENTERPRISES	LNT	A	28 3/8	28 7/8	- 1/2	- 1.73	28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	24 7/8	24 3/8	+ 1/2	+ 2.05	25 1/4	18	8	6,762	168,204
MCGRAW-HILL	MHP	N	19 5/8	19 1/2	+ 1/8	+ .64	19 5/8	15 5/8	10	24,682	484,384
MEDIA GENERAL	MEG	A	16 1/8	15 3/8	+ 3/4	+ 4.87	20	13 5/8	8	7,451	120,147
MEREDITH	MDP	N	29 5/8	29 1/4	+ 3/8	+ 1.28	29 5/8	17 3/8	7	3,074	91,067
METROMEDIA	MET	N	44 1/8	45	- 7/8	- 1.94	45 1/8	25 1/4	9	6,630	292,548
MULTIMEDIA	MMED	O	18 1/2	18 1/4	+ 1/4	+ 1.36	27 1/2	16 1/4	10	6,594	121,989
NEW YORK TIMES CO.	NYKA	A	22 1/2	21 1/2	+ 1	+ 4.65	22 1/2	15 3/4	9	11,422	256,995
OUTLET CO.	UTU	N	22 1/8	22 5/8	- 1/2	- 2.20	24 1/4	16 5/8	8	2,290	50,666
POST CORP.	POST	O	27 1/4	26 3/4	+ 1/2	+ 1.86	27 1/4	16 1/4	9	893	24,334
REEVES TELECOM	RBT	A	2 5/8	2 3/4	- 1/8	- 4.54	3 1/8	1 3/4	44	2,381	6,250
ROLLINS	ROL	N	16 7/8	17 3/8	- 1/2	- 2.87	24 1/4	14 7/8	9	33,000	556,875
RUST CRAFT	RUS	A	23 1/2	23 3/4	- 1/4	- 1.05	24	8 1/2	14	2,297	53,979
SAN JUAN RACING	SJR	N	11 7/8	11 3/4	+ 1/8	+ 1.06	11 7/8	7 5/8	18	2,509	29,794
SCHERING-PLOUGH	SGP	N	28 3/4	28 3/8	+ 3/8	+ 1.32	44 3/4	26 3/8	9	54,084	1,554,915
SOMERLING	SDB	A	18 1/4	18 1/2	- 1/4	- 1.35	19 1/8	8 3/8	8	1,105	20,166
TECH OPERATIONS	TO	A	3 7/8	3 5/8	+ 1/4	+ 6.89	4 3/4	2 3/8	16	1,344	5,208
TIMES MIRROR CO.	TMC	N	26 7/8	25	+ 1 7/8	+ 7.50	26 7/8	20 3/4	10	34,760	934,175
WASHINGTON POST CO.	WPG	A	35 1/2	34 1/8	+ 1 3/8	+ 4.02	35 1/2	21 3/4	10	8,476	300,898
WOMETCO	WOM	N	13 1/8	13 7/8	- 3/4	- 5.40	14 3/4	10 7/8	9	8,554	112,271
TOTAL									364,174	9,052,153	

