


Thinking positive at CBS
Gannett-CCC: 'superdeal of all time'

Broadcasting May 15

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



#1 EYEWITNESS NEWS
KSTP-TV 5

et your own source material point out the reasons. Powerfully first in audience share.*
Dramatically first in every important demographic category. Consistently first in reaching
ar more viewers in Minneapolis/St. Paul than any other news. Clearly first choice for
naking things happen.

eyewitness News has its finger on the pulse of the Twin Cities. Check its credentials. Then
io with the leader.

Division of Hubbard Broadcasting, Inc. For more information call Jim Blake, General Sales Manager, Mark Simonsen,
ational Sales Manager, Dave Garvin, Local Sales Manager at (612) 645-2724, or your local Petry office. *Source: Arbitron
ielsen, February, 1978, 10 p.m./7-day program averages, TSA. Estimates subject to limitations in said report.

54701 PERIODICALS TRK FEB/80
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People turn us on!

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



GAYLORD
Broadcasting Company

One of America's largest privately owned group of radio and television stations.

KTVT Dallas/Fort Worth	WTVT Tampa/St. Petersburg	KHTV Houston	KSTW-TV Seattle/Tacoma	WUAB-TV Cleveland/Lorain
WVUE-TV New Orleans	WVTV Milwaukee	WKY Oklahoma City	KYTE-AM/FM Portland	KRKE-AM/FM Albuquerque

To get turned on in Dallas/Fort Worth, get on the Gaylord station

KTVT

Channel 11

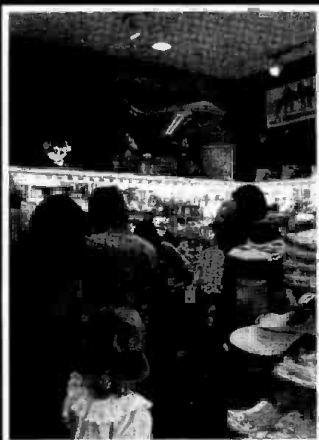
- KTVT leads all other independents and network stations in Dallas/Fort Worth with a 28 ADI homes share and is the nation's second leading independent in access time.*
- KTVT ranks third in the top 20 independents, early evening and ties for fourth in total day.*
- KTVT led all other metro stations in share of audience from 5 p.m. to 7 p.m. in the February 1978 Arbitron for the Dallas/Fort Worth market.
- KTVT, in Dallas/Fort Worth alone, serves a potential audience of 2½ million people in one of the Sunbelt's most prosperous metro areas.
- KTVT offers extensive 5-state coverage through 140 cable TV systems in

Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

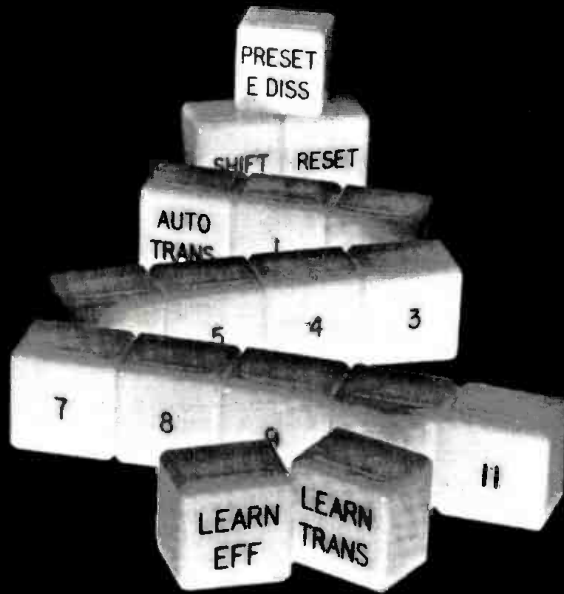
The facts prove: People do turn us on! And that's the best reason for you to turn on to KTVT for your next buy.

A symbol of the dynamic growth of the cities of Dallas and Fort Worth is D/FW, the world's largest airport. In less than five years, D/FW has become the fourth busiest airport in America and the fifth busiest in the world.

As beautiful as the Sunbelt cities it is named for, D/FW reflects the pride in progress of the people who built it... the people of Dallas/Fort Worth and KTVT is proud to be numbered among them.



*In all U.S. markets, Arbitron TV, Nov., 1977.



E-MEM*



Learns complex switching functions. Stores them.

Recalls them later, EXACTLY.

At the touch of a button!

It makes switching easier,
good operators better.

E-MEM; creative assistance for video production.

THE GRASS VALLEY GROUP, INC.

A Tektronix Company

(* Effects Memory)

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810 W Bristol Street
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(219) 264-0931

P.O. Box 482
MABANK, TX 75147
(214) 887-1181

4419 Van Nuys Blvd, Ste 307
SHERMAN OAKS, CA 91403
(213) 990-6172

The Week in Brief

HOORAY IN L.A. □ An upbeat mood pervades the CBS-TV meeting in Los Angeles as the network puts on its best face and brightest outlook for its affiliates. And the latter, in turn, come away applauding. **PAGE 25.**

GANNETT'S GIANT STEP □ Its announced merger with Combined Communications for \$370 million will build it up to 20 stations, 79 papers and an outdoor ad firm. **PAGE 26.**

NBC-TV'S STUTTER STEP □ That network's programmers do a slight delay in unveiling their prime-time line-up for fall. **PAGE 27.**

AIRLIE AIRING □ Telecommunications officials from the government meet with researchers in the Virginia countryside to talk about what needs studying. **PAGE 28.**

MORE HEAT ON WNET □ The FCC decides to hold an oral argument over the role of the Newark noncommercial. It's another chapter in the continuing New Jersey unhappiness about the state's single VHF allocation. **PAGE 30.**

FCC WAS FAIR □ A Massachusetts court affirms a commission ruling in favor of a station that gave free time to a group that wanted to reply to a paid announcement advocating one side of a controversial issue. Court says although second party was later shown to be able to pay, it didn't alter fact that station acted properly. **PAGE 30.**

HOLLINGS'S BILL □ The Senate is the next stop for public broadcasting measure with funding provision that would run through 1983. **PAGE 34.**

STARR TURNS TO SHAMROCK □ The Connecticut-based group owner and the Disney-owned company agree to a \$21.6-million merger. **PAGE 36.**

THEY LIKE IT □ CBS-TV affiliates like the network fall schedule that is explained to them in Los Angeles. *Kaz* seen as the most likely to succeed. There are some doubts about girl shows. Network officials exude confidence about anticipated ratings and sales. **PAGE 39.**

HELP ON THE DRUMS □ Affiliates are briefed on promotional backing to expect from CBS-TV for next season. There'll be more co-op money, network

personality promos, tennis clinics for sponsors and a local "Hot Car" club. **PAGE 42.**

ROMPING IN MAY □ ABC-TV takes the first week of the month's prime-time ratings. NBC-TV gets ride on *Wheels*. **PAGE 44.**

NEWCOMER □ Television Syndication Group is set up in Stratford, Conn., to distribute 900 first-run half hours produced by Metro Productions. **PAGE 45.**

SALANT SUCCESSOR □ There's a question about the timetable for naming the next CBS News president. John Backe calls it top priority. Gene Jankowski says there's ample time. **PAGE 47.**

BACKE ASSAYS LOCAL NEWS □ Interrelationship between network and affiliate programming is stressed by CBS Inc. president. He applauds station efforts and the waning of "happy talk". **PAGE 47.**

COVERING CONGRESS □ Speaker O'Neill gives the go-ahead for the purchase of cameras for a system that likely will be House-controlled. National Public Radio wants to pick up the floor debate of the President's proposed sale of arms to the Middle East. **PAGE 48.**

ACT PETITION UNDER FIRE □ Comments to the FCC on the proposal to eliminate ads from children's TV programs almost unanimously condemn the idea. **PAGE 50.**

COMSAT RATES □ The FCC approves a settlement in the 13-year-old case. The satellite company is to refund about \$125 million and lower its charges nearly 48%. **PAGE 52.**

NOISE LEVELS FOR UHF □ FCC's Ferris says there will be a decision on May 19 about the permissible amount in receivers. The pronouncement is made as broadcasters and manufacturers argue over precise figure. **PAGE 52.**

GREATER VISTAS □ Ave Butensky climbed the ladder at Dancer Fitzgerald Sample for more than two decades. He once said it would take a derrick to get him out of DFS. Actually, it was the prospect of new challenges and broader horizons that motivated him to accept the presidency of Viacom International. **PAGE 73.**

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Tuning in together.



One in a series of paintings by Joseph Csateri depicting Taft Broadcasting Activities.

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

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

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

For more information about our record breaking performance, drop a

note on your letterhead to — Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Candidate

One of hopefuls for FCC seat now held by Margita White, Katherine (Katy) Eriksson Sasseville of Minnesota is gathering support from prominent Minnesotans in Washington. So far she has been endorsed by Senator Wendell Anderson (D), who as Minnesota governor appointed her twice to her current post on state Public Service Commission, and Representatives Bill Frenzel (R), Donald Fraser (D), Thomas Hagedorn (R) and Albert Quie (R). She also expects help from Vice President Walter Mondale.

Backing from Democrats reflects her liberal philosophy. She is member of Ripon Society and National Women's Political Caucus, latter group having first contacted her about possible opening if Mrs. White is not reappointed when her FCC term expires June 30. Mrs. Sasseville has had no indication from White House about her chances. In Washington recently, she paid courtesy call on FCC Chairman Charles Ferris.

Runner-up

Gannett wasn't only bidder for Combined Communications Corp., which agreed last week to merge into newspaper chain (see page 26). In fortnight before that deal was announced, Larry Israel, former president of Washington Post Co. and Post-Newsweek Stations, talked with CCC principals about offer on behalf of unidentified investors of \$45 a share for CCC's outstanding stock—package worth roughly \$315 million. Gannett merger is pegged at \$370 million.

Although interests Mr. Israel was representing in CCC offer aren't known, he is associated with principals of Coca Cola Bottling Co. of New York in ownership of WIXT(TV) Syracuse, N.Y., acquired last year. He's scouting for media properties.

Their own people

Commerce Department's new National Telecommunications and Information Administration has moved to establish its independence of White House in matters not rising to presidential level. When domestic policy staffer Rick Neustadt sent over suggested agenda for action (based on conversation with NTIA officials), Henry Geller, who is to head NTIA, and his aides considered it, then sent it back with agenda of their own. Although number of items on both were same, NTIA officials say exercise was useful in demonstrating agenda they follow is their own, not White House's. One general difference, according to one who has seen

both, is that White House is looking for short-term "political" payoffs, while NTIA wants to invest resources in long-range issues.

Mr. Neustadt, who reportedly took rebuff with good grace, did not get very far, either, when he asked NTIA to look into matter of public service announcements—whether they were effective and appropriate for government use and whether ground rules should be established for broadcast carriage. NTIA said it lacked resources for that project and that, in any case, subject was outside its mission.

Re-counting the house

NBC-TV's estimate that audience of 120 million was attracted by miniseries, *Holocaust*, is under review by A.C. Nielsen at network's request. Preliminary reappraisal puts cumulative households watching some part of *Holocaust* at 47 million. That figure multiplied by average viewer-per-household standard equals 95-million audience, but NBC researchers think Nielsen will find viewing per household to be abnormally high for show and that ultimate estimate will be not too far from 120 million.

Growing kitty

Participation by broadcasters in World Press Freedom Committee efforts to resist Soviet and Third World nations that espouse controlled press (and now censor broadcast output) has won plaudits of directing heads of voluntary group. Chairman is George Beebe, on leave as associate publisher of Knight-Ridder's *Miami Herald*, and secretary-treasurer is Leonard Marks, Washington attorney and former head of United States Information Agency.

Roughly half-million dollars has been contributed since drive began last year. Bonneville of Salt Lake City has put in \$25,000; National Association of Broadcasters and Mutual Broadcasting System, \$10,000 each. Biggest contributors—all broadcast-connected—are Gannett, \$100,000; Knight-Ridder, Time Inc. and Scripps Howard, \$50,000 each; Washington Post Co. and Newhouse, \$25,000 each.

Slow pay

Six and a half years after U.S. Media International, media buying firm, went bankrupt, settlement is reportedly in sight for suits and countersuits. Some \$2.5 million in receivables has been collected. After secured lenders have been paid, about \$1.3 million (30 cents on dollar) will be available to creditors, it's said. U.S.

Media listed liabilities of \$8 million and assets of \$4 million when it went broke (BROADCASTING, Oct. 18, 1971).

Reinforcement

Still holding strong against premature release of Communications Act rewrite draft, House Communications Subcommittee is preparing for inevitable flood of inquiries when it finally opens spillway in June (subcommittee chairman, Lionel Van Deerlin [D-Calif.], is still shooting for introduction of bill June 1).

Chief move will be to import one of Mr. Van Deerlin's former Washington legislative assistants, John McLaren, who now works in congressman's San Diego office, for week to handle press on rewrite release. Extra help was requested by subcommittee counsel, Harry M. (Chip) Shooshan, who says he won't have time to take questions because he and rest of subcommittee staff will be writing another opus to explain draft bill.

Buying mood

Arbitron Co., New York, heavy into television and radio audience research, is seeking acquisitions to put it into magazine research and more heavily into computerized broadcast billing business (latter acquisition would be integrated into Arbitron's Station Business Systems, already in that field). Theodore Shaker, president, is heading acquisition activity.

Noise abatement

Committee for UHF Broadcasting may have lost ground in FCC's new proceedings on proposals to require manufacturers to reduce UHF TV receiver noise level below 14 db (see page 52). Commission officials say manufacturers produced new and apparently persuasive evidence of difficulties in even reaching 14 db level. As result, some officials are said to feel that, in case of black and white sets, manufacturers would need six months to year beyond 18 months already planned to meet 14 db level.

Wald report

Tougher, less bland, more provocative treatment of news and public affairs on Public Broadcasting Service: That's main recommendation of former NBC News President Richard C. Wald in report to be unveiled to PBS's program committee on May 19. Mr. Wald, who has since joined executive staff of Los Angeles Times-Mirror Co. (BROADCASTING, April 3) was retained as consultant by PBS at year's end at \$180 per diem.

Business Briefly

Radio only

Champlin □ Petroleum products group starts 26-to-30-week radio campaign this week. Weekly & Associates, Fort Worth, will select spots in 12 markets including Oklahoma City, Omaha and Wichita, Kan. Target: adults, 18-49.

Postal Instant Press □ Instant printing and franchisers service starts 24-week radio flight in early September. Wayne E. Smith Advertising, Beverly Hills, Calif., will seek spots in 110 markets including Atlanta, Detroit, New Orleans, Pittsburgh and St. Louis. Target: adults, 25 and over.

IHOP □ International House of Pancakes restaurants slates radio buy for quarter beginning in June. Brooks Advertising, Oak Lawn, Ill., will select spots in about 10 markets. Targets: adults, 25-49.

Southwestern Bell □ Telephone company begins 11-week radio

campaign late this month. D'Arcy-MacManus & Masius, St. Louis, will select spots in about 30 markets including Dallas, Houston and Oklahoma City. Target: women, 25-49.

M&M/Mars □ Candy maker plans eight-week radio push beginning this week. Ted Bates, New York, will handle spots in 76 markets including Cincinnati, Los Angeles, Nashville and Orlando, Fla. Target: adults and teen-agers.

Steak N Shake □ Restaurant chain arranges six-week radio push beginning this week. Grey-North, Chicago, will place spots in six markets including St. Louis. Target: adults, 18-34 and teen-agers.

Gorton's □ Seafood division of General Mills plans six-week radio drive beginning in mid-June. Daniel & Charles, New York, will buy spots in about 20 markets including Philadelphia and Washington. Target: women, 25-49.

Suntory International □ Wine and

Rep appointments

- WLCY-TV Largo (Tampa), Fla.: Peters, Griffin, Woodward, New York.
- WHNB-TV New Britain (Hartford), Conn.: Katz Television Continental, New York.
- WKIX(AM)-WYYD(FM) Raleigh, N.C.: Blair Radio, New York.
- WCCC-AM-FM Hartford, Conn.: Knight Radio Sales, Boston (regional and Canada).



All smiles. Don Yeiser (l), vice president of sales, WHP-TV Harrisburg, Pa., signs a contract adding that station to the roster of Katz Television Continental, New York, with Gordon Hastings (c), Katz vice president for business development and Frank McCann, Katz Television president.

HAL JACKSON'S EIGHTH ANNUAL TALENTED TEENS INTERNATIONAL CONTEST

90 MIN. T.V. SPECIAL-BARTER SYNDICATION

Talented teen girls, 13 to 16 yrs. of age, from the U.S. and Caribbean compete for the title "Miss Talented Teen 1978." With top recording acts and host: Hal Jackson.

TAPING: JULY 29, 1978 • Coconut Grove • Hollywood, Calif.

PRODUCED BY: Hal Jackson Productions
350 5th Ave., Rm. 3308, N.Y., N.Y. 10001 (212) 831-6254

FOR SYNDICATION INFO. Call:
Alice La Brie Jackson (213) 273-1993



liquor group highlights its Akadama wine in five-week radio campaign beginning late this month. Wells, Rich, Greene, New York, will schedule spots in three markets including Chicago. Target: adults, 25-49.

Eastern □ Airline begins four-week radio campaign starting in early June. Young & Rubicam, New York, will seek spots in 32 markets. Target: men, 25-49.

Yamaha Motors Corp. □ Company begins four-week radio push this week. Chiat/Day, Los Angeles, will arrange spots in 56 markets including Omaha, Dallas, and Sacramento, Calif. Target: men, 18-24.

Adolph Coors □ Brewery begins radio buy late this month. Cadco (in-house agency), Golden, Colo., will handle spots in 14 states including California, Texas and Nebraska. Target: men, 18-34.

Hanover □ Shoe company readies one-to-two-week radio promotion starting late this month. W.B. Doner, Baltimore, will place spots in 10 markets including Boston, Cleveland, Indianapolis and Philadelphia. Target: men, 18-24.

Kinney □ Shoe company plans one-

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.

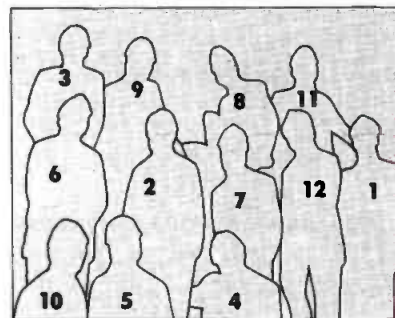
So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

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.**



1. Atlanta, Georgia
Michael M. Kumpf · 404-897-7738
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
10. Santa Fe, New Mexico
A. Samuel Adelo · 505-988-8905
11. Tulsa, Oklahoma
Jeffrey P. Harris · 918-560-4305
12. Washington, D.C.
Nicholas G. Flocos · 202-659-8720

Gulf Oil Corporation



week radio promotion late this month. Sawdon & Bess, New York, will handle spots in about 50 markets including Indianapolis, Minneapolis, San Antonio, Tex., and Washington. Target: adults, 18-49.

TV only

Revco □ Drug store chain launches six-month TV campaign starting in mid-June. Nelson Stern, Beachwood, Ohio, will select spots in 59 markets during day and fringe time. Target: total adults.

Ponderosa □ Steak house chain schedules 13-week TV drive starting in early June. Doyle Dane Bernbach, New York, will buy spots in 48 markets during day, fringe and prime time. Target: adults, 18-49.

Greenfield Village □ Historic park gets 11-week TV buy starting late this month. Brewer Associates, Dearborn, Mich., will schedule spots in Cleveland, Cincinnati, Dayton, Kalamazoo and Flint, Mich., during early news, late fringe and day time. Target: adults, 18 and over.

Ozark □ Airline schedules six-week TV flight starting this week. D'Arcy-MacManus & Masius, St. Louis, will buy spots in 10 markets including Dallas, Omaha and Philadelphia. Target: men, 25-49.

Yardley of London □ Subsidiary of Jovan schedules six-week TV drive for its Yardley soap. Grey-North, Chicago, will purchase spots in about 10 markets during fringe time. Target: total women.

Texas International Airlines □ Carrier launches five-week TV campaign this week. Scali McCabe Sloves, New York, will seek spots in six markets during late

fringe and prime time. Target: men, 18 and over.

Andrew Jergens □ Subsidiary of American Brands features its Gentle Touch soap in four-week TV promotion starting late this month. Cunningham & Walsh, New York, will buy spots in 34 markets during day, prime and fringe time. Target: women, 18-49.

McCormick □ Spice company features its yogurt mix in four-week TV push beginning this week. W. B. Doner, Baltimore, will seek spots in six markets during fringe and prime access time including Phoenix and Washington. Target: women, 18-49.

Opici Lambrusco □ Wine gets four-week TV promotion beginning in early June. Chapman Communications, New York, will select spots in eight markets during day and late fringe time. Target: women, 18-49.

Doric Foods □ Sunny Delight drink gets four-week TV promotion starting in early June. Gumpertz/Bentley/Fried, Los Angeles, will place spots in Los Angeles, Denver, Sacramento and Fresno, Calif., during day, prime and early fringe time. Target: women, 18-49.

Weber-Stephen □ Kettle grills get two, two-week TV flights beginning this week and early June. The Co-Ordination Group, Chicago, will handle spots in 28 markets during fringe time. Target: men, 25-54.

Bulck □ Opel car gets four-week TV campaign beginning late this month. McCann-Brickson, Troy, Mich., will arrange spots in 22 markets during fringe and prime time. Target: adults, 18-49.

General Cigar & Tobacco □ Company features its Dry Snuff in four-week TV flight beginning in early July. Stuart Ford, Richmond, Va., will place spots in about

20 markets during day, early fringe and prime access time. Target: men and women, 50 and over.

Martha White Foods □ Food products company highlights its Byron's Bar-B-Q sauce in four-week TV promotion starting in early June. Eric Ericson, Nashville, will buy spots in four markets including Nashville and Atlanta during day and fringe time. Target: women, 18-49.

International Harvester □ Duty products division begins four-week TV push this week. Tucker Wayne & Co., Atlanta, will buy spots in 20 Southeast markets during prime, prime access and late news time. Target: men, 25-54.

General Motors □ Pontiac division starts three-week TV buy beginning in mid-June. D'Arcy-MacManus & Masius, Troy, Mich., will schedule spots in 31 markets during fringe and news time. Target: men, 18-49.

Gillette □ Trac II shave cream gets three-week TV push starting in early June. Grey-North, Chicago, will place spots in approximately 35 markets during day, prime and early fringe time. Target: men, 18-49.

Cities Services □ Oil company slates two-week TV test for its motor oil beginning late this month. Hood, Hope & Associates, Tulsa, Okla., will buy spots during fringe and prime time. Target: men, 18-49.

Treasure Island Stores □ Division of JC Penney slates one-week spot-TV drive beginning late this month. Walter G. O'Connor, Hershey, Pa., will slot spots during all day part time. Target: women, 18-49.

GAF □ Wall tiles are spotlighted in one-week TV test starting late this month. Daniel & Charles, New York, will place spots in West Coast markets during day and fringe time. Target: total women.

BAR reports television-network sales as of April 23

ABC \$436,253,700 (36.2%) □ CBS \$402,646,800 (33.5%) □ NBC \$384,564,000 (30.3%)

Day parts	Total minutes week ended April 23	Total dollars week ended April 23	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.	152	\$ 1,196,200	2,342	\$ 16,248,900	\$ 14,467,600	+12.3
Monday-Friday 10 a.m.-6 p.m.	1,037	16,963,500	16,152	262,082,700	239,435,100	+9.5
Saturday-Sunday Sign-on-6 p.m.	344	8,759,300	5,360	144,383,600	138,591,600	+4.9
Monday-Saturday 6 p.m.-7:30 p.m.	102	4,482,500	1,631	69,210,800	62,923,700	+10.0
Sunday 6 p.m.-7:30 p.m.	16	944,300	352	22,207,900	19,331,800	+14.9
Monday-Sunday 7:30 p.m.-11 p.m.	414	40,777,900	6,638	617,806,400	565,614,200	+9.2
Monday-Sunday 11 p.m.-Sign-off	222	5,535,300	3,413	71,524,200	71,728,900	-0.3
Total	2,287	\$78,659,000	35,888	\$1,203,464,500	\$1,112,092,900	+8.2

Source: Broadcast Advertisers Reports

Radio-TV

Geauga Lake □ Recreational complex schedules eight-week radio and TV flight beginning late this month. Mills Hall Walborn, Cleveland, will arrange spots in 17 radio markets and 11 TV markets during day and fringe time. Target: adults, 25-49 and children, 6-11.

Northwest Cherry Growers □ Group launches one-to-four-week TV and radio push beginning late this month. Evans Pacific, Seattle, will seek spots in 70 markets including Baltimore, Chicago, Des Moines, New Orleans, New York and San Francisco. Target: women, 25-64.

NOBODY'S EVER DONE IT!

NEWSRADIO 88 HAS JUST SWEEPED THE NEW YORK PRESS CLUB AWARDS.

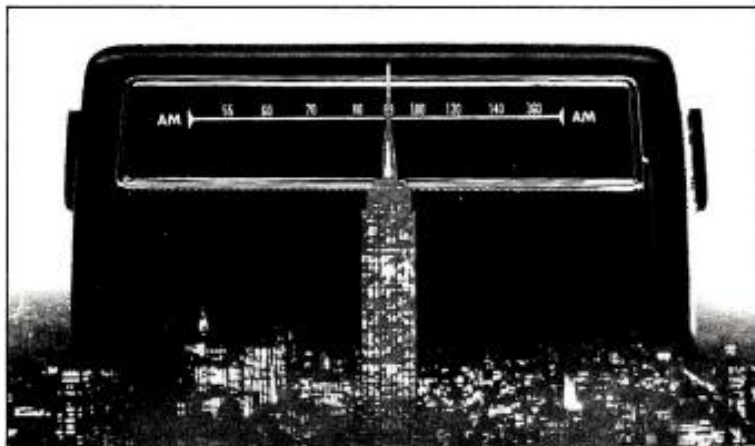
The New York Press Club gives awards each year to television, newspapers and radio for outstanding news efforts in each medium.

And a grand prize—for the single most impressive job among *all* the media.

We won the grand prize. For reporter Irene Cornell's "New Green Sneakers and Other Lessons of the Street."

And all the radio awards as well. We won for staff coverage of the 1977 blackout. For reporter Irene Cornell's series on public education in New York. And for reporter Steve Reed's series on city neighborhoods.

No one—newspaper, radio or television—has ever achieved such a sweep in the 25-year history of the Press Club.



WCBS NEWSRADIO 88

The big number for news in New York.

Datebook

■ indicates new or revised listing

This week

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

May 15—Deadline for applications for H.V. Kallenborn scholarship in radio-television at the *University of Wisconsin* 1978-79. Seniors and graduate students may apply. Applications and information: Assistant Professor Carol Brown Eilber, communications program, University of Wisconsin, Madison, Wis. 53706.

May 15—New deadline for comments in FCC inquiry into commission policy in enforcing Section 312 (a) (7) ("reasonable access" for candidates for federal office) of Communications Act. Old deadline was May 1. New deadline for reply comments is May 30. FCC, Washington.

May 15-18—Conference on "The Media and the Public," sponsored by *The Washington Journalism Center*. Among speakers will be Frank Mankiewicz, National Public Radio president, and A. H. Raskin, associate director of the National News Council. 2401 Virginia Avenue, N.W., Washington.

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 16—*Radio Advertising Bureau* Idearama for radio salespeople. Albany Thruway House, Albany, N.Y.

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—Newsmaker luncheon of *International Radio and Television Society*, featuring executive team responsible for *Holocaust*. Herbert Brodtkin of Titus Productions, Producer Buzz Berger, Director Marvin Chomsky and Paul Klein of NBC-TV will be among speakers. Americana hotel, New York.

■ **May 17**—*Federal Communications Bar Association* luncheon. Julian Goodman, chairman, NBC, will be speaker. Capital Hilton hotel, Washington.

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—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn No. 4, Buffalo, N.Y.

May 18—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Worcester, Mass.

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 Inn 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—*Pacific Pioneer Broadcasters* luncheon salute to *Lassie* series and to Bonita Granville Wraither, June Lockhart, Jan Clayton and others connected with the long-running radio and TV series. Sportsman Lodge, Studio City, Calif.

■ **May 19**—Deadline for entries for *World Institute of Black Communications'* awards for communications excellence to black audiences. Address: CEBA, c/o National Black Network, 1350 Avenue of Americas, New York 10019. Information on entry fees: Joan Logue Henry or Adrian Gaines at NBN, (212) 586-0610.

■ **May 19**—Deadline for filing comments at FCC on Spanish International Network's request for authorized user status under Communications Satellite Act, FCC Washington.

May 19—Boston/New England chapter of *National Academy of Television Arts and Sciences* Hall of Fame Award Dinner. Producer Norman Lear will be recipient. Regency Hyatt hotel, Cambridge, Mass.

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

May 19-20—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

■ **May 20**—*Carnegie Commission on the Future of Public Broadcasting* open meeting. Harvard Faculty Club, 21 Quincy Street, Cambridge, Mass.

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 22-24—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, 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 Mar-

Also in May

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 22-24—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—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Old Town Inn, Albuquerque, N.M.

May 23—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Moline, Ill.

May 23—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Pensacola, Fla.

May 23—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Billings, Mont.

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 25—*Radio Advertising Bureau* Idearama for

Major meetings

riott 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.

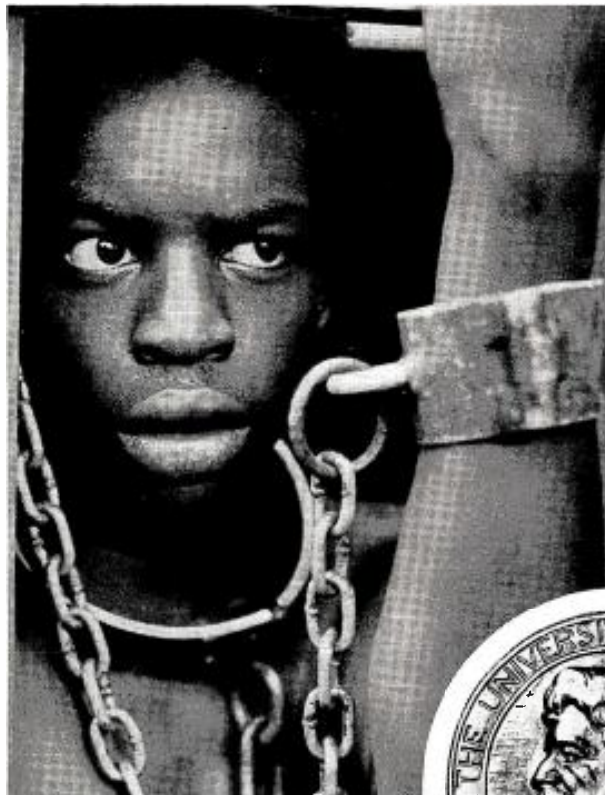
March 10-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conference: March 8-12, 1980, Nob Hill complex, San Francisco.

March 25-28, 1979—*National Association of Broadcasters* annual 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, Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

■ **April 22-25, 1979**—*National Cable Television Association* annual convention. St. Louis. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

■ **Sept. 24, 1979**—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

DOUBLY HONORED. GEORGE FOSTER PEABODY AWARDS FOR "ROOTS" AND "GREEN EYES"



The ABC Television Network is proud that two of our recent presentations merited the highest honor our industry can achieve. The University of Georgia's George Foster Peabody Award. "Roots," based on Alex Haley's monumental saga of the triumph of an American family made all of us more deeply aware of our heritage.

The ABC Theatre presentation "Green Eyes" was a deeply moving drama which showed how a young veteran's desperate search for the son he left behind in Vietnam led him to the most precious kind of love there is.

ABC is grateful to all of the men and women who helped create both of these outstanding presentations.

ABC TELEVISION NETWORK 

radio salespeople. Sheraton Motor Inn, Birmingham, Ala.

May 25—Radio Advertising Bureau Idearama for radio salespeople. Hyatt Regency, Phoenix.

May 25—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn Downtown, Portland, Me.

May 25—Radio Advertising Bureau Idearama for radio salespeople. St. Louis Hilton Inn, St. Louis.

May 25—Radio Advertising Bureau Idearama for radio salespeople. Salt Lake Hilton, Salt Lake City.

■ **May 25—New York Market Radio Broadcasters Association** second annual NYMRAD Festival Day, America hotel, New York.

May 26—Open board meeting of National Public Radio board of directors. The Inn at Loretto, Santa Fe, N.M.

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—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Anchorage.

June 1—Radio Advertising Bureau Idearama for radio salespeople. Peachtree Plaza, Atlanta.

June 1—Radio Advertising Bureau Idearama for radio salespeople. Indianapolis Hilton, Indianapolis.

June 1—Radio Advertising Bureau Idearama for radio salespeople. Camelot Inn, Little Rock, Ark.

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 3—Georgia UPI Broadcasters Association meeting. Dunfey's Royal Coach, Atlanta.

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 Manufacturers's Foundation for Economic Freedom*. NAB headquarters, Washington.

June 5-9—1978 Institute of Communications, sponsored by *National Religious Broadcasters* and *Church Life Center*, Nyack College, Nyack, N.Y.

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

June 6—Radio Advertising Bureau Idearama for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

June 6—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn, Madison, Wis.

June 6—Radio Advertising Bureau Idearama for radio salespeople. Woodlake Inn, Sacramento, Calif.

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—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, International Airport, Los Angeles.

June 8—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Airport Inn, Minneapolis.

June 8—Radio Advertising Bureau Idearama for radio salespeople. Hilton Inn West, Oklahoma City.

June 8—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Orlando, Orlando, Fla.

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 8-10—Hawaiian Association of Broadcasters convention. Kauai Surf hotel, Kauai, Hawaii.

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.

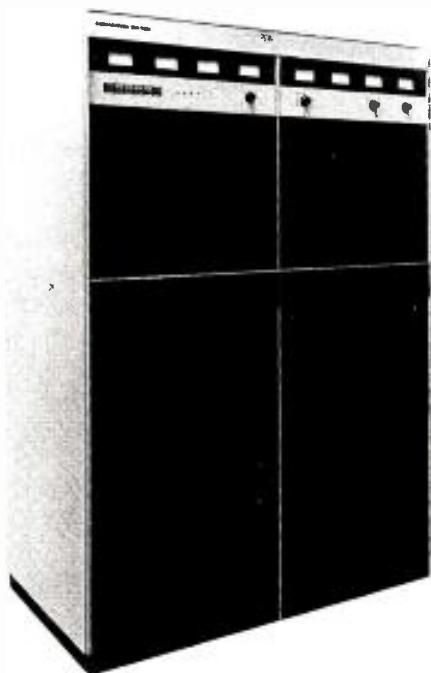
June 11-13—Montana Broadcasters Association annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

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 12-13—Fourth annual New York cable televi-

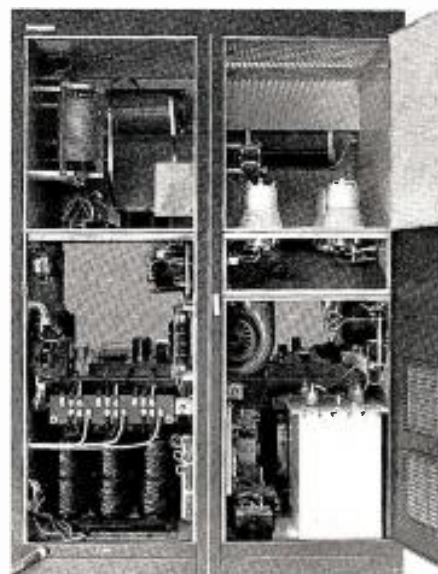
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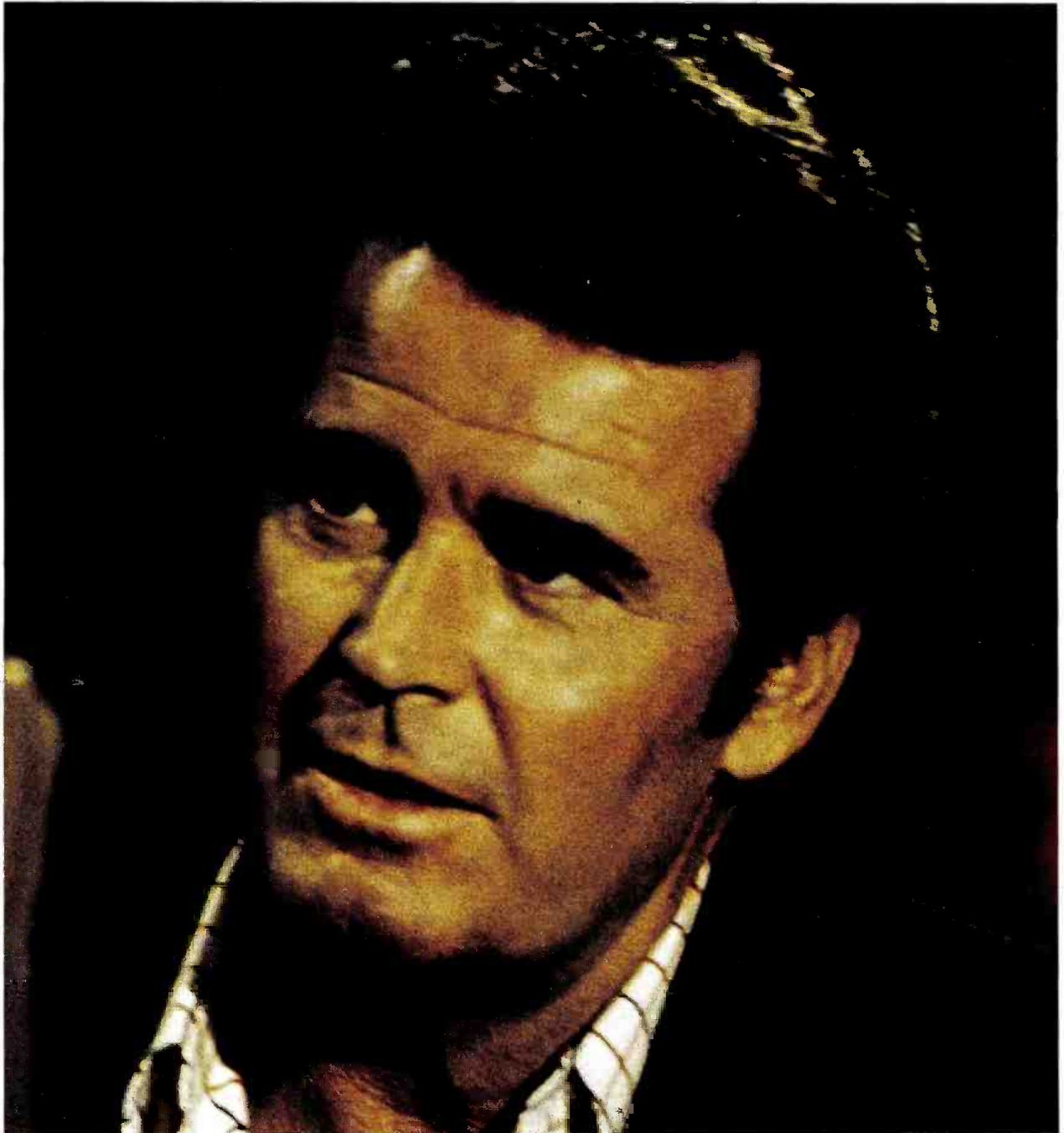
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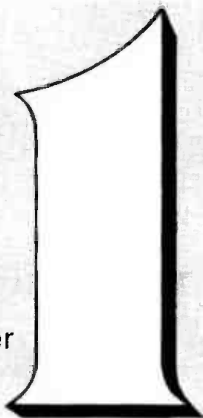
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YES	No	No
YES	YES	No
YES	No	No
YES	No	No
YES	No	No
YES	No	No
YES	YES	No
YES	No	YES



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sion technical seminar, presented by *New York State Commission on Cable Television* and *State University of New York at Albany* in cooperation with *New York State Cable Television Association* and *Upstate New York chapter of Society of Cable Television Engineers*. Empire State Plaza Convention Center, Albany, N.Y.

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—*Radio Advertising Bureau* Idearama for radio salespeople. Howard Johnson's, Cincinnati.

June 13—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Jackson, Tenn.

June 13—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

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—*Radio Advertising Bureau* Idearama for radio salespeople. The Regency-Denver, Denver.

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

June 15—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Conquistador, Youngstown, Ohio.

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

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

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

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

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

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

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—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Baton Rouge, Baton Rouge.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, N.W., Columbia, S.C.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

June 20—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

June 20-22—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmitt (R-N.M.), member of Senate 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—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 22—*Radio Advertising Bureau* Idearama for

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We are very proud of Richard Hughes, our Senior Vice President, who wrote, produced and narrated this outstanding program, and proud also to be the only Independent television station in the nation to receive a Peabody.



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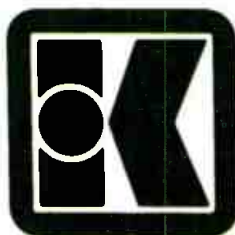
I AM MY BROTHERS KEEPER: Bob Sarro, Cinematographer: Sal Amico, Supervising Film Editor: Ed Mauriello, Assistant Cameraman: James Malone, Sound: Harold Woods, Electrician: Joseph Hall and Peter Pontillo, Directors.

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radio salespeople. The Hilton Inn, Greensboro, N.C.

June 22—Radio Advertising Bureau Idearama for radio salespeople. Philadelphia Marriott, Philadelphia.

June 22-23—Broadcast Financial Management Association/BCA quarterly board of directors meeting. Opyriad 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, VOXM St. Johns, Newfoundland A1B 3P5.

■ **June 23-24**—Media workshop on news and the courts, sponsored by California Judges Association, California Broadcasters Association and Western Newspaper Foundation. University of California, Irvine.

June 24-28—Georgia Association of Broadcasters convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter. Callaway Gardens, Ga.

June 25-26—Montana Cable Television Association annual meeting. Outlaw Inn, Kalispell, Mont.

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

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

June 27—Radio Advertising Bureau Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 27—Radio Advertising Bureau Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

June 27—Radio Advertising Bureau Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

June 27—Radio Advertising Bureau Idearama for radio salespeople. LaMansion hotel, San Antonio, Tex.

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

June 29—Radio Advertising Bureau Idearama for radio salespeople. Hyatt House, Richmond, Va.

June 29—Radio Advertising Bureau Idearama for radio salespeople. Hyatt House, Seattle.