## Cablecasting

ACTON CORP.	ATN	A	8 3/8	8 7/8	- 1/2	- 5.63	8 7/8	3 1/8	9	2,710	22,696
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	A4TV	O	44	42	+ 2	+ 4.76	44	19 3/4	22	3,863	169,972
ATHENA COMM.*	O		3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/2	4 3/8	+ 1/8	+ 2.85	4 3/4	3 1/8	20	8,370	37,665
CABLE INFO.*	O		1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST	O		8 1/4	8 1/4			8 3/4	3 3/4	14	1,651	13,620
COMMUN. PROPERTIES	COMU	O	13	12 3/4	+ 1/4	+ 1.96	13	3 5/8	24	4,839	62,907
ENTRON	ENT	O	3	2 1/4	+ 3/4	+ 33.33	3	7/8	3	979	2,937
GENERAL INSTRUMENT	GPL	N	24 1/2	25	- 1/2	- 2.00	25	17 5/8	9	7,508	183,946
GENEVE CORP.	GENV	O	11 7/8	10 3/4	+ 1 1/8	+ 10.46	12 1/2	7 1/2		1,121	13,311
TELE-COMMUNICATIONS	TCOM	O	14 5/8	17 3/4	- 3 1/8	- 17.60	17 3/4	2 7/8	73	5,281	77,234
TELEPROMPTER	TP	N	11 1/8	11	+ 1/8	+ 1.13	11 1/2	6 3/4	26	16,922	188,257
TEXSCAN	TEFS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	39 1/2	40	- 1/2	- 1.25	40	31 3/4	10	20,371	804,654
TQCOM	TQCM	O	4 3/4	4 5/8	+ 1/8	+ 2.70	4 3/4	2 1/4	10	894	4,246
UA-COLUMBIA CABLE	UACC	O	27 1/2	27 1/2			28 1/4	15 1/2	18	1,679	46,172
UNITED CABLE TV	UCTV	O	12	12 3/8	- 3/8	- 3.03	12 7/8	3 7/8	22	1,915	22,980
VIACOM	VIA	N	20 1/8	17 5/8	+ 2 1/2	+ 14.18	20 1/8	9 1/2	15	3,764	75,750
TOTAL									86,541	1,729,512	

Stock symbol	Exch.	Closing Wed. April 12	Closing Wed. April 5	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	15 3/4	16 3/8	-	5/8	-	3.81	20 1/2	7 3/8	6	6,748	106,281
DISNEY	DIS	N	33 3/4	32 1/2	+ 1 1/4	+	3.84	47 5/8	32 1/2	13	32,380	1,092,825	
FILMWAYS	FWY	A	10 1/8	9 1/4	+ 7/8	+	9.45	10 1/8	6 7/8	8	2,579	26,112	
FOUR STAR			1 1/8	1 1/8				1 1/4	3/4	11	666	749	
GULF + WESTERN	GW	N	12 5/8	12 7/8	-	1/4	-	1.94	18 3/8	10 1/4	5	48,215	608,714
MCA	MCA	N	40 3/4	40 1/8	+ 5/8	+	1.55	42 3/4	32	9	18,558	756,238	
MGM	MGM	N	34 3/4	32	+ 2 3/4	+	8.59	34 3/4	16	15	14,609	507,662	
TRANSAMERICA	TA	N	13 3/4	13 3/4				16 1/2	13 1/4	5	66,781	918,238	
20TH CENTURY-FOX	TF	N	27 1/8	28	-	7/8	-	3.12	28 3/4	10	5	7,786	211,195
VIDEO CORP. OF AMER.	O		5 1/4	5 1/4				6 1/2	3 1/2	10		973	5,108
WARNER	WCI	N	36 1/2	33 1/8	+ 3 3/8	+	10.18	36 1/2	25 3/4	8	14,458	527,717	
WRATHER	WCO	A	9 3/8	9 1/2	-	1/8	-	1.31	10 1/4	4 1/2	9	2,243	21,028
									TOTAL		215,996	4,781,867	