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

July

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

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by the University of Wisconsin-Extension Communications Program Unit. 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 Association/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. 24-25—Third annual Chicano Film Festival, project of Centre Video of Oblate College of the Southwest. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

■ **Aug. 24-27**—West Virginia Broadcasters Associ-

ation fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

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. 10-12**—Nebraska Broadcasters Associ-

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ation annual convention. Holiday Inn, Kearney, Neb.

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—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by UNDA-USA, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

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

Sept. 17-20—Broadcast Financial Management As-

sociation'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.

Open Mike®

Next best to being there

EDITOR: In my opinion the report on the National Association of Broadcasters convention in the April 17 issue of BROADCASTING was outstanding. As you well know, it is absolutely impossible for any one human being to attend all of the scheduled and nonscheduled meetings, and still have enough time to devote to the exhibits. By reading the BROADCASTING report I was able to pick up on what I missed.

Incidentally, this issue is being circulated as *required reading* to all our management personnel.—*A. James Ebel, president and general manager, KOLN-TV Lincoln, Neb.*

Don't take it lying down

EDITOR: I would hope broadcasters don't sit back and let performer royalties go through like lowest unit rate and cigarettes. Take time and speak up.—*John A. Goeman, general manager, KJAM-AM-FM Madison, S.D.*

Biting the hand

EDITOR: "Commercial-free hour." "No commercials on Sunday." "Only six units per hour." "Twenty percent fewer commercials."

All of the preceding are claims currently being made by area radio stations. We at WQBA detect an alarming trend, and we are circulating a letter to all advertising agencies in our area to assert that we for one are proud to air the commercial portion of our programming. We view the commercials we carry as a continuation of the information service we provide.

Training the audience to dislike, avoid or consider commercials as a negative is

not the path to success.—*Herbert M. Levin, vice president-general manager, WQBA(AM) Miami.*

Remote possibility

EDITOR: I have just concluded a four-year battle with the telephone company over remote lines, finally winning after carrying it all the way to the FCC. The outcome should be interesting to all broadcasters who utilize telephone loops for remote broadcasts.

We broadcast the annual July 4 celebration in a town four miles away, but loops have to go 15 miles from there to a large city, then 19 miles back to our town and then to the station. Since events there take place at four separate locations, we ask each year for one loop from here to the central office (CO) there, and then a branch line to each of the four locations. The phone people said no dice. We would have to rent a separate line all the way for each location, and pay long distance charges on each loop all the way from the station to the remote location. No branching.

To make a shorter story, the commission ordered them to provide either branching at the CO of origination, or to provide one line from the destination CO to one of the locations and run additional pairs from that point to the other three locations and let us switch the connections ourselves, and save the switching charges.

There is a precedent there for anyone with a similar problem.—*Dale Brooks, president, WLAB(AM) St. Pauls, N.C.*

(Mr. Brooks's experience may be more instructive than precedential. Commission officials can locate no record of action taken in the case, and Mr. Brooks received no answer from the FCC. But his letter to Washington was followed in short order by a visit from a Carolina Telephone Co. executive "with a handful of gifts.")

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ADVERTISING

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

CIRCULATION

Kwentin Keenan, subscription manager.
Sheila Chamberlain, Denise Ehdalvand,
Kevin Thomson, Patricia Waldron, Bruce Weiler.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Douglas Hill, Jay Rubin, staff writers.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-483-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932, *Broadcast Reporter* in 1933, *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* 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.

The year America discovered MARLO!



"Marlo" and his friend, "The Machine"



"Marlo" as Christopher Columbus



"Marlo" with Dorothy Hamill

IN ITS FIRST YEAR...

HONORED BY ACT

Just announced: Action for Children's Television has presented "Marlo and the Magic Movie Machine" a coveted national award for achievement in children's television.

COMMENDED BY THE NATIONAL PTA TV ACTION CENTER

A first-of-its-kind citation: "outstanding... informative as well as entertaining and represents the finest in children's programming. We hope local broadcasters will carry 'Marlo' on their stations so that all children can view this program."

SUPPORTED BY LEADING ADVERTISERS

The Kellogg Company has renewed as major advertiser for a second full year. And Life Savers, Inc., has now joined the rapidly growing "Marlo" family.

RECOMMENDED BY THE NEA

"Marlo and the Magic Movie Machine" has just been officially recommended for viewing by the National Education Association, the nation's largest organization of educators and teachers.

PROGRAMMED BY TOP STATIONS

More than 70 markets covering more than 70 per cent of the US population. Including WCBS-TV New York KNXT Los Angeles WBBM-TV Chicago WCAU-TV Philadelphia WBZ-TV Boston WXYZ-TV Detroit WTOP-TV Washington WKYC-TV Cleveland KDKA-TV Pittsburgh WFAA-TV Dallas-Ft. Worth KMOX-TV St. Louis KHTV Houston WPLG Miami WAGA-TV Atlanta WTOG-TV Tampa WHMB-TV Indianapolis WBAL-TV Baltimore WFSB-TV Hartford-New Haven KPTV Portland KOA-TV Denver WKRC-TV Cincinnati KCRA-TV Sacramento WISN-TV Milwaukee WDAF-TV Kansas City WGR-TV Buffalo WNGE Nashville KCST-TV San Diego WCCB-TV Charlotte WCMH Columbus WVUE-TV New Orleans WLOS-TV Asheville KWTV Oklahoma City WDAU-TV Wilkes Barre-Scranton WDBO-TV Orlando-Daytona Beach WIXT Syracuse WGAL-TV Harrisburg-Lancaster WTAR-TV Norfolk KAKE-TV Wichita-Hutchinson WTOL-TV Toledo WJXT Jacksonville KMTV Omaha WHEC-TV Rochester KMPH-TV Fresno WMT-TV Cedar Rapids-Waterloo KHQ-TV Spokane WGAN-TV Portland WSJV-TV South Bend KHON-TV Honolulu WRIP-TV Chattanooga and others.

30 MINUTES WEEKLY

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NOW SAILING INTO ITS SECOND BIG YEAR!

Monday Memo[®]

A broadcast advertising commentary by Walter L. Olesen, former manager of corporate advertising and promotion, Xerox, Stamford, Conn.

Eight advertising lessons for taking back to school

In September 1943, at the height of World War II, the United States Army sent me and a group of other 18-year-olds to Syracuse University as part of the Army Specialized Training Program (ASTP). Sixty days later the program was disbanded and we were reassigned as instant infantrymen. Thirty-five years later to the month, I'll be returning to the same school as a faculty member.

For such a long-term dropout, I had to ask myself just what tickets was I bringing to the ball game?

Well, for one thing, I had been fortunate in the path my career had taken: Vick Chemical had supplied some basics; Johnson & Johnson had offered breadth; at Xerox, I'd learned what high standards of excellence could mean. In addition, I'd had a taste of the agency business as a copywriter on Brylcreem and other proprietaries.

At Syracuse, the first course I'll be teaching is called TVR 695: Television Principles and Practices. Among many things I propose to propound for the students are Olesen's Eight Easy Axioms. These are based upon some seldom-recognized truths not generally to be found in standard textbooks on television.

■ **Easy Axiom Number One:** *The "commercially acceptable" is unacceptable.* It is always better to run over budget to gain top quality and superb results than it is to save \$6,000 or so and achieve mediocrity. Important people will break down your door with congratulations to tell you that your new TV commercial has sent shelf movement through the roof in the Phoenix test market. They will not charge in to tell you that sales are so-so, but that you did an absolutely wonderful job in coming in under budget. Top quality is obtained only by meticulous attention to every detail—casting, editing, color correction, you name it. The budget, too. Anything less than this is intolerable.

■ **Easy Axiom Number Two:** *There is always new ground to be broken.* Look at Coke and Pepsi. After all, they're two similar cola drinks. No healing qualities. No new ingredients. What is there to say about them that everybody doesn't already know? And yet, year after year McCann-Erickson and BBDO do the brightest, freshest, most with-it commercials imaginable. They top each other, and frequently everybody else, constantly. Corollary: There will always be an imitator. Second corollary: Don't follow fads, start them.



Walter L. Olesen served for 13 years as manager of corporate advertising and promotion for Xerox Corp., Stamford, Conn., before leaving at the end of April preparatory to assuming his new post on Sept. 1 as divisional dean of television-radio-film at S. I. Newhouse School of Public Communications at Syracuse University. He also will teach a course at Syracuse, "Television Principles and Practices."

■ **Easy Axiom Number Three:** *The best practitioners do. And do.* The really great people in the TV business do not sniff around work. Or nit-pick it. They simply do not talk about the fantastic program they want to do "some day," the sensational commercial they plan to write. They just go ahead and do these things. Somehow. Mostly by hard work. The best writers write, and write some more. This same characteristic is true of virtually all the top men and women in broadcasting. Corollary: Many people have great ideas; those who conceive, execute and follow through are those who make things happen.

■ **Easy Axiom Number Four:** *Top people are to be treasured.* After all, there are so

few. And there are so many also-rans. You can recognize the top ones because they're always asking "How can I do it better?" Without exception they never give a client what he wants or expects; they give him more than he could have hoped for or dreamed of.

■ **Easy Axiom Number Five:** *Good work never wears out.* Bad work is worn out before it runs. The good stuff is good because it works. A good concept, or a variation of it, is worth its weight in gold. I understand Speedy Alka-Seltzer is on his way back. Similarly, Jim Jordan's dynamite line, "When you're having more than one" for Schaeffer. There are lots of examples. Even—like it or not—the one about squeezing the Charmin. Corollary: Like the old joke, the clients (and even, sometimes, the people who did the work) are usually the first to think an idea is tired, often before the spot has actually run.

■ **Easy Axiom Number Six:** *Humor is not a no-no.* Funny is not ipso facto bad, or good, for that matter. It can be effective and ineffective. The best Xerox commercial I ever worked on (Brother Dominic, the monk who says "It's a miracle.") was probably the most recognized and result-oriented of all that I'd ever been associated with, funny or otherwise. At the same time, a hilarious Xerox commercial showing a chimpanzee operating a copier stirred up downright enmity among Xerox machine operators around the country, who felt that they were being compared to monkeys. It was pulled rather quickly off the air. All of which means, in the words of a tune of the thirties, "It ain't what you do, it's the way that you do it."

■ **Easy Axiom Number Seven:** *No matter what you do or talk about in public, it inevitably says something about you.* In broadcast, what is said, where it's said, how it's said and when it's said tell the audience something about the company, the agency, the station, the medium itself. Even if the talk is concentrated on a product or service and nothing else. In turn, this affects attitudes in myriad communities: local, state, federal governments, financial circles, industry, education and a score of other constituencies. Are these attitudes the ones you want them to have?

■ **Easy Axiom Number Eight:** *The real enemy is fear.* Fear of the client, the boss, the co-workers in the vineyard, the bank loan, your spouse, the FCC, the Federal Trade Commission or whatever. Be right and then have the courage of that conviction. If you're any good, you are right. Corollary: Try not to go to the lawyers until you get in trouble.



The Mary Tyler Moore Show is the Number One strip program with women 18-49.

It should come as no surprise.

After all, it's where Mary started in syndication.

It's where Mary is today.

And it's where Mary can be with women 18-49
in your market tomorrow.



“I guarantee that I can help you make better commercials immediately or the deal is off”

Tim Moore
Sales Manager, TM Productions

I'm offering you the Production Source on an exclusive basis in your market. I'm also guaranteeing that you'll like what you buy, or you get your money back. Read why you can't miss.

What is the Production Source — and how can I guarantee that *your* station will benefit from it?

The Production Source is a brand new library of commercial production music and vivid sound effects which will go to work for you instantly. Your commercials and promos will sound better because the Production Source is the “state-of-the-art” production system. I guarantee it.

You get 20 discs of *new*, fresh music — commercial-length :30's and :60's; random-

length backgrounds; rhythm pads with accents; instrumental thematic sets for campaigns and accent punctuators. You get eight discs of sound effects created to paint pictures in listeners' minds. And every audio piece is arranged for easy indexing to cut down production time.

And that's only the beginning. Six times a year, your library will be supplemented with new music and new sounds. Each update also includes an audio newsletter loaded with production tips and creative ideas that will make your commercials *and your station* sound dramatically better.

And you can get it all without risking a dime. Just try the Production Source at your station for 30 days. If you're not satisfied, return the library and the deal is off. You owe nothing.

This is an exclusive offer — one to a market. So if you want to beat the competition at making better commercials with the Production Source, act now.

General Managers:
Call me, Tim Moore, immediately
for immediate results.
Call collect: (214) 634-8511

TM The Production Source,
a service of TM Productions, Inc.
1349 Regal Row, Dallas, Texas 75247



Top of the Week

CBS-TV puts on the best face, brightest outlook for its affiliates

Upbeat mood pervades meeting in Los Angeles; new schedule greeted with enthusiasm; advertisers are said to be equally impressed

In an outwardly happy if not euphoric annual meeting in Los Angeles, CBS-TV affiliates were repeatedly reassured last week that their network was on its way back to the top of the prime-time ratings, and if any doubted the words they heard, they didn't show it.

They weren't necessarily looking to regain first place in the 1978-79 season, but after sampling the new-season programming they were looking at least for a stronger second-place finish, and they gave no sign of disagreement with the pledge of Gene F. Jankowski, the new president of the CBS/Broadcast Group, that "being number two isn't enough: We want to be back where we belong in prime time—number one. And we will be there again—even sooner than some people expect."

The pledge was reinforced by John D. Backe, president of CBS Inc.: "We're convinced we are on the right course and that CBS is on the way back to the number-one spot in prime time. Nothing less will satisfy any of us here today. Of course, that sort of effort takes a lot of resources. And we're fully prepared to commit them."

Steve Sohmer, the CBS Entertainment division's vice president for advertising and promotion, put it more bluntly. Winding up a frequently applauded presentation on advertising, promotion and sales aids being prepared for the affiliates (see story page 42), he said: "To me, there's no such thing as coming in second; there's only winning and losing. And by God, we mean to win."

The affiliates seemed to like the 1978-79 schedule much better than the one previewed for them a year ago (story page 39). And good business news came with it.

After previews in New York, Chicago, Los Angeles and Detroit the week before, CBS-TV sales vice president Paul Isacson told them, "the buying community has received our schedule with the greatest enthusiasm and is ready to support [it]



Forward together. (l-r): John D. Backe, president of CBS; Charles McAbee Jr. of KCMO-TV Kansas City, Mo., chairman of the CBS-TV affiliates advisory board, and Gene F. Jankowski, president of the CBS/Broadcast Group.

CBS elsewhere in this issue. On page 39, a report on the network's gung-ho presentation of the fall schedule to affiliates, and what they thought of it. Reaction is not overwhelming, but generally positive, especially about *Kaz*, *WKRP in Cincinnati* and *People*. To help insure that CBS's new line-up gets maximum public exposure, a variety of promotional aids will be available. Sohmer details the PR plans, including more co-op money, a boost for local stations from Walter Cronkite and tennis clinics to woo advertisers. That story is on page 42. On page 47, two impressions emerge from speeches by Backe and Jankowski: Either the network is taking its time in picking a successor to News President Richard Salant, due to retire next year, or it's a matter of "pressing" importance. Mr. Backe later turned his attention to local news, praised it for its performance and said it is contributing to an over-all improvement in the image of TV journalism.

with monetary commitments. We are well-positioned for the coming season and will have a more dominant position from which we can approach the boom market of 1979-80."

Mr. Isacson said current business is good too—up 8% in the first quarter, compared with a year ago, and projected to be up 11%-13% in prime time, 8%-9% in daytime—in the second quarter. Moreover, he added, CBS's ratings improvement in February has brought "greater demand and higher prices for third-quarter prime units."

Perhaps better yet, he said advertisers have grown less balky about network prices:

"Coming off two years which averaged over 20% price increases, the 1977-78 season represents a return to normal growth, probably an average of 11% for the season. We predict similar growth for 1978-79, about 12%.

"The possibility of two years of normal increases back to back has encouraged the growth of existing television budgets and emphasized the medium in new-product introduction plans. Furthermore, the advertiser has diminished his frantic efforts for alternatives to television because he

has been reassured of the affordability of the medium.

"Does he want to be reassured? No one wants to leave, or even decrease the use, of the most effective and efficient advertising medium. It is so important in maintaining or improving share of market. What other means give a new product maximum awareness before the competition can move against it?"

Affiliates were reminded, too, that they could be glad for reasons even closer to home. Charles McAbee Jr. of KCMO-TV Kansas City, Mo., chairman of the affiliates advisory board, told them at the outset of their two-day meeting that 75% of them had received network-compensation rate increases in the past two years, a majority of those in the past year (and he ventured that most of those in the other 25% would be pushing CBS-TV for raises of their own in the coming months). He also noted that CBS-TV had instituted 40-second breaks for local news updates seven nights a week, with 10 seconds of that time available for local sale, and that network cut-in charges have been doubled.

Mr. McAbee spoke of the affiliate-network relationship as "a partnership"—as

did Mr. Jankowski in one of the key speeches at the opening session.

Mr. Jankowski also told the affiliates that the CBS Entertainment division, which supplies the programming for the network, "is in that rare position of having an abundance of riches. Never before have we had so many properties in development—series, miniseries, specials and made-for-television movies. CBS is amply prepared to take the offensive in the season to come."

Mr. Jankowski also offered a promise: "We intend to work more closely with you than ever before so that we will continue to be the best network operation in the country."

The affiliates also received reassuring news in a closed session with CBS executives Wednesday afternoon when, in response to a question, network officials said they had no plans to increase the amount of network commercial time.

James H. Rosenfield, who was making not only his first appearance at a CBS affiliates convention as CBS-TV president but his first in any capacity, anchored the presentations and also offered an overview of some of the executive changes that have occurred at CBS within the past year.

He also described some of the "incredible opportunities that lie ahead of us" in technology—developments that have already ranged from electronic still stores and new optical techniques to "the exciting new one-inch tape equipment that permits the reduction in size, weight and cost of tape production, while increasing quality and flexibility.

"We are experimenting here in Hollywood with multiple and single-camera tape production that will permit all film production techniques to be done with tape at greatly reduced cost and with increased quality," he said. "Computer tape editing equipment to support this film-style production with one-inch tape is being worked on in our Stamford, Conn., labs and new equipment will be available shortly . . .

"And, of course, we are paying close attention to developments in the world of satellite transmission . . . We are now planning much farther ahead and marshalling our financial resources to take full advantage of the technological opportunities of the future" as CBS moves into its second half-century.

"These second 50 years," he said, "will be the most challenging and the most rewarding we've ever faced."

As for satellite distribution of network programs, Mr. Rosenfield told affiliates at a closed meeting that CBS was keeping an eye on the possibility but that "for the short term we plan to continue our terrestrial interconnection service." He said affiliates would be kept informed of major developments as they occur and that there would be "a minimum of 18 to 24 months from the time we reached any go-ahead decision on a satellite interconnection system to the time of implementation." He emphasized, however, that "we do not

know if or when that 'go-ahead' date will be reached."

The convention, Tuesday and Wednesday at Los Angeles's Century Plaza hotel, attracted a record CBS attendance of close to 800 station executives and, counting wives, CBS executives and talent, a record crowd of about 1,500.

Some affiliates observed that only one thing was missing: the panels of CBS affiliate call letters that usually adorn the meeting rooms. They found the omission had been corrected Tuesday night at the buffet CBS gave for them. It was held in space-age decor with disco lights and music on the 42d floor of a Century City tower, and circling the tower was a Goodyear blimp, flashing all those call letters and occasional promos for CBS shows.

Gannett goes from mostly newspapers to multiple media in one big deal

It announces merger agreement with Combined Communications for \$370 million that will build it up to 20 stations, 79 papers and outdoor ad firm

Combined Communications Corp. and the Gannett Co. announced a \$370-million merger agreement last week. Under the terms of the agreement Gannett will become an \$800-million-a-year communications giant with 79 newspapers, an almost full portfolio of radio and television stations and one of the largest outdoor advertising firms in the country.

The directors of both companies met on Sunday (May 7) and approved the proposed merger which, if also approved by stockholders and government agencies, will make CCC a subsidiary of the newspaper company.

Karl Eller, president and largest stockholder of publicly traded CCC, will join the office of the chief executive at Gannett once the merger is completed. According to Mr. Eller, Gannett's WHEC-TV Rochester, N.Y., and CCC's KTAR(AM)-KBBC(FM) Phoenix are likely to be spun off to comply with FCC ownership rules. Mr. Eller will also serve as president and chief executive officer of CCC, which will remain in Phoenix.

John J. Louis Jr., chairman of CCC, is the son of one of the principals in the old Needham, Louis & Brorby advertising agency and an heir to a Johnson Wax fortune. Gannett is headed by Paul Miller, chairman, and Allen H. Neuharth, president and chief executive officer. Messrs. Eller and Louis and another, unnamed, CCC official will join the board of directors of Gannett.

At a presentation before security analysts in New York last week, Mr. Neuharth called the merger a "marriage



Miller



Neuharth



Louis



Eller

made in heaven." Mr. Eller called it the "superdeal of all time."

Also speaking before the analysts, Mr. Miller said that Gannett will continue to expand its newspaper holdings, and he forecast that "within the foreseeable future" the chain will increase to 100 papers.

Mr. Eller said that he believed the merged companies may venture into new businesses such as business and specialized magazines, cable television, shopping center advertising and other media-related activities.