### Service

BBDO INC.	BBDO	O	29	29 1/4	-	1/4	-	.85	29 3/4	22 1/2	8	2,513	72,877
COMSAT	CC	N	36 3/4	37 1/8	-	3/8	-	1.01	37 1/8	28 3/4	10	10,000	367,500
DOYLE DANE BERNBACH	DOYL	J	19 5/8	19 5/8				22	16 3/4	6		1,776	34,854
FOOT CONE & BELDING	FCB	N	20	19 1/4	+ 3/4	+	3.89	20 3/4	14 3/4	8		2,304	46,080
GREY ADVERTISING	GREY	D	32	32				33	16 1/2	6		716	22,912
INTERPUBLIC GROUP	IPG	N	28	29	-	1	-	3.44	39 1/4	22 1/2	8	2,387	66,836
MCI COMMUNICATIONS	MCIC	O	2 7/8	3 1/8	-	1/4	-	8.00	4 1/4	7/8	32	20,137	57,893
MOVIELAB	MOV	A	1 1/2	1 1/2				3	1	10		1,410	2,115
MPD VIDEOTRONICS*	MPD	A	4 5/8	4 5/8				9	4	6		520	2,405
A. C. NIELSEN	NIELB	O	23 5/8	23	+ 5/8	+	2.71	23 5/8	18 7/8	12		10,832	255,906
OGILVY & MATHER	DGIL	O	4 1/4	4 1/2	+ 3/4	+	1.64	4 1/4	31	9		1,805	83,491
J. WALTER THOMPSON	JWT	N	24 1/4	24	+ 1/4	+	1.04	24 5/8	15 1/8	8		2,649	64,238
									TOTAL		57,049	1,077,097	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6 7/8	6	+ 7/8	+	14.58	6 7/8	2 3/8	8		1,672	11,495
AMPEX	APX	N	13	12 3/8	+ 5/8	+	5.05	13	7 3/8	13		10,928	142,064
ARVIN INDUSTRIES	ARV	N	20 1/4	20 1/4				20 3/4	14 1/2	5		5,959	120,669
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3		897	560
CETEC	CEC	A	4	3 7/8	+ 1/8	+	3.22	4 1/4	1 3/4	12		1,654	6,616
COHU	COH	A	4 1/4	4 1/4				4 1/4	2 1/8	13		1,779	7,560
CONRAC	CAX	N	20 3/8	19 1/2	+ 7/8	+	4.48	27 1/4	19 1/4	7		1,803	36,736
EASTMAN KODAK	EASKD	N	43 3/4	43 5/8	+ 1/8	+	.28	86 3/4	42	11		161,370	7,059,937
FARINON	FARN	O	11 1/4	11	+ 1/4	+	2.27	12	8	11		4,635	52,143
GENERAL ELECTRIC	GE	N	46 5/8	46 7/8	-	1/4	-	.53	56 5/8	44 1/2	10	184,581	8,606,089
HARRIS CORP.	HRS	N	47 1/4	47 3/8	-	1/8	-	.26	47 1/2	28	13	12,236	578,151
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4				5 1/2	3 1/8	11		480	2,040
INTL. VIDEO CORP.	IVCP	O	1 1/8	1	+ 1/8	+	12.50	2 3/8	1/4			2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	35 3/4	34	+ 1 3/4	+	5.14	35 3/4	20 1/4	14		1,320	47,190
3M	MMM	N	44 1/2	43 1/2	+ 1	+	2.29	57	43 1/2	12		115,265	5,129,292
MOTOROLA	MCT	N	38 1/4	39	-	3/4	-	1.92	56 7/8	34 1/4	11	28,544	1,091,808
N. AMERICAN PHILIPS	NPH	N	26 3/8	26	+ 3/8	+	1.44	36	24 3/4	6		12,033	317,370
OAK INDUSTRIES	OAK	N	20 7/8	22 3/8	-	1 1/2	-	6.70	23	9 5/8	23	1,716	35,821
RCA	RCA	N	25 1/4	25 3/8	-	1/8	-	.49	31 3/4	22 3/4	8	74,810	1,888,952
ROCKWELL INTL.	RDK	N	32 1/8	31 3/4	+ 3/8	+	1.18	36 3/4	26 1/4	7		33,600	1,079,400
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	-	1/8	-	4.34	2 7/8	1 5/8	11	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	25 1/2	24	+ 1 1/2	+	6.25	25 1/2	16 3/4	14		2,426	61,863
SONY CORP.	SNE	N	8	7 3/4	+ 1/4	+	3.22	10 3/8	7	12		172,500	1,380,000
TEKTRONIX	TEK	N	36 1/4	34 1/4	+ 2	+	5.83	68 1/2	28 1/4	12		17,804	645,395
TELEMATION	TLMT	O	2 1/4	1 1/2	+ 3/4	+	50.00	2 1/4	1/2	3		1,050	2,362
VARIAN ASSOCIATES	VAR	N	15 1/8	15 1/2	+ 5/8	+	4.03	21	14 3/4	9		6,838	110,262
WESTINGHOUSE	WX	N	18 5/8	17 1/4	+ 1 3/8	+	7.97	22	16 1/4	6		87,329	1,626,502
ZENITH**	ZE	N	14 7/8	15 5/8	-	3/4	-	4.80	28	11 3/8	20	18,818	279,917
									TOTAL		967,438	30,330,629	
									GRAND TOTAL		1,769,928	50,207,143	