Under the terms of the agreement announced last Monday, 1.2 shares of Gannett common stock will be traded for each share of CCC's. After a previously announced 3-for-2 stock split of CCC, scheduled for May 31, the exchange will be .8 shares of Gannett stock for each of CCC. At the time of the announcement, Gannett was trading on the New York Stock Exchange at \$42.50 a share. CCC was at \$41.

In 1977 Gannett reported total income of \$69,416,000 on revenues of \$557,908,000 (\$2.60 per share) while CCC reported a net income of \$20,625,000 on total revenues of \$227,603,000 (\$3.17 per share).

Reports that the two companies were holding talks surfaced two months ago when CCC acknowledged "exploratory" conversations with another, larger company. At the time, officials of both companies refused to comment on the reports, and it was said a week later that the discussions had fallen through (BROADCASTING, March 20, 27).

A Washington attorney who had been working on the merger said that the principals of Gannett and CCC were scheduled to hold a meeting late last week to work out the details of the agreement. As of last week, he said, the specifics of the arrangement were "probably in the minds" of the

Messrs. Miller and Eller.

The \$370-million agreement is not the largest ever announced in the broadcasting industry. Although it eventually fell through, the 1965 agreement to merge ABC Inc. with ITT carried a price tag of \$379,750,000 when it was announced, but by January 1968, when ITT canceled the merger, the value had risen to \$661,200,000 (BROADCASTING, Jan. 8, 1968).

The ABC-ITT merger collapsed, in part, because of strong Department of Justice opposition to the "anticompetitive" arrangements.

Whether a similar effort to block the CCC-Gannett merger will be mounted remains to be seen. A Justice Department spokesman said that the Antitrust Division will be examining the deal.

Daniel Schwartz, deputy director of the Federal Trade Commission's Bureau of Competition (which has begun looking into media conglomerates), said that the sort of agreement that CCC and Gannett struck "possibly" could be of interest to the FTC. Mr. Schwartz refused to comment specifically on the merger, but he said it certainly "involves" the concentration of media interests that the commission has been studying.

Representative Morris Udall (D-Ariz.) called the Gannett-CCC deal a case of a "whale swallowing a whale" and said it was "an alarming development and one that ought not to go unnoticed by those who fear the implications of concentrated communications power." Mr. Udall is sponsoring legislation to provide tax incentives that would protect independent newspapers from being acquired by chains. (It was a Gannett acquisition of his hometown paper last year that sparked Mr. Udall's interest in media companies.)

Larry Wilson, general counsel of CCC, refused to comment on any possible governmental obstacles that the merger may encounter. He said that CCC is reserving comment "until we file" the application for the change of ownership at the FCC.

In their largely separate fields, both Gannett and CCC have been on acquisition sprees of late. CCC, for one, made its presence in the communications world felt last year when it agreed to swap its KOCO-TV Oklahoma City for Joseph L. Allbritton's WJLA-TV Washington plus preferred stock—a \$100-million deal that eventually fell through. Also in the past year, CCC acquired Globe Broadcasting Co. for \$13.8 million. CCC's broadcast portfolio includes seven AM's, six FM's and seven TV's: WXIA-TV Atlanta; KOCO-TV Oklahoma City; KBTW(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-AM-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KHIS-AM-FM Los Angeles; WDEE(AM)-WLDM(FM) Detroit; WVON(AM)-WGCI(FM) Chicago; WWWE(AM)-WDOK(FM) Cleveland, and WWDJ(AM) Hackensack, N.J., which has been sold, subject to FCC approval, for \$4 million (BROADCASTING, April 3). CCC also owns the *Cincinnati Enquirer* and the *Oakland* (Calif.) *Tribune*, as well as Eller Outdoor Advertising—one of the nation's larger outdoor advertising firms.

Gannett owns 77 newspapers in 30 states and two territories—mostly in small and medium-sized markets. The Rochester, N.Y.-based company also owns the Louis Harris and Associates polling firm and WHEC-TV Rochester and WBRJ(AM) Marietta and WKFI(AM) Wilmington, both Ohio. Gannett went public in 1967 when it owned 28 papers in five states.

With the addition of the two CCC dailies the Gannett chain will become second only to Knight-Ridder Newspapers in terms of circulation. Knight-Ridder's 32 daily papers have a combined circulation of 3.43 million copies while the 79 papers that will form the Gannett chain will have a circulation of 3.37 million.

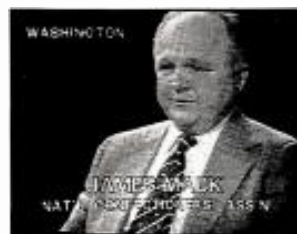
During the presentation in New York last week, Mr. Eller noted that the merged companies will have something approaching 2% of the \$44 billion U.S. advertising market.

NBC-TV prospects: Knowns and unknowns

NBC-TV programmers decided late last week to keep juggling over the weekend and now plan to announce their fall prime time schedule today (May 15). However, the network has been leaking some "preliminary" line-ups to advertising agencies that, although they vary, give some idea of what is likely to turn up on the network's final first draft.

Sure renewals are *Little House on the Prairie*, *Rockford Files*, *Quincy*, *CHiPs*, *Project UFO* and *Walt Disney*. Also certain, according to an NBC spokesman, is that the network will retain its Saturday through Tuesday events slots (now apparently dubbed "universal hours"). As for new programs, Dick Clark is to have a one-hour variety show on the schedule, the magazine show derived from *Weekend* may have a 10 p.m. time period on one of the nights, and the network has commitments to a Norman Lear project called *The Arrangement* (about young unmarrieds) and to a Stewart Raffell-Simcon International production called *Sea Gypsies* (about city folk on the high seas), although neither of those shows has to go on in the fall.

Projects considered as definite additions to the NBC schedule are *Waverly Wonders*, a Paramount production about a girls' basketball team and its coach, played by Joe Namath; *WEB*, a 20th Century-Fox production about a female program executive at a fictional TV network, and *Coast-to-Coast*, a T.O.Y. production about stewardesses flying between New York and Los Angeles. Shows that turned up on some of the draft schedules making the rounds of the agencies, and described by NBC as in the "possible" category, are *Legs*, a Garry Marshall/Paramount production about a group of showgirls, *Joe and Valerie*, the disco show from Bob Hope Enterprises that has been tested on the air for the last couple of weeks, *Lacy and the Mississippi*



Sparring. While Federal Trade Commission Chairman Michael Pertschuk was in Atlanta last week defending his agency's proposal to ban some advertising from children's television programs, the rulemaking inquiry was the subject of considerable attention elsewhere. The Public Broadcasting Service's *MacNeill/Lehrer Report* devoted its 30 minutes last Wednesday (May 10) to an examination of the controversy surrounding the proposal. Defending the commission's position were Tracy Westen, deputy director of the FTC's Bureau of Consumer Protection, and Peggy Charren, president of Action for Children's Television. On the other side were Senator Lowell Weicker (R-Conn.) and James Mack, president of the National Confectioners Association. Senator Weicker, who has been a vocal

opponent of the FTC proposal, said television was "a very powerful medium" that the government must not try to usurp, as he believes the FTC is doing in this instance. □ In New York, four trade organizations demanded that Mr. Pertschuk disqualify himself from the inquiry. The chairman, said the Association of National Advertisers, the American Association of Advertising Agencies, American Advertising Federation and the Toy Manufacturers Association, has "showed prejudice of the factual issues involved and bias against advertisers." □ And in Atlanta, speaking before the National Association of Consumer Agency Administrators, Mr. Pertschuk said business was overreacting and that the FTC was looking at remedies "from the most extreme to the very mild."

Queen, a Larry Gordon/Paramount western about two women who work as detectives for the Union Pacific railroad; *Harris & Co.*, about a black family that moves from a northern city to California, produced by Universal, and *Joshua Tree*, the Vince Edwards project about test pilots.

Black Sheep Squadron and *Grizzly Adams* appeared on some of those draft schedules, but not on others, while *Police Woman* and *Bionic Woman* were nowhere to be seen.

Government and researchers share needs at Airlie

Telecommunications types meet with academics, discuss what one group has and what the other wants

Academicians and representatives of government agencies concerned with telecommunications assembled last week for their annual bazaar at Airlie House, in the rolling, spring-splashed countryside of northern Virginia. It was a time for those with completed research projects to discuss them and suggest new ones, and for

government agencies to indicate their research needs.

For FCC Chairman Charles D. Ferris, as well as Henry Geller, who awaits Senate confirmation as assistant secretary of commerce in charge of the new National Telecommunications and Information Administration, it was a time to cast, in terms of research needs, their views that deregulation of the telecommunications industry is the way to go.

"We need a complete reappraisal of our regulatory structure," Chairman Ferris said in a luncheon speech on Friday. "New technologies have created economic and social forces for change in the industries we regulate. . . . Regulation is justified only to help the marketplace serve the consumers of communications services. . . ." The regulatory structure the New Dealers erected 40 years ago, he said, "has ossified."

And Mr. Geller, who was regarded as a hard-nosed regulator in his days as associate general counsel and general counsel of the FCC in the 1960's, said in a speech at dinner on Thursday that the older he gets the more inclined he is to rely on marketplace regulation. He also indicated, however, the major focus of NTIA will be on common carrier matters, not broadcasting.

So for two and a half days, the researchers and government officials (from the White House, among other

agencies)—some 250, in all—talked to and at one another in panel sessions, over meals and drinks, and by the pool, in what remains a relatively secluded area of country about 40 miles south of Washington.

Although neither Mr. Ferris nor Mr. Geller offered much that was new in the way of policy initiatives, they indicated where much of their agencies' policy analysis resources—each has \$1 million in research funds—will go.

Chairman Ferris, in referring to broadcasting matters, noted that the commission is examining ways "to expand programming diversity without regulating content" (a goal, he said, the commission's network and cable economic inquiries and the children's television study can help the agency achieve), encourage a regulatory framework based on an abundance of new information resources and improve methods of spectrum allocation.

In that last connection, he apparently referred to his view that users of the spectrum should pay for that use. "The scarce spectrum resource can no longer rationally be thought of as a 'free good,' in economic terms," he said.

The social impact of new technologies is another matter for study, the chairman said. He said the two-way communications system being tested by Warner Communications on its Qube system in Columbus, Ohio, "could radically change our political process through direct and instan-

In Brief

Revenues of three commercial television networks and their 15 owned stations reached \$3.1 billion in 1977, up 18.5% from 1976, FCC announced last week. Profits soared 22.3% to \$555 million. Commission reported that advertising sales from network operations rose 21.1% to \$3.2 billion while net revenues (after deductions for payments to affiliated stations—which rose 6.3%—and advertising agencies) increased 21.9% to \$2.6 billion. Pre-tax profits from network operations were \$405.6 million, up 37.2%. O&O's reported pre-tax profits of \$149.3 million (down nearly 6%) on revenues of \$504 million (up 3.6%). Networks paid O&O's \$41.9 million (up 4.2%) and \$239.6 million to affiliates (up 6.7%). Network news and public affairs operations cost \$207 million, down 4.9% from \$218 million spent in 1976.

Harry Reasoner, who has been looking to get out of his ABC News contract, has received his release. In statement circulated by ABC, Mr. Reasoner said **he'll leave ABC Evening News** network in July for full-time documentary work. Shortly thereafter, former employer of Mr. Reasoner, CBS News, put out statement saying negotiation with him was already under way and agreement expected to be consummated within next few days. Likely role is that of **chief correspondent for CBS Reports**, job Bill Moyers is giving up to return to WNET(TV) New York and Public Broadcasting Service with *Bill Moyers' Journal*.

Harte-Hanks Communications Inc. announced **\$20-million purchase of KYTV(TV) Springfield, Mo.**—NBC affiliate on channel 3 owned principally by Lester L. Cox and Don C. Daily. Harte-Hanks owns three other TV stations in South. **Evening News Association**, Detroit, announced purchase of **KVUE(TV) Austin, Tex.**, for price reported to be **in excess of \$13 million**. Seller of channel 24 ABC outlet is CH 24 Inc., owned by Tolbert Foster, Allan Shivers and others. Buyer is major newspaper publisher and group owner of one AM, one FM and four TV's. Richter/Kalil Co. was broker.

Paul M. Hughes, vice president and general manager, wcco-tv Minneapolis-St. Paul, named president of Viacom's newly acquired **WHNB-TV Hartford (New Britain), Conn.** It's no secret Viacom is group-building—purchase of Sonderling Broadcasting (including WASTV) Albany, N.Y.), awaits FCC approval (BROADCASTING, March 20)—and it's anticipated Mr. Hughes will become president of resulting Viacom TV Group.



FCC approved **\$69-million sale of Rust Craft Greeting Cards Co. to Ziff-Davis Publishing Co.**—including spin-off of six AM's and five FM's to Rust Craft shareholders. Commission also approved **\$6,875,000 sale of WTOP(AM) Washington** from Post-Newsweek Stations to Outlet Co.

AVC Corp. has signed letter of intent to **sell UHF WPHL-TV Philadelphia** to an undisclosed buyer for \$10 million plus a 10-year consulting and noncompetition agreement contingent upon earnings that could result in additional \$5 million. AVC is hardware and textile manufacturer with no other broadcast interests.

Stoner Broadcasting System Inc. is **trading WVEZ(FM) Louisville** to Multimedia Broadcasting for **WBIR-AM-FM Knoxville, Tenn.**, and \$1.5 million. Stoner owns three other AM's, two FM's. Multimedia owns five TV's, six FM's and eight AM's including WAKY(AM) Louisville.

Sears, Roebuck, in letters to three television network presidents, said it is concerned that networks are continuing to risk offending prime TV viewers with shows with **too much sex and violence** in next fall's programming and will **continue to remove its ads from shows it deems offensive**. Last year, company removed 128 commercials, and in review of television two weeks ago, decided to withdraw support from four more series: *Six Million Dollar Man*, *Barnaby Jones*, *Charlie's Angels* and *Three's Company*. Sears told TV networks heads that it has agreed to help form Business Advisory

taneous polling on local referendum issues by every television household in the city."

The chairman made clear he welcomes research contributions "from disinterested sources," and said the commission would work with NTIA in sharing research priorities. He noted that other government and private foundations invest money in telecommunications research.

Mr. Geller, who stressed that his concern was husbanding resources, said NTIA will devote most of its money to common carrier. There is, he said, "a whole panoply of things" to consider—the proper role of competition in the field and the inquiry into the distinction, if any, between data processing and data communications. Common carrier, he said, "is the future."

NTIA is involved in some broadcasting matters—it has taken the lead in shepherding the administration's public broadcasting bill through Congress and it is playing a leading role in attempting to promote minority ownership of broadcast stations—a matter, he said, of personal interest to President Carter.

But Mr. Geller is not interested in NTIA's energies being directed to many other areas. "We have limited resources," he said. "We're not going into areas where others have authority. I'm going to be silent on a ton of broadcast issues . . . it would swallow all our resources."

Jagoda ties detailed in letters with CPB

Last July, he sought information of public broadcasting's plans for spending federal funding

Barry Jagoda, President Carter's adviser on media and public affairs, and Henry Loomis, president of the Corporation for Public Broadcasting, exchanged several letters last summer on CPB's proposals for five-year extension of public broadcasting funding. Among other things, Mr. Jagoda asked, and was told, public broadcasting's planned budget priorities and goals for use of federal funds over the five-year period.

CPB made the correspondence available to the Senate Commerce Committee in response to a request from Barry Goldwater (R-Ariz.), who has been pressing Mr. Jagoda to appear before the committee to explain his connection with public broadcasting. The senator feels that activities in that area conflict with Mr. Jagoda's responsibilities as media adviser to the President.

Mr. Jagoda, who has taken an interest in public broadcasting matters since the Carter administration took office—he participated in drafting the administration's public broadcasting bill and advises on CPB board nominees—apparently served as Mr. Loomis's contact on the budget at the request of Bowman Cutter, executive

associate director for budget in the Office of Management and Budget. Mr. Loomis, in response to a letter from the Senate committee asking why he had written to Mr. Jagoda on budget matters, replied that Mr. Cutter said Mr. Jagoda should receive the CPB proposals. The first letter to Mr. Jagoda was dated July 15, a second, following one from Mr. Jagoda on July 22, on Aug. 24.

It was in the July 22 letter that Mr. Jagoda asked about CPB's priorities.

It was also in that letter, however, that Mr. Jagoda indicated his role as contact was temporary. He expressed the hope that a new assistant secretary of commerce to head a successor agency to the Office of Telecommunications Policy—it later was established as the National Telecommunications and Information Administration—would be appointed to develop executive branch proposals "on this and other communications-related legislation."

Senator Goldwater has said he might ask that Mr. Jagoda be subpoenaed to appear before the committee (page 34). However, Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, who has also attempted to persuade Mr. Jagoda to appear before the committee, appears to be trying to head off a confrontation. He has said a letter from the White House might resolve the problem. However, one Mr. Jagoda sent satisfied neither senator.

Council to work with national Parent Teachers Association's anti-TV-sex-and-violence campaign. Invitations went out to 20 major TV advertisers to meet in Chicago May 31, Sears spokesman said last week, with none answered yet. Networks haven't commented yet on Sears' letter.

□

Celebrities endorsing products in advertisements were put on notice by Federal Trade Commission that they **may be held financially accountable for false or misleading claims**. Singer Pat Boone signed FTC consent order agreeing to contribute toward any restitution commission orders Karr Preventative Medical Products Inc. to pay for making false claims for its Acne-Statin skin preparation. Commission charged that Mr. Boone and manufacturer falsely advertised product in print and broadcast as acne cure.

□

Today (May 15) is last day for House Communications Subcommittee's authorization **bill for Corporation for Public Broadcasting** to be reported out of full House Commerce Committee. If committee cannot muster quorum, usually very difficult on Mondays, bill will die for this year—much to pleasure of **Public Broadcasting Service which was lobbying hard against it** last week. PBS Chairman Ralph Rogers telegraphed PBS member stations to urge that bill be deferred or amended "to remove the objectionable infringements on local autonomy," prompting deluge of calls and letters to Congress. CPB and PBS, on other hand, were backing subcommittee measure.

□

FCC has petitioned Supreme Court to **review appeals court decision** overturning commission's rules imposing **public-access, channel-capacity and equipment requirements on cable television systems** with at least 3,500 subscribers. Commission said U.S. Court of Appeals for the Eighth Circuit erred in holding that rules exceeded commission's authority and that if lower court's opinion stands, "unified regulation" of cable television would be "seriously jeopardized."

□

KAKE-TV Wichita, Kan., was reported to have flashed **subliminal**

messages in attempt to **capture suspected mass murderer there**. Use of illegal technique was approved under emergency authorization by Martin Levy, assistant chief of FCC's Broadcast Bureau. Subliminal message—"Contact the chief"—was said to be flashed during newscasts in hope that suspect, who remains at large, would turn himself in to local police.

□

Pianist **Vladimir Horowitz will receive \$150,000** for his 67.5% share of foreign distribution rights to his 50th anniversary White House concert, Feb. 26, it was reported last week. **Flap developed in public broadcasting circles** in March when it was learned WETA-TV Washington had assigned distribution rights to Mr. Horowitz and German firm without clearing deal with Corporation for Public Broadcasting (BROADCASTING, April 3). Mr. Horowitz received no pay for original appearance.

□

State Department has established **public advisory committee** in connection with **WARC '79**. Committee, whose membership is being selected by State, will be headed by Glen O. Robinson, former FCC commissioner who has been named chairman of delegation. Apart from 20 government officials forming its core, delegation has not yet been selected.

□

Radio Advertising Bureau has set up two groups—**National Marketing Task Force** and **Local Marketing Task Force**—to help insure neither medium is promoted at expense of other. RKO General's Dwight Case is chairman of national unit; Staurt Enterprises' Dick Chaplin local one.

□

FCC has set up task force, headed by Chairman Charles Ferris, to **promote equal employment opportunity within commission**. Serving with chairman will be Commissioners Margita White and Tyrone Brown. Chiefs of broadcast and Safety & Special Radio Services Bureaus, and of Office of Plans and Policy, as well as Executive Director have been "invited to participate," according to commission notice.

Things get hot at FCC for WNET

Oral argument will be held on issues raised by groups in New Jersey to determine if hearing is necessary

For 17 years, Educational Broadcasting Corp.'s WNET(TV) has operated in New York as a noncommercial station on a commercial frequency (ch. 13) assigned to Newark, N.J. The odd arrangement has produced strained relations between the station and those in New Jersey who have not reconciled themselves to what they consider the loss of the state's only VHF allocation. Last week, petitions to deny filed against the station by New Jersey groups (BROADCASTING, May 8) almost resulted in an FCC order designating WNET's 1975 renewal application for hearing, and they may yet.

The commissioners decided to hold oral argument on issues involved in the question of whether the license should be renewed—essentially, whether the station is serving New Jersey as it has promised and has been directed by the commission. And if the commission feels questions remain to be resolved at the conclusion of the argument, the renewal application will be designated for hearing before an administrative law judge.

The Broadcast Bureau had prepared a recommendation for a hearing. However, General Counsel Robert Bruce, in advance of the commission meeting on Tuesday, emerged in favor of an oral argument, and that seemed to be the principal recommendation before the commission.

"The issues could be brought into sharper focus in an oral argument," Mr. Bruce told the commission. "We could decide what issues should be considered in a hearing." The record already compiled in the case, he said, "is enormous."

The debate before the commission last week made it clear that the staff had not yet succeeded in framing issues to be discussed in the oral argument. However, the staff's discussion with the commissioners—particularly Joseph Fogarty and Tyrone Brown—appeared to help produce agreement on one issue, at least: the legal implications for present and proposed commitments WNET has made, dating back to 1961, regarding programing. The commissioners also indicated they wanted to consider WNET's programing during the 1972-75 license period, despite the staff's feeling the programing was at least adequate in terms of service to New Jersey. (The staff maintained, however, that, since WNET's license had been renewed through 1972, the commission could not now consider whether the station had kept its program promises during its first 12 years on the air.)

Another issue to be included in the oral argument involves the request of the New

Jersey Coalition for Fair Broadcasting—one of three petitioners seeking denial of the 1975 renewal application—that the commission also fine WNET for failing to keep its programing commitments. The commission is under a court order to act on the request. The U.S. Court of Appeals in Washington issued the order two weeks ago in response to an appeal by the coalition.

The station's troubles with New Jersey and its residents began in 1961, as soon as the commission approved noncommercial EBC's acquisition of WNTA-TV, a commercial station, from NTA Television Corp. The commission also approved the location of the main studio to New York on condition WNET maintain a studio in Newark.

The state of New Jersey appealed that decision. But while the case was pending, the state agreed to withdraw its appeal in return for a promise from the station to provide political coverage of the state, as well as a specific amount of programing each day on matters of concern to the state.

The petitioners opposing a grant of the 1975 renewal application—the coalition, the Congress of Afrikan People and a Newark area resident, John Cervase—say the station has not fulfilled those 1961 promises or a commitment made in 1972 to the coalition to provide a half hour of New Jersey programing weekly.

Two years ago, the commission, acting on the New Jersey complaints, conducted a field investigation. This led to the conclusion that continuation by WNET of past levels of New Jersey programing would be inadequate. The station was given an opportunity to amend its program proposal.

WNET's response was to propose a nightly half-hour news program in association with the New Jersey Public Broadcast Authority. Two weeks ago, *New Jersey Nightly News* went on the air (BROADCASTING, May 8). It originates at 6:30 p.m. on WNET, with an updated version the following morning at 7 o'clock. It

Tales of LBJ. Bobby Baker in the June *Playboy*: "... it was no accident that Austin, Tex., was the only city of its size with only one television station. [Lyndon] Johnson had friends in high places among those who controlled the broadcast industry... Bob Bartley, a member of the FCC, just happened to be a nephew of LBJ's patron, Speaker Sam Rayburn. You can bet that others in the regulatory agencies, including those who granted broadcast licenses, were aware of those friendly connections and of Johnson's great power... Senator Johnson told [an NBC executive] that he wanted his station paid [higher] advertising rates.... 'But, senator, he was told, 'your market isn't big enough down there.... 'I say it is,' Johnson retorted. 'I know how you fellows work—you can do anything you want to. Well, want to!' The network officials thought it over and decided they wanted to."

is repeated at 7:30 and 10 p.m. on New Jersey's four UHF public television stations. The state agency is spending \$1.5 million on the project, WNET \$1 million.

WNET is not the only station feeling the wrath of New Jersey citizens who consider themselves underserved by television. Two weeks ago, the coalition, the governor of New Jersey, Brendan Byrne, and the state legislature, in separate pleadings, petitioned the commission to deny the 1978 renewal applications of up to six of the VHF stations operating in New York for alleged failure to meet New Jersey's needs. WNET was a target of the petitions filed by the coalition and the legislature.

Station discretion about reply time is upheld by court

In Massachusetts case, ruling says broadcaster's good faith must be trusted, whether opponent gets response free or pays for it

A broadcast station that sells time to an advocate of one side of a controversial issue of public importance would not be wrong to give time, in meeting its fairness doctrine obligation, to spokesmen for a contrasting view, even if the second advocate is later found to have been able to pay.

The FCC ruled that way in a fairness doctrine case last June, and now a three-judge panel of the U.S. Court of Appeals for the First Circuit in Boston has affirmed that ruling. In doing so, the court focused on the question of the good faith of the stations involved.

At issue was a petition by a Massachusetts group called the Council for Employment and Energy Use. In October 1976, it bought time on WJIB(FM) and WROR(FM), both Boston, and WNCR(AM) Worcester, Mass., to oppose a state referendum question that, if approved, would have prohibited public utilities from selling electricity at a discount to large customers (the question was later defeated).

The stations subsequently gave free time for response to an organization called Fair Share Inc. The council, which claimed Fair Share's subsequent purchase of \$30,000 worth of television time proved it had adequate funds to pay for the radio time, asked the commission to rule that it was unreasonable for the three radio stations to offer Fair Share free time solely because the council had bought time and that carrying the council's spots did not require an offer of free time.

The Broadcast Bureau, in an order later affirmed by the commission, upheld the reasonableness of the stations' actions. It cited the wide range of discretion accorded broadcasters in meeting their fairness doctrine obligations.

To the court, a critical issue was the lack of any allegation on the part of the council that the stations chose to ignore Fair Share's ability to pay for the spots or had acted in bad faith. It said the thrust of the



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contention seemed to be that the stations "acted unreasonably even if they believed in good faith" that Fair Share could not or for some reason would not pay. "So stated," the court said, in an opinion written by Judge Levin Campbell, "the council's position is unsupportable."

The court noted that the fairness doctrine has been held by the Supreme Court to be constitutional and that the focus of the doctrine is on the dissemination of both sides of controversial issues rather than the protection of particular advertisers.

"While, with respect to payment for time," Judge Campbell added, "there may be a point at which a calculated inequality of treatment by broadcasters among advertisers would raise a litigable issue, we see nothing arbitrary about the commission's hands-off policy here."

Judge Campbell said the commission had done no more than rule that donating reply time is an acceptable means of meeting a licensee's obligations under the Communications Act, "at least where there is no showing that the licensee has deliberately and discriminatorily disregarded a respondent's ability to pay." (However, that does not mean, the court added in a footnote, that broadcasters are obliged to investigate the financial status of groups seeking free air time or that they should require financial disclosure from such groups.)

The court said the commission may believe that instructing broadcasters as to when to require payment and when to offer free time would deprive them of needed flexibility in applying the fairness doctrine. Broadcasters, the court said, "may normally be expected to charge for time when feasible. . . . In any event, we see nothing unreasonable, unconstitutional or otherwise illegal in the commission's policies in this regard."

The council had also complained of a fixed ratio of reply time to paid time offered by the stations. It said that constituted an unconstitutional quota in violation of its First Amendment and equal protection rights. The court called that argument "patently absurd."

NAB urges SBA to clarify aid

There's confusion in profusion about plan to aid minorities to get into broadcasting, according to association

The National Association of Broadcasters has asked the Small Business Administration to initiate an affirmative-action program aimed at promoting the implementation of SBA's new program of lending money for the purchase of radio and television stations.

NAB, which supported the change in policy as a means of helping minority group members who become broadcast station owners, suggested in a letter to the

No pulled punches. Roger W. Clipp, former head of the Philadelphia-based Triangle Stations group (since sold) and now a radio station owner in Florida, WYK(A)M-WSWF(FM), Lehigh Acres, expressed a critical view of the state of the broadcast art when he was presented the person-of-the-year award of the Delaware Valley Broadcast Pioneers May 5 (BROADCASTING, May 8). After establishing that "I have seen broadcasting grow from a hopeful adventure to the most dynamic, pervasive, influential force in our national life today," he observed:

"I believe the industry has fallen short in many ways. It is about time that some broadcasters looked and listened to their own stuff and measured it against the yardstick of the common good. Is it right for a broadcaster to take so much and give so little back? Aren't pretax profits from 30% to as high as 55% a bit much? Aren't there just too many commercial interruptions, too much clutter, on both radio and television? Aren't the people entitled to a better break?"

"I don't believe there is no longer opportunity for creativity in community service programming. How many broadcasters today have a really meaningful public service manager in their station table of organization? The sales manager carries a lot more weight and has a greater influence on programming than the public service manager does.

"I know most of you will walk away from here and say yours truly is living in a dream world, that you're in the business to make money and that you're meeting your public service requirements and that your license is secure. Well, maybe your licenses are secure and you're doing enough by somebody's standards. But I have known better days in broadcasting, when people really cared and people really made an effort to serve. I hope that interest still exists."

SBA, that the program include seminars, printed materials, memoranda to banks and other lending institutions.

The NAB said that inquiries it has received from stations and minorities wishing to become broadcast station owners indicates that "confusion exists with respect to both the method of application and the substantive guidelines of the SBA program." Accordingly, NAB asked for any procedural guidelines SBA has developed for processing direct and guaranteed loans.

Double billing does in Berlin

FCC upholds decision of ALJ and denies renewal to WBRL

Fraudulent billing has proved fatal to Berlin Communications Inc., licensee of WBRL(AM) Berlin, N.H. The FCC last week, in a 6-to-0 decision, denied the station's license renewal because of a finding that the station had engaged in a double-billing scheme between April 1971 and August 1974 enabling local advertisers to overcharge manufacturers \$22,390.81.

The commission, which affirmed an initial decision of Administrative Law Judge Byron E. Harrison, rejected Berlin's argument that Judge Harrison had overlooked mitigating evidence that tended to show the fault lay with the station's manager, not the owner, and that the station was caught up in a situation in which other stations in the community were permitting local retail advertisers to benefit at the expense of manufacturers.

Judge Harrison had found that Robert T. Dale, WBRL's general manager, had issued affidavits to local advertisers misrepresenting the cost or quantity, or both, of advertising on WBRL. He also said Mr. Dale had signed each of the false affidavits either in

his name or that of Richard L. Blais, president, treasurer and 75% stockholder of Berlin.

Berlin contended that WBRL had engaged in improper billing long before Mr. Blais acquired the station in 1971 and that Mr. Dale had engaged in the practices for a number of years while he was with two other stations in Berlin. Furthermore, Berlin said, Mr. Blais attempted without success to stop the improper billing practices after he learned of them. Other stations in Berlin that were engaging in the practice rejected his pleas and those of town's weekly newspaper that they desist. (The commission in 1976 denied renewal of the two stations—White Mountain Broadcasting Co.'s WMOU(AM)-WXLQ(FM)—for fraudulent billing. [BROADCASTING, July 12, 1976]. The denial has been appealed.)

Judge Harrison had found that Mr. Blais learned of the station's double-billing practices in 1971. But at the same time, he was informed by Mr. Dale that if WBRL stopped the practice, advertisers would leave the station. Mr. Blais raised no further objection until the commission began its investigation in 1974, the judge found.

Judge Harrison had concluded that even if Mr. Blais had not known of the false billing before the commission began its investigation, he was responsible for it and could not escape liability by attempting to place the blame on his employees.

The commission adopted Judge Harrison's findings and conclusions.

And, in a statement intended to underline to other stations the warning the action represents, the commission said that Mr. Blais could not have failed to realize the seriousness of allowing fraudulent billing to continue at WBRL, since the commission has repeatedly advised licensees that participation in double billing "would be considered reprehensible in itself" and would be considered contrary to the public interest.

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Senate is the next stop for Hollings's public broadcasting bill

Commerce Committee passes bill with funding provision that would run through 1983, but not without Republican dissent

Although several Republican members expressed doubts and reservations, the full Senate Commerce Committee adopted the Ernest F. Hollings (D-S.C.) version of the public broadcasting bill and sent it on to the Senate for a vote. The bill was passed by the committee with only two minor amendments added to it.

During his presentation last Tuesday (May 9), Senator Hollings, chairman of the Communications Subcommittee, said that his bill was basically an endorsement of the present public broadcasting system with a few prods at the Corporation for Public Broadcasting to move "a little bit more strongly into the sunshine" and to enhance its "accountability" to Congress and the public.

Two amendments were offered by Harrison H. Schmitt (R-N.M.). One, the senator said, would "exempt recipients having fewer than five full-time employees" from equal employment opportunity reporting requirements. The amendment, which passed on a voice vote, was not intended, Mr. Schmitt said, to exempt public licensees from EEO requirements—only from paperwork.

The other amendment offered by Mr. Schmitt and also adopted was a provision to "allow the states to remain active" in public broadcasting and to offer assurances that the federal government was not attempting to run the public system—many member stations of which are state-owned.

The Republican members of the committee did, however, get on the record

their opposition to the five years of authorizations that would result from the Hollings bill. The measure authorizes funds for three years from 1981 through 1983, in effect extending public broadcasting's authorization, currently running through 1980, to a total of five years. Robert P. Griffin (R-Mich.), the ranking minority member on the Communications Subcommittee, said bluntly, "Five years is too long."

In defense, Senator Hollings described CPB as "a private corporation with limited congressional oversight." He said that public broadcasting "has established itself in the public mind," and that Congress, as much as possible, should try to keep the public system "as it is."

Undeterred, Mr. Griffin said that "this committee abrogates its responsibility" by granting CPB authorizations for five years. He said it was "ridiculous" that the Congress should provide "the public's money" and then have "no supervision" over how it is to be spent. Mr. Griffin also made comments on the general "deterioration" of television quality.

Barry Goldwater (R-Ariz.) also carried the discussion of the bill to one of his pet subjects of late—the role of Barry Jagoda, President Carter's media adviser, in the formulation of public broadcasting policy. There is "some reason to believe," Mr. Goldwater said, that Mr. Jagoda's job "involves the use of public broadcasting for political purposes."

Mr. Goldwater said he may ask the committee to subpoena Mr. Jagoda to testify to "just what he does" in his White House position. Thus far, Mr. Jagoda has resisted requests from the committee to testify voluntarily.

Mr. Schmitt, siding with Mr. Goldwater, said that he had sensed "some very disturbing signs" that public television is subject to political pressures. When the discussion ended, however, and Senator Howard W. Cannon (D-Nev.) asked the members to vote, a Griffin amendment to delete the three-year authorization was defeated, and the bill then was recommended to the full Senate.



At home. Now operating out of a new \$5.6 million complex is KCMO-AM-TV-KCEZ(FM) Kansas City, Mo., and Meredith Video Productions. The 56,000-square-foot building has been under construction since 1976 and is located at 4500 Johnson Drive, Fairway, Kan. Housed in the new facility are offices and studios for the three Meredith stations in addition to Meredith's production arm. The production center has two studios, computer lighting, RCA TKP-45 cameras and post production capability using 10 video-tape machines with computer editing, slow motion, animation production and remote capability.

Reuben departure from Kirkland & Ellis leaves operation in Washington up in air

He handled Tribune Co. business for many years; immediate effect, however, is not yet determined

Members of the Washington legal community pointed their antennas toward Chicago last week in hopes of picking up intelligence regarding the effect of a shake-up in the Chicago headquarters of Kirkland & Ellis on the law firm's Washington office and its communications practice. Immediately, at least, there was little to report.

The shake-up involved the departure from the firm of Don H. Reuben, a senior partner who had been with Kirkland & Ellis for 27 years. Press reports talked of a "resignation," but Mr. Reuben referred to a "firing." In either case, he expects to take about 10 to 15 Kirkland & Ellis lawyers with him and establish a firm of his own. Kirkland & Ellis presently has about 200 lawyers, including 60 partners.

The Reuben firm's first client, evidently, will be the Tribune Co., one of Kirkland & Ellis's oldest clients. The firm was founded in 1908 by Colonel Robert R. McCormack, son-in-law of Joseph Medill, the founder of the Tribune Co. Colonel McCormack left the firm in 1920 to devote full time to the Tribune Co. and its newspaper, the *Chicago Tribune*.

Mr. Reuben had served as general counsel for the Tribune Co. And Stanton R. Cook, president of the company and publisher of the *Tribune*, said in a statement that Mr. Reuben will continue to serve in that capacity. Mr. Reuben "has represented the company ably for many years," Mr. Cook said.

But the question communications lawyers were asking is whether the Tribune Co.'s broadcasting properties—WGN-AM-TV Chicago; WPIX-FM-TV New York; KDAL-AM-TV Duluth, Minn.; KWGN-TV Denver and WICC(AM) Bridgeport, Conn.—would be represented by the new firm also, rather than continue to be represented by the Washington office of Kirkland & Ellis.

Lawyers in the Washington office last week said it was too soon to answer that question. And Mr. Reuben in Chicago had no immediate answer, either. "That's a matter we'll have to look at carefully," he said. "We'll make sure the client is well served and well represented, and that nothing interferes with that."

WSYR-TV opponents try again on another front

The FCC renewal of Newhouse Broadcasting Corp.'s WSYR-TV Syracuse, N.Y., has been appealed to the U.S. Court of Appeals in Washington by the Syracuse



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Contact 4 is just one of the unique consumer protection services afforded by all five NBC Owned Television Stations. The work of our reporters—like Emmy Award-winner David Horowitz of KNBC Los Angeles and Betty Furness of WNBC-TV New York, who was just named recipient of the coveted Peabody Award—has received nationwide attention.

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WNBC-TV New York/WRC-TV Washington, D.C./WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

Coalition for the Free Flow of Information.

The appeal followed the commission's rejection of the coalition's petition to deny the 1975 license renewal of the station. The coalition had contended that renewal would be inconsistent with antitrust law and policy. It would, the petition said, perpetuate the high degree of concentration of news and advertising resulting from Newhouse's ownership of WSYR-AM-FM-TV and the two daily and Sunday newspapers in Syracuse.

The commission, in rejecting the petition, had said that there are a number of other broadcast stations in Syracuse.

It said that, in the absence of an egregious monopoly situation, there was no basis for concern based solely on a structural analysis of Newhouse's broadcast-newspaper ownership in the city.

The commission also said the coalition had not shown any specific abuses arising from the common ownership of the media properties.

BFMA merges sessions

The Broadcast Financial Management Association has canceled two of four scheduled human resources workshops. Each workshop consists of two days of sessions on motivation, problem-solving and communications, led by Clifford R. Wood-

bury, a Chicago consultant. The first workshop, in New York May 5-6, attracted 20 participants, and the next one, in New Orleans May 18-20, has about the same number enrolled. Two deleted workshops were initially scheduled in Chicago and San Francisco.

Starr is to turn into Shamrock

Connecticut-based group owner and Roy Disney-owned company agree to \$21.6-million merger

Starr Broadcasting Group, Westport, Conn., has reached agreement to merge into Shamrock Broadcasting Inc., Los Angeles, in a transaction valued at approximately \$21.6 million.

Shamrock, which was formed by the Roy E. Disney family to acquire Starr, will pay each Starr stockholder \$15.25 per share. There are 1,413,785 Starr shares outstanding.

The agreement gives Shamrock a 60-day period to undertake business, accounting and other investigations of Starr. During the investigation period Shamrock may terminate the agreement without cause.

The proposal has been approved by Starr's board of directors and is subject to

similar action by Starr stockholders and the FCC.

The agreement with Shamrock came as something of a surprise. LIN Broadcasting, New York, in the last of several offers, recently tried to acquire Starr at \$16 per share (BROADCASTING, May 8).

Last month it was reported that shareholders owning about 45% of Starr's common stock had "orally agreed in principle" to a merger under which Shamrock would pay each Starr holder \$14.50 per share (BROADCASTING, April 17).

Commenting on LIN's subsequent higher offer, Bruce Johnson, Starr's president, explained that the LIN bid was turned down because it would have involved spin-offs of at least six stations.

The transfers would have been mandated because FCC rules permit a single company to own no more than 21 stations—seven TV's, seven AM's and seven FM's. Starr owns four AM's, four FM's and two TV's but the one in Honolulu, KITV(TV), has two satellite stations on the islands, which are counted as separate licenses under FCC rules, according to Mr. Johnson. LIN owns 11 radio and television stations and is in the process of acquiring two more. Another complicating factor was that both LIN and Starr own stations in Houston and Dallas.

"We have nothing but praise for LIN," Mr. Johnson said, "but we felt the Shamrock offer made more sense."

Starr stations are KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL-FM Kansas City, Kan.; www(FM) Detroit; KMGCC(FM) Dallas; WTVQ-TV Lexington, Ky.; KITV(TV) Honolulu; KHVO(TV) Hilo and KMVI-TV Wailuku, Hawaii.

Starr's announcement said some members of the company's board intend to resign if the merger is completed. These directors all voted in favor of the merger and are William F Buckley Jr., board chairman, Jim Long and Glenn Burrus. Starr said that if Mr. Long resigns, Tom Merri-man, an official of a Starr subsidiary in Dallas, would replace him on the Starr board.

Changing Hands

Announced

The following station sales were announced subject to FCC approval.

■ Gannett Co. and Combined Communications Corp. have announced plans for \$370-million merger (see "Top of Week").

■ Starr Broadcasting Group is merging into Shamrock Broadcasting (see this page).

■ WACO(AM)-KHOO(FM) Waco, Tex.: Sold by Waco Radio Inc. to Robert Weathers, Edwin Gummelt, Murray Watson and Tom Lacey for \$1.5 million. Seller is owned by Tichenor Media System, principally owned by McHenry Tichenor. Tichenor also owns KIFN(AM) Phoenix and KUNO(AM) Corpus Christi, KGBT-AM-TV-

DETROIT IS SOLD.

Radio station WCZY "COZY," in Detroit has changed its tune. Now, programming success for WCZY (formerly WLDM) is the "planned flow beautiful music" format from Churchill Productions. It's the same remarkable tape format that helped KRFM (now KQYT, "QUIET") become the #1 radio station in the tough Phoenix market. Just as the Churchill format is working in Phoenix, the perfect test market, you can bet your Arbitron it'll work in Detroit. And in your market. For information, contact Jim West in Dallas. (214) 387-9868. Or call us in Phoenix.