### Standard & Poor's Industrial Average

99.1      98.5      +.6

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  
Loeb Rhoades Hornblower, 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.  
+Traded at less than 12.5 cents.

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.



## Sandy Reisenbach: Grey's main media man

Sandy Reisenbach stumbled into advertising. He thought he would like to become a copywriter but wound up in media. "And I'm happy about it," he said. "I know I'd never be creative director of Grey Advertising today."

As executive vice president and director of media and programing services for Grey, he is the final link in domestic expenditures of more than \$380 million, of which more than 60% is allocated to television. And he supervises a staff of 115 media programing specialists.

Mr. Reisenbach, a tall, trim man with a wry sense of humor, confesses he was at loose ends in 1951 when he was forced to leave Michigan State University after one year because of straitened finances. He decided he would continue his education at night in the field in which he landed a job. "I looked through an occupational directory," he recalled. "The first entry was 'accounting' and I knew I didn't want that. The second was 'advertising' and I thought maybe I could become a writer. I answered an ad in the *New York Times* for a trainee post and was accepted by Dancer-Fitzgerald-Sample as a mail room clerk."

Sanford E. Reisenbach (he adopted the middle initial when he was a teen-ager, but it doesn't stand for anything) followed through on his educational plan. From 1951 through 1956 while working days at Dancer in various media posts and as media director of a small agency, S.R. Leon Advertising, he rode the subway to evening classes at New York University. He earned his BS degree in marketing in 1956.

He joined Grey in 1959 as a media buyer and moved up the ladder quickly as planner, group head and vice president and associate media director in 1968. In 1970 he was named to his present post. He also serves as a member of the agency's policy council.

With more than 25 years of media expertise, Mr. Reisenbach believes the most significant development occurring in this sphere has been the growing recognition of media operations over the past four or five years.

"At one time media took a back seat to other agency areas," he said. "Today top management realizes the value of the media department and its stature has grown by leaps and bounds in relation to the entire advertising process."

He acknowledges that the advent of the media buying services served as a warning to agencies that they faced formidable



Sanford E. Reisenbach—executive vice president and director of media and programing services, Grey Advertising, New York; b. May 13, 1932, New York; attended Michigan State University, 1950-51; BS, marketing, New York University, 1956; mail room clerk, assistant purchasing manager, assistant buyer and media buyer, Dancer-Fitzgerald-Sample, New York, 1951-56; salesman, Transit Displays Inc., New York, 1956-57; media director, S. R. Leon Advertising, 1957-59; with Grey Advertising since 1959 as media buyer (1959-61), media planner (1961-65), group head (1965-68), vice president and associate media director (1968-70), present position since 1970; m. Carol Justus, 1977; children (by former marriage)—John, 21; Lisa, 16.

competition and that they should upgrade their media staffs. But beyond that, Mr. Reisenbach is convinced that the trend toward spiralling media costs, especially but not exclusively in television, was the main catalyst.

The pressure of rising network TV costs has meant that agencies have been pushed to be "more creative" in their buys, he continued, and he is proud of Grey's record in this area in the past year.

"We're particularly pleased about our association with *Roots* last year on ABC-TV," he observed. "We had more time on that program than any other agency. It was a major success."

Mr. Reisenbach is not part of the growing number of agency people who bemoan the quality of network TV programs. He

agrees with criticism that "some programs are yanked too soon to the detriment of viewers" but contends that quality on the whole has not suffered over the years.

"If we examine the picture, we find that the cost of media is the second largest after the cost of the product itself," he explained. "Media is the area where the competitive edge can be gained or lost. On a \$10 million budget, if through smart planning and smart buying you can save 20%, that means a savings of \$2 million."