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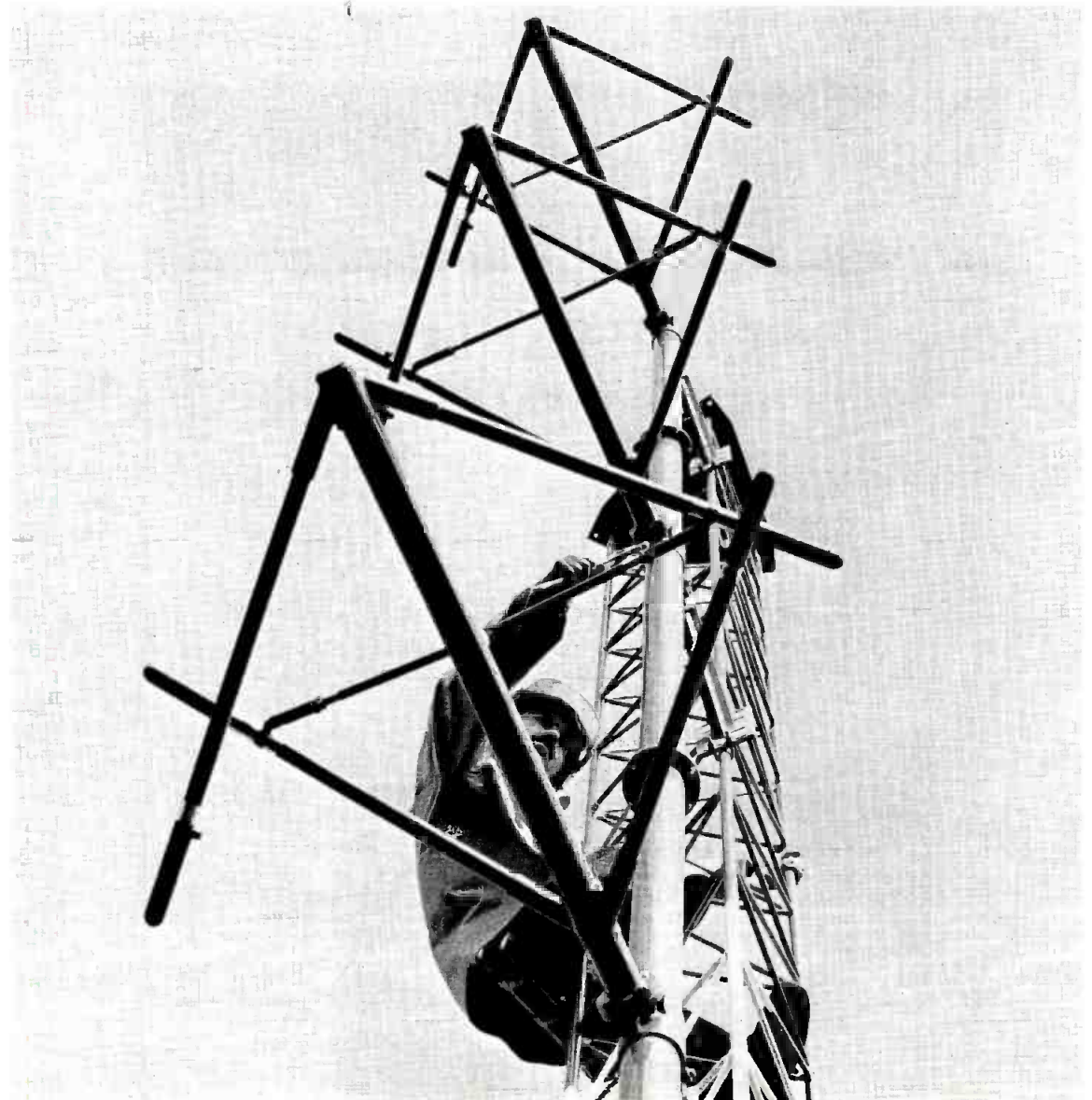
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KELT(FM) Harlingen and KCOR(AM)-KQXT(FM) San Antonio, all Texas. It recently sold, subject to FCC approval, WGMA(AM) Hollywood, Fla. Buyer is equal partnership of Mr. Weathers, present manager of WACO and KHOO, and Messrs. Gummelt, Watson and Lacey, none of whom has other broadcast interests. WACO is 1 kw unlimited on 1460 khz. KHOO is 100 kw on 99.9 mhz with antenna 450 feet above average terrain.

■ KITE-AM-FM Terrell Hills, Tex.: Double-day Broadcasting Co.'s AM sold to Lone Star Radio Inc. for \$750,000 and FM to Lotus Texas Corp. for \$750,000, respectively. Seller, wholly owned subsidiary of Doubleday & Co. publishers, is licensee of KXXK(FM)-KHOW(AM) Denver; KDWB(AM) St. Paul—KDWB-FM Richfield, Minn., and KWK(AM) St. Louis and has sold, subject to FCC approval, KRIZ(AM) Phoenix, Ariz. Lone Star is owned by Arthur and Ed Shaddek (brothers) and Mrs. Arthur Shaddek who also own Southwestern Broadcasters Inc., licensee of KRDS(AM) Tolleson, Ariz.; KBPI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo., and KZZY(FM) San Antonio, Tex. Lotus Texas Corp. is principally owned by Howard Kalmenson who is also principal owner of Lotus Communications Corp., licensee of KRUX(AM) Phoenix, KTKT(AM) Tucson, Ariz.; KOXR(AM) Oxnard, KWKW(AM) Pasadena, KFSD-FM San Diego, all California; KENO-AM-FM Las Vegas and KONE(AM) Reno.

KITE is 5 kw daytime, 1 kw nighttime on 930 khz. KITE-FM is 100 kw on 104.5 mhz with antenna 660 feet above average terrain. Broker: Norm Fischer Associates, Austin, Tex.

■ WORL(AM) Orlando-WORJ-FM Mount Dora, Fla.: Sold by Orlando Radio and Television Corp. to CKK Broadcasting Co. for approximately \$1.2 million. Seller is principally owned by Walter Bienecke, whose family founded S&H Green Stamps. Buyer is owned by Craig and Kyle Sudbrink trust, administered by their mother, Margareta S. Sudbrink (83.5%), and Richard D. Casper (16.5%), former general manager of WWNS(AM) South Miami, Fla. Margareta Sudbrink and husband, Robert (Woody) Sudbrink, are principals in Sudbrink Broadcasting Co., which has been liquidating its radio group including WWNS. Broker in Orlando-Mount Dora sale: Ted Hepburn Co.

■ WAPL-AM-FM Appleton, Wis.: Sold by Badger Cities Broadcasting to the Telegraph Herald Corp. for \$610,000 (not \$160,000 as reported in BROADCASTING, May 1). Broker: Richard A. Shaheen Inc., Chicago.

■ WTBO(AM) Warwick, N.Y.: Sold by Warwick Broadcasting Corp. to J. W. Sturr Jr. for \$375,000 plus \$25,000 agreement not to compete. Seller is owned by Edward N. and Phyllis Klein (42% and 4% respectively), John Dachille (14%), John J. Beatie III (4%) and 32 others. None has any

other broadcast interests. Buyer is president of United Polka Artists Inc., and Starr Records and recently resigned as vice president of local bank. He has no other broadcast interests. WTBO is a 250 w daytimer on 1110 khz. Broker: Keith W. Horton & Co.

■ KOSO(FM) Patterson, Calif.: Sold by Sierra-Pacific Radio Corp. to Wireless Communications Co. for \$325,000. Seller is owned by California businessmen Ronald LaForce and Joseph B. Fields, the estate of John B. Markovich and the trustee for John J. Markovich. None has any other broadcast interests. Buyer is owned by Frank H. Imburg (43%), John P. Wolfe (11.4%), and 10 others. Mr. Imburg is minority shareholder (4%) and former general manager of WHNN(FM) Bay City, Mich., owns 6% interest in WABJ(AM)-WQTE(FM) Adrian, Mich., and has interest in applicant for Buffalo, N.Y., FM. Mr. Wolfe is a Michigan investor with no other broadcast interests. KOSO is 1.55 kw on 93.1 mhz with antenna 1,790 feet above average terrain. Broker: William A. Exline, Inc., San Rafael, Calif.

■ WGCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Noelle Broadcasting Inc. for \$225,000 plus \$36,300 agreement not to compete. Seller is principally owned by Joe S. Sink, president, and holds minority interest in WBYB(AM) Benson, N.C. Buyer is principally owned by R. Donnie Goodale, general manager of WJRI(AM) Lenoir, N.C., who has no other broadcast interests. WGCD is 1 kw daytime, 250 w nighttime on 1490 khz. Broker: Chapman Associates.

■ WLCO(AM) Eustis, Fla.: Sold by Barringer Broadcasting Corp. to C-S Broadcasting Corp. for \$198,500 plus \$12,000 covenant not to compete. Seller is owned by Artimesa H. Barringer, (50%), mother of Davis H. Barringer (25%) and of Carol Ann Pait (25%). They have no other broadcast interests. Buyer is principally owned by Peter Clark and Wilbur Steger, Philadelphia investors who have no other broadcast interests. WLCO is 1 kw daytime and 250 w nighttime on 1240 khz. Broker: Beckerman Associates.

Approved

The following station sale was approved last week by the FCC.

■ KNET(AM) Palestine, Tex.: Sold by KNET Inc. to Trinity Broadcasting Co. for \$395,000. Seller is owned by Tolbert Foster, president (30%), Ben L. Slack, vice president (30%) and W. E. Dyche (20%) and as administrator of Edgar Younger trust (20%). Mr. Foster also owns 34% of KDET(AM) Center, 27.8% of KVUE-TV Austin, is president of KOGT(AM) Orange, all Texas. Messrs. Slack and Dyche are minority stockholders in KVUE-TV and KOGT. Buyer is nonstock, nonprofit corporation for religious broadcasting wholly owned by Trinity Church which is also licensee of KHIM(FM) Palestine. KNET is 1 kw daytime, 250 w nighttime on 1450 khz.



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5/15/78

New CBS schedule finds favor with its affiliates

'Kaz' seen as most likely to succeed; doubts about girl shows; network itself is all confidence

CBS-TV affiliates welcomed their network's new fall schedule last week with some reservations but general approval and in some cases enthusiasm.

"Much better than what they showed us a year ago," one affiliate said after witnessing screenings of the new shows during the annual affiliates convention in Los Angeles. His judgment seemed to reflect the reactions of affiliates generally.

Kaz, a one-hour drama centering on a jailhouse lawyer hired by a prominent law firm, received high marks from almost all affiliates. Of the eight new shows being introduced by CBS, it was generally rated most likely to succeed, followed by *WKRP in Cincinnati*, a comedy about a little-listened-to radio station that converts to rock.

People, patterned after the magazine of the same name, also received good marks and by most of the affiliates questioned by reporters was given a good chance to succeed. *Paper Chase*, a one-hour drama about first-year law students, was widely hailed for its quality but was also regarded by many affiliates as "too heavy" to carry the night against its *Happy Days* and *Laverne and Shirley* opposition on ABC-TV.

"If we're going to lose Tuesday night, we might as well do it with a quality show," one affiliate said after the *Paper Chase* screening.

Mary, a variety show starring Mary Tyler Moore, also seemed to get a warm response, while *Just the Beginning*, about a "worldly wise nun" and a "conservative" priest running an inner-city storefront mission, received mixed reviews from affiliates assessing its prospects for success.

Most consistently put into the doubtful class were *Flying High*, often dismissed as too obvious an attempt to copy ABC's highly successful *Charlie's Angels*, and *The American Girls*, although even the critics conceded that either or both might prove highly successful.

The screenings were interspersed among program presentations that conceded no possibility of failure.

Robert A. Daly, president of CBS Entertainment, launched the at-times combative series of program presentations with a reminder of progress made and a promise of more to come.

In addition to rebuilding the prime-time schedule, he said, the newly formed CBS Entertainment division has rebuilt "a



Daly

strong, talented and innovative program organization." And he told the affiliates that the division intends to strengthen its communications with them.

"We intend to make more frequent use of our closed-circuit facilities to tell you in advance of any significant program changes and why we're making them," he promised.

B. Donald Grant, vice president, programs, came out fighting.

"ABC is clearly in a decline," he asserted. "The facts are apparent. The numbers do not lie. We have cut their lead in the January-April period by 65%. Our momentum is building, and our schedule is designed to further reduce or eliminate

that lead completely.

"NBC, this past year, valiantly tried to make up for lack of series strength by playing specials and miniseries. Doing better than could be expected, they nevertheless finished third, three-quarters of a point—that is, 600,000 homes per average minute—behind CBS. Any program development of significance takes at least a year. And NBC next year, as this past year, will have to rely again on specials, movies made for television and miniseries. These have, in fact, already been ordered."

After a night-by-night rundown of the new prime-time schedule announced the week before (BROADCASTING, May 8), Mr.

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Grant told the affiliates again: "The momentum is with us. Our schedule is a balanced schedule—an innovative new program such as *People*, outstanding comedy in *WKRP in Cincinnati* and *Just the Beginning*, intelligent quality drama as in *Paper Chase*—and *Kaz*, a unique television personality that will make Ron Liebman a shooting star—very strong commercial concepts such as *Flying High* and *The American Girls*—all topped by the enormously popular and incredibly talented *Mary*.

"We are definitely on our way back."

Bernie Sofronski, vice president, special programs, said CBS's original entertainment specials during the past season—114 hours of them—outperformed the programs they replaced by an average of 14%, with many turning in rating superiority far above that average, up to a high of 108% in the case of *Elvis*. And the 1978-79 season, he said, will have "new people and new events" as well as the traditional award shows, pageants and parades.

Among the specials being planned, Mr. Sofronski said, are *Star Wars Holiday Special*, "perhaps the most lavish show of the season"; "exciting new anniversary specials," such as *Hollywood's Diamond Jubilee*; an animated film based on "The Gnomes" by Will Huygen, "a book about creatures who are six inches tall and seven times stronger than man"; dramas such as *Bogie*, "the dramatic story of one of the

most beloved actors of all time"; "Circle of Children—Part Two"; Carol Burnett in *The Grass Is Always Greener Over the Septic Tank*, based on the best seller by Irma Bombeck; a drama based on the French painter, Gauguin; *The Bing Crosby Story* and one based on the life of Hubert Humphrey, plus a roster of musical and variety specials that includes *A Country Christmas* with Roy Clark and Loretta Lynn and "an all-star celebrity magic special starring David Copperfield."

A rundown of theatrical and made-for-TV movies on tap or being planned was offered by Bill Self, vice president for motion pictures for television and miniseries—topped, perhaps, by his disclosure that the veteran George Cukor will direct Katharine Hepburn in a TV movie of "The Corn Is Green."

Among other made-for-TV movies on the schedule, he said, are *Les Miserables*, *First You Cry, Why the Caged Bird Sings*, *The Orchard Children*, *One in a Million*, and *Women on the Edge*, while the theatrical-movie list included "Gone With the Wind," "Black Sunday," *Marathon Man*, "Network," "Carrie," *Poseidon Adventure* and "Rocky."

Mr. Self said four to six miniseries will be offered. His presentation included clips from two: *Haywire*, based on the book by Brooks Hayward, and *The Pirate*, based on the Harold Robbins novel.

CBS's new daytime schedule, previ-

ously announced, was reviewed by Michael Ogiens, vice president, daytime programs, who also got in a few shots at ABC. It is true, he said, that ABC has become more competitive in daytime, ending the season in "a virtual tie with CBS" for first place," but these advances "have not been on a broad, across-the-board basis." Rather, he said, they have come from "unusually high ratings" for two programs, *Happy Days* and *Family Feud*.

"As we expected," he added, "their serial expansion of *One Life To Live* and *General Hospital* have not been particularly successful."

"I don't mean by all of this to minimize the ABC improvement," Mr. Ogiens continued. "I just wanted to put it in the proper perspective for you. Your network does not take this situation lightly. Consequently we are planning whatever action might be necessary to reverse this situation. In other words, while we remain basically strong and our strengths are apparent, we have plans to strengthen those areas that show any signs of weakness."

"We are currently engaged in an ongoing analysis to determine how to best maximize the strength of our current hit programs. In addition we have accelerated our new program development and we are carefully supervising the creative quality of all of our shows."

In what is an almost obligatory part of meetings of any network with its affiliates, he also told his audience that they could help by giving better clearances. With full clearance, he said, CBS's ratings at 10 a.m. would improve by approximately 20% and at 4 p.m. by 27%, thus boosting the ratings for the entire daytime schedule.

The new line-up of programs for children, also previously announced, will be augmented by a five-part miniseries—the story not yet selected—to run at 4-4:30 p.m. NYT the week of Nov. 27 as well as by the new *30 Minutes* public service series, according to Jerry Golod, vice president, children's programs. Other extra features, Mr. Golod said, will include a one-hour UNICEF *International Year of the Child* and new programs in both the performing and nonperforming arts. The Monday-Friday *Captain Kangaroo* will retain the dental hygiene elements that won endorsement from the American Dental Association and will add nutrition, good health and physical fitness elements—52 in all.

In addition to all the reports on where programing was going in the new season, affiliates heard from Arnold Becker, the CBS/Broadcast Group vice president for television network research, an accounting of how it fared in the past season. Over-all, he said, it fared better than either of its competitors, while in prime time, though it was still second to ABC-TV in the ratings, it was a stronger second than the year before—and growing stronger still.

"Next fall's sales," he said, "will be based primarily on first-quarter results, and that is why the more current January-April data are so exciting." For that period, Mr. Becker said, "your network leads NBC

May 1, 1978

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Break the habit, and you'll save yourself some money. The maintenance schedule and the owner's manual your GM dealer gives you with your new GM car will tell you exactly what scheduled maintenance is required and when. Some of the newer schedules may surprise you.

For example, spark plugs used to have to be changed every 12,000 miles. Now it's every 22,500 or 30,000, depending on which new GM car you bought. For most drivers that means changing plugs every two years instead of every year.

When you bought your first car, you probably changed oil every 1,000 miles. We upped it to 6,000 a few years ago; and now it's 7,500 on all new GM cars except diesels.

Or take distributor points and condensers. They never need replacing with GM's new high energy ignition system. It doesn't have any points or condensers.

If you do have trouble with your car, just fix what needs fixing. When you take your car in for service, tell the mechanic exactly what's happening. If it's hard to start "hot," but starts okay when it's "cold," say so. If it doesn't perform the way you expected, describe just how and where it doesn't live up to your expectations. Then it'll be easier for the mechanic to pinpoint what's wrong, and he won't have to make unnecessary repairs. That can save you time and money.

Some things have to be watched more carefully, depending on how and where you drive your car. For example, if you do a lot of driving on dry, dusty roads, you may need to change the air cleaner and oil filter more often than the maintenance schedule indicates. Remember, the maintenance schedule that comes with your car is based on average driving conditions.

If you have an older car that still needs an annual tune-up, what should it include? There are some basic things to be checked: spark plugs, points, condensers, idling speed, and drive belts.

It can't hurt to check the air cleaner and fuel filter, tire pressure, and brake fluid, either. And when you do take your car in for a tune-up, don't be shy. Find out exactly what you need and what you're getting for your money.

We're trying to make GM cars easier and more economical to service. We've been able to stretch out the maintenance intervals for new GM cars, which should reduce the cost of routine maintenance; and we're working on engineering improvements that should reduce the amount of required maintenance even further. We want to be sure our cars perform well for their entire lifetime, without costing you a lot of time and money in maintenance. That's better for you and better for us.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

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to serve people

Owning up. The CBS Sports division's troubles with the FCC were not glossed over at the CBS-TV affiliates convention last week. Frank Smith Jr., named acting president of the division in the aftermath of the problem, told the affiliates he had found the division needs "direction, control and planning," but that he had also found "a very solid foundation on which to build."

The thing to do and the thing that will be done, he said, is to present sports in an informative way, "without hype," and to be competitive "without losing sight of the rules. . . . We want to be proud of everything we put on the air and we want you to share that pride."

Gene F. Jankowski, president of the CBS/Broadcast Group, who went on the air last month in an unprecedented broadcast apologizing for CBS's billing tennis matches as "winner take all" when they weren't, also took note of the problem. "We have cooperated fully with the investigations of the FCC and Chairman [Lionel] Van Deerlin's House committee," he said in an opening speech. "We all trust that, in its deliberations, the FCC will take into account the full story of CBS, in sports and in other areas, and not condemn 50 years of broadcasting for a few errors in judgment. At this time, we can do no more than wait for the FCC to issue its decision."

by 1.3 rating points, while ABC leads us by 1.2. Last season, during the January-April period, ABC led by 3.4 rating points. We have cut their lead by 65%.

"Furthermore, five of your network's programs are among the 10 most popular prime-time programs—more than either of our competitors. And these are the programs that are the building blocks for the future. So the battle goes well in prime time. The tide is turning. Momentum is beginning to work for us, rather than against us."

Mr. Becker offered a rundown, daypart by daypart, to show that, over-all, CBS-TV is the network people watch most (BROADCASTING, May 8). Moreover, he said, on this basis—sign-on to sign-off—CBS affiliates fared better than their ABC or NBC competitors in the Arbitron February sweep measurements of local television markets.