"At Grey and at other large agencies we have had to restructure ourselves. We have developed a system of specialists. Some buyers specialized in network TV, others in print and still others in spot television and radio. We have refined the spot-buying function even more; some buyers do the buying for many of the large accounts in a single city."

Mr. Reisenbach stressed that all media costs have risen but since so much of the national advertising is in TV, it has been TV that has been the target of agencies and advertisers. "Last year the price increases in network television were much too steep," he ventured. "Network people said the medium was underpriced. Well, it looks now as if price increases in the future won't be as extreme. Much as TV is a valued medium, there can be alternatives."

He is opposed to "explicit" sex on TV, but believes there is room for a wide range of programing, saying there must be some freedom of choice. "We can't keep watching situation comedies all the time," he remarked.

One proposal in the programing sector was advanced by Mr. Reisenbach. He would like to see each of the TV networks put on at least one program a week that might be considered "uplifting" and not necessarily depend on a rating.

Mr. Reisenbach, who is involved in both programing and media, was reluctant to discuss the controversy surrounding TV station resistance to combined 45- and 15-second commercials on grounds that odd-length spots contribute to clutter. Mr. Reisenbach's reticence is understandable in that Grey is a Procter & Gamble agency, and P&G is pushing for 45's (BROADCASTING, March 20, 27, April 10).

"I will speak on the subject in general" Mr. Reisenbach said. "The price of television will continue to have effects on the length of commercials that agencies and advertisers will examine and use. You must remember that at one time stations were up in arms over the 30-second announcements and they came around to accepting them."

## Promising start

FCC Chairman Charles D. Ferris last week broke a six-month moratorium on public speaking to outline his philosophy of broadcast regulation. He may have been silent until now, but he has been thinking. The speech he delivered to the National Association of Broadcasters was tough but reasoned. His stated principles are, in the main, the stated principles of progressive broadcasters. In administrative application, those principles may be subject to reappraisal, but as they stand now, they cannot terrify any broadcaster who is dedicated to the improvement of the breed.

Mr. Ferris says he opposes governmental meddling in programming. He thinks diversity and quality are more apt to be achieved by action of the marketplace than by intervention of the government.

He is against unnecessary governmental regulation, as, for instance, in radio, which has developed wide diversity in response to the demands of competition.

He wants the commission to be "even-handed in enforcing its rules," to treat big and little licensees alike. He is determined to establish "faster and fairer" procedures throughout the FCC. He wants electronic and print journalism "to stand on an equal footing."

Broadcasters will surely agree with all of those asserted aspirations. Some, however, may be less inclined to go along with certain other Ferris views.

The television networks, for example, will take little comfort in Mr. Ferris's references to them. He is concerned about the "tyranny of Nielsen's numbers" which has discouraged innovation in network programming. He has little use for television stations that are "only flipping a network switch." He deplores programming that is the "same from hour to hour, and channel to channel, with only the names of the networks changed to protect the appearance of competition."

Some broadcasters who retain a fear of cable encroachment will read bad omens in Mr. Ferris's repeated encouragement of competition among existing and future services. Some will feel maligned by Mr. Ferris's reference to "Chicken Littles, who always think that the antennas are about to fall."

There are broadcasters who will wonder what the chairman means when he speaks of "corrective programming and advertising" or of "public access." At this point, we prefer to read those references as suggestions for voluntary action by broadcasters to enlarge the spectrum of opinion they present under their own editorial control. That is what Mr. Ferris seemed to be saying when he explicitly referred to the op-ed page of the unregulated *New York Times* which in recent years has presented all shades of responsible commentary, to the demonstrable improvement of both its editorial page and the one facing it.

The chairman must be ultimately judged by the actions that he initiates or endorses. Those actions cannot be all bad if he keeps last week's speech for ready reference.

## Confessional

It came a little late, by, say, a year or two, but the CBS apology for wrongly billing four tennis matches as winner take all is enough to settle things. Managerial lapses of the kind that led to the tennis deception are unlikely to recur. The FCC can put the case to rest without the sanctions that it threatened.

Gene F. Jankowski, president of the CBS/Broadcast Group, was wise to go on CBS-TV himself to set the matter straight (BROAD-

CASTING, April 10). The guess here is that if similar action had been taken soon after the discovery of the mistake, the matter would never have engaged the FCC's attention.

It's a reminder to all broadcasters that nothing but the truth is suitable in broadcast programming and promotion.

## Locked out?

The equipment market at the NAB convention last week was the liveliest in years and for good reasons. The hardware on display in 122,000 square feet of the Las Vegas convention center was dazzling. For most broadcasters times have been good. Some were spending, as one observer said, as if there were no tomorrow—and maybe those customers will turn out to be right.

All that glistening electronics gear was being bought on the assumption that broadcasters will for years be operating on the same frequencies and in an expanding broadcast system. Neither assumption may be right.

The broadcasting system's future will to a large extent depend upon the outcome of the World Administrative Radio Conference to be held in Geneva next year. There is some doubt that the United States is making adequate preparations for a conference that will assign frequencies among the nations for the next 20 years. For one thing, the Department of Justice has declared that the U.S. delegation must exclude representatives of private industry ("Closed Circuit," March 27).

The State Department says it is negotiating with Justice for a reversal of the latter's position. All phases of the communications business ought to let Justice know that they are on State's side. If knowledgeable people from the real world are excluded from the closed-door sessions in Geneva, there is no way to know what could be traded off.

## A hit in Vegas

The National Association of Broadcasters has invented an impressive way to open its annual convention—a Sunday afternoon of ceremony and music. On April 9 the program included the presentation of the Distinguished Service Award to J. Leonard Reinsch, chairman of Cox Broadcasting, a short acceptance speech and an hour's concert by the Mormon Tabernacle Choir. It was in faultless taste and a refutation of the belief that nothing respectable happens in Las Vegas.

The program can become the model for future years, with other DSA recipients and other musical groups. It's a winner.



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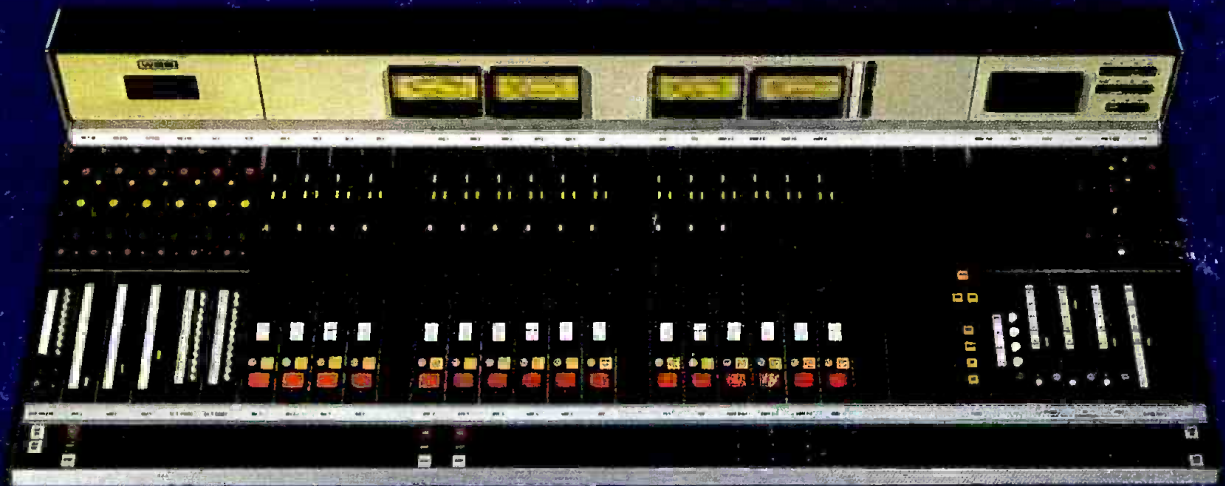
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