"There are 152 markets in which a CBS affiliate competes with an NBC affiliate," he said. "In 15 of these markets the CBS affiliate and the NBC affiliate were tied. In the remaining 137 markets, the CBS affiliate beat the NBC affiliate 94 times—more than twice as many CBS affiliates as NBC affiliates were first."

"Similarly, there are 143 markets in which a CBS affiliate competes with an ABC affiliate. There were 12 ties, but in the remaining 131 markets the CBS affiliate beat the ABC affiliate 72 times," he concluded.

Five years of Daytona 500 are picked up by CBS-TV

CBS Sports has acquired rights to live coverage of the Daytona 500, billed as the pre-eminent event in stock-car racing, for the next five years, CBS-TV affiliates were told at their annual meeting last week. The races are run in February and will be covered live for the first time, under the new contract, CBS Sports officials said. The 1979 event to be held on a Sunday afternoon, will be covered in its entirety, the affiliates were told. It is expected to last three and a half hours.

CBS-TV affiliates promised more help in beating drums

Network's Sohmer runs down expanded list of promotions and materials to be offered; included are more co-op money, special blurbs from Cronkite and other personalities, tennis clinics for customers, help on local 'Hot Car' club

A greatly enlarged array of tools to make local selling easier and to build audiences was promised to CBS-TV affiliates last week by Steve Sohmer, the CBS Entertainment vice president in charge of advertising and promotion.

He told the annual conference of CBS affiliates that the support they will get from CBS-TV for the 1978-79 season will range from conventional promos and co-op allowances to monthly sales presentations, tennis clinics for them and their advertisers, training courses for their promotion staffs, the "Hot Car" promotion campaign and custom-built local news promos based on their own ascertainment studies and featuring appearances by CBS newsmen Walter Cronkite.

"We are focusing on the entire broadcast day—not just the hours of networking," Mr. Sohmer asserted. "Second, we're using our resources of manpower and imagination to find new ways to help you make money. We've developed a series of new sales promotion tools designed to give you a competitive edge in your local marketplace."

Even the conventional promotional materials, he said, will be improved. The fall campaign graphics—a "CBS satellite version of the Golden Eye"—and campaign music will be distributed before June 1 "so that your staff can begin work on your own fall campaign earlier than ever before." Custom graphics will be distributed in June. There'll be color slides for all prime-time shows, "but for the first time ever, these will include your station identification." Ad kits for newspapers and

TV Guide will have "a new look" that "will allow you to grab more attention with smaller space units—in other words, more bang per buck." And a reel of radio spots "created by some of the top talent in the business" will be shipped on June 10, "targeted for the key audience you'll want to reach."

Co-op allowances, Mr. Sohmer said, will be increased by 15% to 20%—10% plus any increase that has occurred in newspaper advertising rates. There'll also be an increase in the allowance for use of radio—"up to \$1 in radio for every \$3 you spend in newspapers out of your total co-op allowance."

In the first week of June, he continued, affiliates will receive a 25-minute fall sales presentation film—a complete film for those who prefer it, a video tape with script for local narration for those who prefer that. And each month, beginning in September, there'll be a five-minute sales presentation based on upcoming specials.

In addition, he said, "to dress up your sales meetings, we're now taking orders for posters of CBS stars, and we're making available a limited amount of CBS-identification merchandise, for use as business gifts to your key accounts." Seasonal audience-promotion campaigns will be continued, and there'll also be "Season's Greetings" promos in December, plus messages from CBS stars urging viewers to drive carefully over the New Year's holiday.

"We've also come up with a new program to help build the ratings of your local news with the help of the most trusted man in America, Walter Cronkite," Mr. Sohmer continued. "We've developed a new kind of promotion spot, one which will identify Walter Cronkite with your local community and at the same time identify your station as the one to turn to for the best coverage of important local issues."

"Information for each spot must be drawn from the station's ascertainment process—and must demonstrate that the station is actually working to create a forum for public discussion of important local issues. If you wish to have this campaign for your local news, contact Peter Hereford of the CBS News division. It may take a little work and commitment, but I think you'll agree that this sort of promotion will pay off in the ratings."

"We've also developed a new kind of local advertiser promotion to build sales in slow months and to help your salesmen get close to top advertisers on a personal basis," he continued. "We've made special arrangements with the Tennis Grand Masters to stage day-long tennis clinics for CBS affiliates and their advertisers. This promotion will pay off in good will and hard cash. If you'd like one of these workshops in your market, contact Bob Hosking, our vice president for affiliate relations. And act quickly. The supply of available dates is limited."

And then, he said, there is the "Hot Car" promotion, used "with great success" by WNBC-TV Boston and CBS's

Raiding the Highway Trust Fund is a Poor Energy Policy.

America is running out of gasoline. Our dependence on foreign sources continues to grow at an alarming rate. The balance of payments problem gets more serious each year.

America's business community as well as our friends overseas clamor for a strong, effective national energy policy.

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

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

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

The American motorist pays an average of \$38 a year into the Highway Trust Fund. Trucks which comprises 18.8% of the



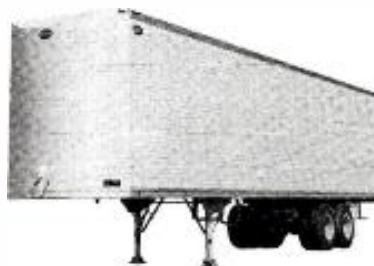
vehicles on the road, pay 41.8% of the taxes that go into the Fund. To divert money paid in good faith for more efficient highways and use it for local non-highway projects would be unfair to the millions of taxpayers from whom it was collected. And it would reduce a significant contribution to energy conservation.

Presented by Dorsey Trailers whose innovative engineering has produced a new design to reduce fuel consumption



DORSEY TRAILERS
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KNXT(TV) Los Angeles. "Many of you have considered the Hot Car promotion," he said, "but were turned off by the price—\$20,000 to \$40,000 a year, depending on your market size." It will be available free to CBS affiliates, he said.

"It works very simply," Mr. Sohmer explained. "The local television station broadcasts promos which urge viewers to sign up for the Hot Car Club at a participating local retailer. Club members register their car, receive free window stickers, antitheft door buttons—and can purchase other inexpensive antitheft devices. The retailer keeps a record of members and, if a member's car is stolen, notifies the local station, which broadcasts a description of the car.

To help local promotion staffs, Mr. Sohmer said, CBS has launched a three-year cycle of training workshops. This year there are four regional workshops on newspaper advertising techniques, conducted by the Newspaper Advertising Bureau, with some 200 people from more than 100 stations already having participated or signed up, and next year's series will cover on-air promotion and radio advertising.

The newspaper workshops "do not sell newspapers," he said. "CBS takes no position on whether or not your station should advertise in newspapers. But if you do use newspapers, we want to help you use them more effectively."

ABC gets off on right foot in May sweeps

It takes the first week while CBS and NBC each win one night

ABC-TV, mixing specials with original episodes of its regular series, won four of the first six nights of the May sweep period, jumping into an early prime-time lead for the month with an 18.3 rating point average to CBS-TV's 17.2 and NBC-TV's 16.4.

The highest-rated program of those six

nights (May 3-8) was the second episode of NBC's miniseries, *Wheels*, which scored a 26.5 rating and a 43 share on Monday—the only night to be won by NBC. *Wheels'* premiere episode the night before pulled a 23.2/36, but local overnight ratings in New York, Los Angeles and Chicago for Part III showed it dropping to a 32 share average on Tuesday. (*Wheels*, which was scheduled at 9-11 p.m. NYT throughout its run, is to conclude on Sunday and Monday, May 14-15.)

The runner-up program in the early sweeps competition was ABC's special all-star version of the daytime and syndicated game show, *Family Feud*, which pulled a 24.1/39 on Monday (8-9 p.m. NYT). That led into another ABC special, *The Stars Salute Israel at 30*, which plummeted to a 12.8/21. Specials winning their time periods included ABC's *The Phenomenon of Benji* (the movie dog), which scored a 21.2/39 on Thursday, and CBS's rerun of *Elvis in Concert* on Sunday, which had a 20.6/34 coming off *60 Minutes'* 22.6/42—giving CBS its only nightly win. Big losers in the specials category were NBC's *Rock 'n' Roll Sports Classic* on Wednesday (15.0/25) and CBS's *Junior Miss Pageant* on Monday (16.2/26).

Besides *60 Minutes*, strong series performances (34 shares or better) were turned in by ABC's *Eight is Enough*, *Charlie's Angels*, *Starsky and Hutch*, *Love Boat* and *Fantasy Island*, all of them original episodes. Lowest-rated on the series totem pole were a number of new shows in the midst of tryout runs. NBC's *Roller Girls* and *Joe and Valerie* had two showings each during the week of May 1-7. The first came on Monday, when the two shows occupied *Little House on the Prairie's* lead-off spot. Both had 31 shares, but on Wednesday they again took over the lead-off hour and their shares fell to 23 and 19, respectively. Also on Wednesday, CBS's *Spiderman* (which has been considered a strong possibility for back-up status next fall) scored its third consecutive 29 share, quite a bit lower than the two 37 shares it started out with. Other series tryouts scored sub-25 shares, among them NBC's *Hanna Barbera Hour*, ABC's *Mel and Susan Together* and CBS's *Ted Knight* and *Rita Moreno*.

Networks wish upon the stars

ABC-TV to try some variations in its largely holdover line-up; CBS-TV to make cast changes for three of its returning series

Since ABC-TV plans to bring 21 of its current prime-time series back next fall—84% of its total schedule—it stands to reason that the network is emphasizing that those returning shows will be spiced up in various ways to give them a new look.

During a presentation of the new schedule to advertisers, ABC Entertainment President Anthony Thomopoulos outlined what some of those changes will entail. Most of the spicing will derive from focusing on previously secondary characters (for example, Ralph on *Happy Days* will fall in love; Shirley the waitress will gain more attention on *What's Happening*), or in more romantic adventures for the featured players (such as those in *Charlie's Angels* and *Starsky and Hutch*). On the other hand the female half of the *Hardy Boys/Nancy Drew Mysteries* team will be eliminated as the show concentrates on teen-star Shawn Cassidy (who would have been free to work for NBC-TV if his series were canceled) and his partner, Parker Stevenson.

Probably the newest single element in a returning ABC program will be the addition of child-actress Quinn Cummings to the regular cast of *Family*. She was nominated for an Academy Award this year for her supporting role as the daughter in "The Goodbye Girl."

Two stars who have moved in the opposite direction—from ABC-TV to film—will make occasional appearances on the series that launched them. John Travolta is to appear in eight episodes of *Welcome Back, Kotter*, and will be featured in most of those episodes; Farrah Fawcett-Majors has agreed to appear in three episodes of *Charlie's Angels* as part of her settlement of a contract dispute with producers Aaron Spelling and Leonard Goldberg.

CBS-TV also has a star returning to a former role after a dispute with her producers—Ester Rolle, who will again portray Florida Evans in Tandem Productions' *Good Times*. Meanwhile, CBS's *All in the Family* will be doing without Rob Reiner and Sally Struthers, while *The Waltons* lost Will Geer (who died April 22). Ellen Corby's further participation in that show depends on her health, according to a CBS spokesman.

Sonny & Cher follow Burnett's lead

In terms of syndication, what's good for Carol Burnett is good for Sonny & Cher.

Using the same technique as it did in packaging 120 half-hour episodes of *Carol Burnett & Friends*, Los Angeles-based

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Television Representatives Inc. is planning to extract 100 half-hours' worth of comedy sketches from the 1972-76 CBS-TV run of *The Sonny & Cher Comedy Show*. The first commitment for a fall start has come from WPIX(TV) New York.

Like the syndicated *Burnett* show, also culled from CBS-TV hours, the music and big-production numbers will be edited out of the *Sonny & Cher* version. And again like *Burnett*, "substantial residuals" will put the show on the expensive side, according to Alan Silverbach, former senior vice president of workwide distribution for 20th Century-Fox Television, who is credited with coming up with the *Burnett* syndication technique. Mr. Silverbach's partner in Television Representatives is Herb Lazarus, former vice president and general manager of Columbia Pictures Television's international unit.

The off-network *Burnett* which began airing last October now runs on about 55 stations. Among the takers are Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles, which strip it at 7:30 p.m. and 8 p.m., respectively.

Newcomer to the world of television distribution

Metro Productions half hours will be sold by Television Syndication Group

Television Syndication Group has been set up with headquarters in Stratford, Conn., to distribute 500 first-run half hours produced by Hollywood-based Metro Productions.

Involved are nine series that Metro introduced at the annual National Association of Television Program Executives conference in March, with the vast majority of episodes having been individually financed by investors seeking tax shelters. Investors Management Services, also based in Stratford, brought the rights-holders together for distribution purposes and entered a five-year agreement with Television Syndication Group.

The series are *The Melting Pot*, 130 episodes on ethnic cooking with Orson Bean as host, joined by guest celebrities; *America Sings*, choral groups (54 episodes); *Sky's the Limit*, comedy/variety (27); *Down Home USA*, bluegrass music (52); *So What's New*, comedy/instruction (78); *Eat Yourself Healthy*, nutrition experts (78); *Coping*, pop psychology (130); *The Sacred Space*, religion (39), and *Master Bridge*, champion Edwin Kantar and guest stars (26).

Television Syndication Group is owned by Jeffrey P. Smith, who has worked as a financial consultant for IMS. Regional distributors for TSG are Milt Strasser of Milt Strasser Associates, Spring Valley, N.Y., for the Eastern U.S.; Donald Herrick of TV Sports Scene, Minneapolis, for central states and Canada; Tom Thuman of Tri-centennial Productions, Houston, for the South, and Don Colapinto of The Television Program Distribution Co., Los Angeles, for the West.

Frost six parter airs on NBC-TV this summer

'Headliners' will have among several segments one that takes a critical look at television

David Frost, who took on Richard Nixon on television a year ago, now is taking on the medium itself as part of an NBC-TV miniseries.

To be called *Headliners with David Frost*, the shows will air for six consecutive Wednesdays, beginning May 31, in the 9-10 p.m. NYT time period. Both Mr. Frost and NBC doubt at the moment that the *Headliners* format will be taken beyond that run, although he is under contract to the network to develop other projects.

One segment discussing "what is right and what is wrong" with television is to be a regular feature of the program, according to John Gilroy, producer for Mr. Frost's Paradine Productions. Because the hope is to maintain as much topicality as possible in the show—many of the segments have yet to be taped—the producers are being closed-mouthed about who will participate. But Mr. Gilroy said that candidates for the TV segment would include independent and studio producers, network executives and other members of the industry. Mr. Frost, who has said his program will "not sidestep controversy," adds that that credo will go for the show's treatment of TV issues as well. "We are free to praise CBS or ABC—or criticize NBC," he said, "not that there's anything to criticize about NBC, of course."

Headliners will originate live from New York with Mr. Frost as host. Mr. Gilroy said that RCA portable TK-76 cameras will be used both in the studio and in exterior segments, which are to be recorded on three-quarter-inch tape. Other regular features of the program include a "headliner" interview with an important personality; a gossip segment with syndicated columnist Liz Smith; a "song of the week," in which a single tune will be featured with background information on the performer and the business; an "action profile" of somebody famous, in which the cameras will follow the personality at work and at play; a "Forum" feature that will be put together from a series of questions Mr. Frost submits to numerous personalities; a satirical wrap-up of the week's events similar in concept to Mr. Frost's old show, *That Was the Week That Was*, and a debate on topics from born-again Christianity to abortion, with the studio audience joining in.

Showtime taps Qube for specials

In what's described as the "first nationwide live pay-cable entertainment program," Viacom's Showtime has taken a Warner Qube production with psychic

David Hoy (already cablecast on Warner's two-way system in Columbus, Ohio) and plans to distribute it late this year by satellite to affiliates. The live element in the Showtime version will be subscriber call-ins to Mr. Hoy. Showtime will handle that portion of the 90-minute special (the studio location hasn't been chosen yet); Warner, however, will provide the toll-free number. Showtime also has purchased four other Qube productions: three *Cafe Manhattan* specials and *A Paris Spectacular*. Showtime President Jeffrey Reiss called the agreement "the first substantial pact between two pay-cable suppliers" and said he anticipates more will be coming before year-end.

Children and TV are subject of conference

NAB-sponsored gathering meets next month with representatives from industry and citizen groups

Plans are being completed for the National Association of Broadcasters children's programming conference, June 4-6 at the Hyatt Regency hotel in Washington.

Among the special features of the gathering, which is to be an idea exchange and showcase for children's programming, is a series of four "Meet the Issues" sessions to be moderated by Bill Monroe, moderator of NBC's *Meet the Press*. The four panels and their topics: (1) "Federal Funding and Children's Programming?" with Dr. Nicholas Van Dyck, executive director of the National Council for Children and Television, Princeton, N.J., and Gene Mater, vice president and assistant to the president, CBS/Broadcast Group; (2) "Socko Saturdays?—Prime Time Crime?" with Dr. George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications, Philadelphia, and Roger Wagner of BI Associates, Washington; (3) "Positively Powerful Programming?" with FCC Commissioner Abbott Washburn and Susan Futterman, manager of children's programming for broadcast standards and practices, ABC, and (4) "What is Children's Programming?" with Richard Jencks, former CBS Washington vice president, and Peggy Charren, president, Action for Children's Television, Newtonville, Mass.

Another feature will be a 30-minute film program narrated by Michael Landon, actor, producer and director, which reviews developments in programming for young viewers and discusses commercial television's increasing use as an adjunct to classroom teaching. The program, "Children, Television and Change," is sponsored by the Television Information Office and is the second in the TIO series, "Television in America."

Throughout the conference, current children's programming will be screened, with people involved in the productions on hand to answer questions.

Other workshops will be devoted to new

techniques for producing local children's programs, to TV as a teaching tool, and to parent participation in children's programming. The Paul Ritts puppets will be featured at a luncheon.

The registration for the conference is \$110 for NAB members, and \$125 for nonmembers.

Record industry panel set for NAB's radio programming conference

The National Association of Broadcasters has scheduled a panel with six record company presidents at its first radio programming conference, Aug. 20-23. Participating in the panel, called "Face the Music," will be Barney Ales, Motown Records, Los Angeles; Neil Bogart, Casablanca Records, Los Angeles; Clive Davis, Arista Records, New York; Gil Friesen, A&M Records, Los Angeles; Bruce Lundvall, CBS Records, New York, and Joseph Smith, Elektra/Asylum/Nonesuch Records, Los Angeles. The moderator will be Dwight Chase, president-radio, RKO General Inc., Los Angeles.

Program Briefs

Sports connection. Network sports presidents and House Communications Subcommittee members will be among participants in Boston University's second annual Institute in Broadcast Sports May 23-30. Eight-credit course will feature appearances by more than 30 broadcast and sports figures, including NBC Sports President Chet Simmons, ABC Sports Director Chet Forte and Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.). Tuition is \$685 for program.

Peace. Writers Guild of America East and Children's Television Workshop have signed first contract covering *Sesame Street*. It will apply to all children's programs produced by CTW. Contract provides for additional payments to writers

for use of material in merchandising and for overseas use and certain domestic reuses. Six freelance writers on *Sesame Street* will receive 10% increase in fees for scripts. Guild has been on strike against CTW since March 3.

Consultants. Robert Berger, producer of NBC-TV miniseries, *Holocaust*, confirmed published reports that man thought to be former Nazi SS officer was used briefly as consultant on show to supply details about uniforms and execution techniques unavailable from other sources. Several former Nazi soldiers were also employed, he said.

On the record. ABC, in written comments on legislation in House to create royalties that broadcasters and other users of recorded music would have to pay record performers and manufacturers, said it isn't fair to make broadcasters correct imbalance in pay in record industry. "If ... background singers and sidemen are underpaid, this is a matter for the recording industry to deal with in the context of traditional employer-employee relationships," it said; "it should not be clouded by the injection of so-called 'copyright' considerations."

Pennzoil's programming. With airings already begun April 15 for *Wild World of Stunts*, 30-minute barter special from Pennzoil Motor Oil's Los Angeles film center, company division is preparing another barter half-hour: *Saddleback Superstars*, featuring celebrity motorcyclists, and hopes to have it ready by June 1. *Stunts* already has been taken by 61 stations, ranging from KBTW(TV) Denver to KGMB-TV Honolulu.

Keep running. ABC Sports secured three-year extension on its contract for TV rights to Kentucky Derby. New deal runs through 1982 at undisclosed price.

Heavy sales. ITC Entertainment is claiming 86% U.S. clearance so far for its new prime-time access entry, *Bonkers*, with sales in 49 of top 50 markets, 122 markets in U.S. over-all and 41 abroad. On owned-and-operated front, all three networks are represented. NBC's WMAQ-TV Chicago

bought it after CBS's WBBM-TV there gave it up. Original deal for all five CBS O&O's had ITC escape clause for Chicago if access spot couldn't be found (WBBM-TV's offering news in that time period Monday-Friday and ITC's *Muppets* on Saturday). ABC has taken it for WXYZ-TV Detroit.

Let there be dark. Along with "Secretaries Day" and "Sun Day", there's now "Turn Off Your TV Day," May 23. Morality in Media, organization that wants to replace "pornography" in media with "love, truth and good taste," is promoting TV blackout day to protest networks' plans "to increase sex-oriented TV programming in upcoming fall season." Organization's chairman, Rabbi Dr. Julius G. Neumann, says "a series of TV blackouts could eventually cut into advertising revenues, and this seems to be the only language the networks understand."

Top quarter. MCA Inc., in terms of its television operation, has reported highest revenues for any quarter in its history, with 12.9% gain to \$100.3 million over same three months last year. Over-all MCA Inc. revenues for period ended March 31 were \$236.4 million, up 19.4% and highest for any first quarter; it was second highest first quarter for net income—\$21.4 million, up 33%—and earnings per share—\$1.15, up 33.7%.

Ready for launch. First Operation Prime Time effort this year—two two-hour episodes of John Jakes's *The Bastard*—is set for airplay on 91 stations beginning this weekend. Line-up for MCA TV/Universal project breaks down to 25 independents, 14 ABC-TV affiliates, 27 CBS-TV affiliates and 25 NBC-TV affiliates. Cleared are all of top 35 markets and 48 of top 50. Other 1978 OPT projects are Irwin Shaw's *Evening in Byzantium* (already in production) and Howard Fast's *The Immigrants*.

Media mix. Video Music Inc. reports it has sold *Leonard Bernstein Conducts TV* series (two 90-minute programs, five hours) in more than 45 markets. That involves both commercial and noncommercial outlets as well as Warner's two-way Qube cable system in Columbus, Ohio.

Flying high. Program Syndication Services, subsidiary of Dancer Fitzgerald Sample, claims 69 stations already on board for *21 Days of America*, minute capsules with celebrities keying history to U.S. flags. Series, for cash, starts June 14 (Flag Day), ends July 4. Similar PSS venture, *24 Days of Christmas*, aired last year and new version is planned. Carter-Grant Productions handles production of both series.

Ninety minutes over Tokyo. Noncommercial WHYY-TV Philadelphia has received \$200,000 from SmithKline Corp., pharmaceutical manufacturer, to produce 90-minute documentary of spring tour of Japan by Philadelphia orchestra. SmithKline has also allocated about \$100,000 to promote and advertise program, which is scheduled for fall airing on Public Broadcasting Service.

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CUSTOM BUILT STUDIO CABINETRY



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How soon a successor to Salant?

You pay your money and you take your choice—between the speeches of John Backe and Gene Jankowski, that is; No. 1 says it's top priority, No. 2 says there's plenty of time

CBS-TV affiliates were reminded twice last week that a change in the top command at CBS News is coming up. But the reminders seemed to reflect differing degrees of urgency in planning the succession.

"As most of you know," President Gene F. Jankowski of the CBS/Broadcast Group said in a wide-ranging speech early in the CBS-TV affiliates convention, "Dick Salant [president of CBS News] isn't planning to retire until April of next year.

"That's a long way off. In the meantime, he is active not only in the day-to-day running of CBS News but also in another area—creation of new product."

A few hours later, at the Tuesday luncheon, CBS Inc. President John D. Backe told the affiliates:

"As you know, CBS News is approaching a major change. Dick Salant, after a brilliant career at CBS and an illustrious tenure as president of CBS News, will be leaving us in April 1979. I know you're all concerned about this. Let me assure you that the transition will be orderly and professional. It will be designed to maintain the audience pre-eminence of CBS News as the very best broadcast news organization in the world.

"We are determined to hold onto those laurels, so richly earned and so conscientiously maintained. That is why I view the question of the future top management of CBS News as of pressing importance. If you were to ask me for my present agenda of priorities, this would be at the top."

There has been repeated speculation about Mr. Salant's eventual successor. But officials said again last week that no choice has been made.

(One executive who had once been considered the heir apparent—Senior Vice President Bill Small—was reported last week to be under consideration for the news presidency of NBC. Mr. Small himself was noncommittal, although some of his associates tended to discount the report. On the one hand, it was said he had given superiors no reason to think he was leaving. On the other, it was conjectured that, once the report got into print, he was avoiding an outright denial in order, as one put it, to "keep his options open" and to enhance his position as a man wanted elsewhere.)

Among the new projects with which Mr. Salant has been involved, Mr. Jankowski said, were the relatively new *Your Turn: Letters to CBS* and the public affairs pro-

gram for young people, *30 Minutes*, scheduled for introduction as a Saturday afternoon series next fall.

Mr. Salant and his associates, he said, are also working on some changes—"changes in form rather than substance"—in *CBS Morning News*. "It's still the best news hour on television," Mr. Jankowski said, "and we will do nothing to compromise its integrity. However, Dick and his colleagues feel that they can even improve on excellence."

Among other new CBS News projects, Mr. Jankowski said, is "*Yesterday, Today and Tomorrow*, a working title for a half-hour public-affairs series that may eventually be a candidate for prime time." He said "this series will combine the journalist's discipline with the dramatist's skill. It will be a drama of documented history. The pilot is an excellent, fast-paced half-hour."

CBS News added some details Wednesday afternoon in its own presentation by Mr. Salant and Robert Chandler, vice president and director of public affairs broadcasts—including plans for a three-hour documentary on public education, entitled *Is Anyone Out There Learning?* Mr. Chandler said it will be presented the last week in August, either as a single broadcast occupying a full night or in one-hour segments on three consecutive nights. CBS Newsmen Walter Cronkite and Charles Collingwood will be anchor and reporter, respectively.

Mr. Chandler also announced that Marjorie Baker, a producer on the *CBS Morning News*, will succeed David Fuchs, now vice president and assistant to the president of CBS-TV, as CBS News vice president, public-affairs broadcast.

Mr. Salant confirmed the undisputed belief that newsman Harry Reasoner would return to CBS News whenever he settles his contract differences with ABC. "I just hope Harry will be back soon where he belongs," he said.

An unscheduled, impromptu farewell speech by Mr. Salant, thanking the affiliates for their support over the years, brought a standing ovation. He said he had about 355 days to go before retirement and planned to remain active "every minute of them."

Backe changes the subject, turns attention to local news

CBS president applauds waning of 'happy talk,' says radio, TV are leaving trivia to newspapers

The interrelationship of network and local news and the need to improve both were emphasized by John D. Backe, president of CBS Inc., in a luncheon appearance before the CBS-TV affiliates last Tuesday.

"No matter how good a network news

service is, it gives only part of the picture," he said. "CBS News performs incredibly well in telling the viewer what's going on worldwide, nationwide and regionally. But without a good local news operation, the viewer just cannot get a complete picture. You have to have a top-notch local news organization, with journalists who really know their communities, to fill in all the details."

Broadcasting, he said, "is an exceptional public trust," involving "major obligations to the public"—of which "none is more vital, more central to that trust, than our journalistic function, increasing our viewers' awareness of the world."

Mr. Backe told the affiliates that "your local news is getting better and better," and that "you are doing a superb job" that "helps you [and] helps us [and] more important, it helps the public."

But, he said, "our successes—and there have been many—only accentuate other areas where television journalism could do an even better job. In general, today's local news broadcasts increasingly tackle the difficult subjects people should know about—local politics and important social trends.

"The move to the 'happy talk' syndrome several years ago seems to be waning. Sensationalism is being reduced. But there is still need for even further development of local issues so the public can relate to them more wisely.

"We can take pride that we are not getting bogged down in our news efforts with the kinds of trivia which currently seem an obsession with the print press. Much of that trivia and gossip seems to arise from print's preoccupation with anything and everything that happens in television. We get a barrage of exaggeration and criticism, some well-intended but a great deal ill-founded and questionable.

"Above all we should not let this divert us from doing a better, more innovative job, at both the national and local levels, of covering those important but difficult subjects that do not lend themselves easily to visual presentation—coverage of the economy, for example."

Mr. Backe noted that CBS News has stepped up its economic coverage "substantially" in the past three years, both in regular newscasts and in specials. But he also noted that CBS News's three-hour energy special last summer drew only a 19% share of audience.

This, he said, "clearly means that we have to find new ways to reach more people and do a better job with this kind of subject. I look forward to seeing more efforts in this direction—and new techniques of illuminating difficult subjects—by both network and local television news."

Mr. Backe also had an answer for those who complain that TV news is only a headline service: "Its critics forget that electronic news, by giving faces and voices to the names we read about, provides the newspaper reader with a personal framework against which he can relate the printed news story. Television news



Live. Two reporter-photographers for KPRC-TV Houston were stabbed and beaten May 7 while covering a riot that broke out during a Mexican Independence Day celebration in a local park. The two men, Phil Archer (l) and Jack Cato (r), received "fairly serious stab wounds," according to KPRC-TV's associate news director, Larry Weidman, who said as well that the police-beat reporters' car and camera equipment were also destroyed. Mr. Archer was said to be in good condition last week, but Mr. Cato, who suffered some damage to his lungs in the attack, was said to be in only fair condition. They were interviewed in their hospital room by KPRC-TV reporter, Sara Lowrey.

According to Mr. Weidman, the reporters were attacked as they were taping a burning automobile that had been set afire by a band of young people. The group then attacked the reporters, heavily damaging their video camera and tape recorder, Mr. Weidman said. The group also attacked the station-owned car the men were using, he said, and burned it along with two film cameras and radio equipment. The car and its contents, Mr. Weidman said, were a "total loss."

More than a dozen persons, including the reporters and four policemen, were hospitalized as a result of the riot. Houston police charged 21-year-old Ishmael Itturralde with aggravated assault in the attack on Mr. Cato. The young man was being held last week on a \$10,000 bond.

stimulates interest in print news, and amplifies its content. And, despite the growth of radio and television news since World War II, the number of daily newspapers in the U.S. has held steady at about 1,700."

Broadcasters' efforts to improve their service, he said, "are well worth it. Because if the American people are convinced that what we're doing is in their interest, we're far more likely to have their support against any future attempts to restrict our freedom in broadcasting. Each of us in this room bears the special obligation of continuing to be the kind of broadcaster who deserves such support."

Indeed, he said, independent research shows "that we are getting more attention and more confidence from the public for our best efforts" year after year.

"We are getting this," he said, "because we are *earning* it."

KTVY cited again for news photography

Oklahoma City station becomes three-time winner in annual NPPA competition; Hatteberg of KAKE-TV wins individual best

KTVY(TV) Oklahoma City and Larry Hatteberg of KAKE-TV Wichita, Kan., won top honors in the annual TV news photography competition, conducted by the National Press Photographers Association and the Mass Communications Department of the State University of Arizona.

KTVY was chosen as "1977 Television News Photography Station of the Year," the third time it has taken that honor. Mr. Hatteberg, selected as "1977 Television News Photographer of the Year," won the same honor in 1975.

The first-, second-, and third-place winners in other categories:

Documentary: (1) Paul Fine, WJLA-TV Washington; (2) Jim Tolhurst, WWL-TV New Orleans, and Richard Norling, NBC Television, New York (tie).

Minidocumentary: (1) Terry Morrison, NBC Television, San Francisco; (2) Mr. Morrison; (3) Mr. Hatteberg.

Spot news: (1) Ken Resnick, WTTG(TV) Washington; (2) Bob Phillips, WDTN-TV Dayton, Ohio; (3) Jack Parker, WTTV(TV) Indianapolis; honorable mention to Karl Suchman, WHO-TV Des Moines (now with KXAS-TV Dallas).

Feature news: (1) Mr. Morrison; (2) Scott Gibbs, KPIX(TV) San Francisco; (3) Henry Kokojan, NBC Television, Dallas.

Sports news: (1) Hunter Bloch, WPIG(TV) Miami (now with KTTV(TV) Los Angeles); (2) Mr. Fine; (3) John Baynard, WBT(TV) Charlotte, N.C.

General news: No first, second or third place winners; honorable mention to Doug Sesny, WVEC-TV Norfolk, Va.

Special editing citations: Holly Fine, WJLA-TV, and Mark Eiges, NBC Television, San Francisco.

In addition, Paul Fine was given the Angenieux Award for most creative use of camera and lens for his winning documentary and Mr. Morrison won the Cinema Products Co. Award for his first place minidocumentary entry.

Creeping closer to covering Congress live

O'Neill gives go-ahead for purchase of cameras for system that likely will be House-controlled; NPR asks to do more broadcasts like Panama Canal treaties debates

Reports from different corners of the nation's capital indicate that broadcasting is making slow but noticeable progress toward gaining entrance to the House and Senate chambers.

In the House, where permission has already been given to broadcast daily proceedings traditionally off limits to radio and television, the dispute over control of broadcast equipment in the chamber has not yet been resolved. Speaker Thomas P. (Tip) O'Neill (D-Mass.) continues to favor having the House's employees man a system that would produce the exclusive broadcast feed, while broadcasters and some congressmen, notably John Anderson (R-Ill.), are keeping the pressure on for broadcaster control.

But Mr. O'Neill has directed the architect of the Capitol to draw up contracts for the purchase of three cameras—small RCA color studio models at a cost of about \$100,000 each. A spokesman for the architect's office said last week that the order has not yet been given to complete the purchase, "but I get the impression that it's imminent."

Some take that news as evidence of progress toward the day when House debates can be seen and heard regularly over radio and television. But to the opponents of House control, it's a step in the wrong direction. Representative Anderson, in a meeting with the Speaker two weeks ago, reportedly argued that Mr. O'Neill is virtually assuring that the system will be in House hands. Mr. O'Neill, on the other hand, is said to have repeated his promise to put the question of control to a vote of the House some time in the future. If the vote is to have a pool of the networks and public broadcasting control the House feed, Mr. O'Neill said the new cameras can be sold to the pool. Nevertheless, said an Anderson staffer, "we're going to raise a little hell."

In an action related to the House broadcast system, the Administration Committee has authorized the purchase of new color TV sets for each House member who wants to plug into the closed circuit system that is already piping the House's sessions to members' offices. The authorization involves no new funds, only the expenditures of office budgets already allotted for this year, to buy RCA 17-inch color sets at \$282 a piece. One House staffer said he was under the impression that set was picked because it is the last color set manufactured in the United States.

And in another related action, repre-

representatives of National Public Radio, including President Frank Mankiewicz, met with Speaker O'Neill last Tuesday to try to win permission to cover future House debates, as NPR did with the Panama Canal debate this year in the Senate. In guarded remarks after the meeting, Mr. Mankiewicz said he is optimistic that NPR will do some coverage this year, but that no agreements to that effect were made Tuesday. At one point, he said, the Speaker suggested NPR might originate its coverage from outside the House chamber, following the action on one of the House's closed-circuit monitors. Mr. Mankiewicz said there will be further meetings.

NPR also has a request in to the Rules Committee in the Senate for permission to cover debate of the President's proposed sale of arms to the Middle East, if the issue reaches the Senate floor unresolved. There has been no action on that request yet.

APB convention set for next month in Cincinnati

Four-day affair begins June 1; there will be panels, reports from the front office, awards

Television and radio journalism topics including the media's impact on sports, the development of new technology and coverage in the emerging nations will be highlights of the Associated Press Broadcasters convention in Cincinnati June 1-3.

Advance registration has hit the 250 mark, according to Jerry Trapp, APB executive secretary, and he projects that 400 or more will be in attendance by the time of the meeting, eclipsing last year's record figure of 350.

The convention opens June 1 at Stouffer's Twin Towers with an evening reception honoring state APB presidents, who will meet earlier in the day as will APB's board of directors.

The first business session on June 2 will open with a panel discussion by media critics Steve Hoffman of the *Cincinnati Enquirer*, Les Brown of the *New York Times* and Garry Deeb of the *Chicago Tribune*.

During the luncheon meeting that day APB will present the Bob Eunson Award, given in honor of the late AP broadcast executive, to Elmer Lower, one-time president of ABC News who retired last month as an ABC executive.

Other awards to be given during the luncheon that day will go to KIUL(AM) Garden City, Kan., for over-all cooperation; WNEG(AM) Toccoa, Ga., for spot news; KOBE(AM) Las Cruces, N.M., for enterprise and WRBQ(FM) Tampa, Fla., for weekend coverage. Individual members of the AP news staff who will receive awards for outstanding performance during the year are Philip Joachim and Michael Collins, both of New York; Rachel Ambrose of Los Angeles, and Bob Berkowitz and

Julie Frederikse, both of APRadio in Washington.

Examining the media's effect on sports during an afternoon session will be Paul Brown, founder and general manager of the Cincinnati Bengals; Bob Howsam, vice chairman of the Cincinnati Reds; Chet Simmons, president of NBC Sports; Tim Ryan, a CBS sportscaster; Will Grimsley, a special correspondent of the AP, and Shelby Whitfield, sports editor of APRadio.

The concluding session on June 2 will focus on techniques for selling time in news programing. Participants will include Carl Loucks, a broadcast consultant in New York; Norman Woodruff, coordinator of news planning for the radio division of Combined Communications Corp., Phoenix, and Charles Wright, president of WBYS(AM) Canton, Ill.

An appraisal of the performance of AP's special news report for broadcasters and of APRadio will be held on June 3. The discussion will be led by Tom O'Brien, vice president, radio news, ABC, and will include Mr. Trapp, AP's general broadcast news editor; Ed DeFontaine, managing editor of APRadio, and John Hultman of NBC News in New York.

Later that morning David Bowen, AP's director of communications and Bob Benson, AP's deputy director of broadcast services, will report on exploration of satellite delivery of APRadio.

A panel on Third World news will feature George Beebe, chairman of the World Press Freedom Committee and deputy director of UNESCO; German Ornes, publisher of *El Caribe* in the Dominican Republic and Sig Mickelson, vice chairman of the board of Radio Free Europe/Radio Liberty.

The Kentucky State AP Broadcasters Association will meet on June 1 immediately preceding the reception scheduled for that evening. The Ohio Associated Press Broadcasters has set its annual awards banquet for the evening the convention concludes. Both meetings will be at Stouffer's Twin Towers.

Journalism Briefs

Introspection. Mike Wallace and a crew from CBS News's *60 Minutes* were among the news people covering last week's annual meeting of CBS-TV affiliates in Los Angeles (see stories this issue). They also plan to cover the conventions of ABC-TV affiliates May 22-24 in Los Angeles and of NBC-TV stations June 18-20 in New York. It's for a *60 Minutes* report on how the TV networks develop and promote their fall schedules, to be presented on CBS-TV in September.

Miami TV upheld. FCC has affirmed Broadcast Bureau ruling rejecting complaint of Better Business Bureau of South Florida that WKCT(TV) Miami violated fairness doctrine and personal-attack rule in series of "news commentaries" in September

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and October 1976 on BBB and *Cover Girl* magazine. Commission said that even if programing had dealt with controversial issue of public importance, BBB had not shown that station had not afforded reasonable opportunity for presentation of contrasting views. BBB said commentaries dealt with question of whether *Cover Girl* was legitimate business or con game and called into question BBB's credibility and integrity.

Wire service help. Robert M. Sundy, retired AP executive, has set up News Guide Associates, consultancy for broadcasters and cablecasters. Firm offers counseling in selection of news service, contract negotiations, renegotiations and cost adjustments. News Guide offices are at 230 Godfrey Road, Weston, Conn. 06883; (203) 226-4472 and 226-9059.

Border patrol. New international committee of National Association of Broadcasters, formed to promote free flow of news and information internationally, has as members: Arch L. Madsen, Bonneville International Corp., Salt Lake City, chairman; Kathryn Broman, Springfield Television Corp., Springfield, Mass.; William W. Hansen, WJOL(AM) Joliet, Ill.; Wayne Kearl, Harte-Hanks Television Group, San Antonio, Tex., and Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn.

CCA ALIVE AND WELL IN RICHMOND INDIANA

"Our current, fifth, CCA campaign gross, here in Richmond, John, is up over 500% from our initial campaign," said WQLK general Manager, Richard Huckaba, in a letter to John Gilmore at CCA headquarters. "Thirty-three advertisers and a gross of \$43,680.20 is nearly a buck-a-head, based on our population, 43,999.



Richard Huckaba

Number five's thirty-three advertisers, brings the number of WQLK/CCA participations to an even 100; an average of \$1,399 per-contract. Substantial contracts in Richmond," Huckaba stated.

"Advertiser-proofs-of-purchase for last year was \$1,307,583.08. Only two and a half percent on a redemptive rate. In all, John, our five campaigns and the four campaigns previously run in the market bring CCA Cash Awards to over \$25,000. CCA is alive and well in Richmond, Indiana!", Huckaba concluded.

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The other ACT petition comes under heavy fire

Its attempt at FCC to have inquiry started up looking toward ban on children's TV advertising is roundly criticized by broadcasters

Comments were filed at the FCC last week on an Action for Children's Television petition aimed at eliminating advertising from children's television programs. Broadcasters were unanimous in their opposition to the ACT filing, which was supported only by one Washington-based citizen group.

Leading the opposition was the National Association of Broadcasters, which called the ACT petition "unwarranted and inappropriate" and said the group had not succeeded in documenting the industry's allegedly insufficient observance of the FCC's policy on children's TV. NAB also said that FCC approval of the ACT request would eliminate "the economic base and incentive for children's programs [and] would inevitably result in some curtailment of broadcasters' efforts" in the children's programing field.

More strongly, the Toy Manufacturers Association said that the ACT petition, if adopted, "will surely represent an immediate and direct step in the ultimate elimination of advertising to children and the concomitant reduction, if not complete elimination, of children's programing."

ABC also told the commission of the

"disastrous" effects an advertising ban could have on children's television. According to ABC, a ban would remove or severely restrict "the critical financial base that is necessary to produce and present quality children's programing."

"Neither specific programing requirements nor advertising restrictions will insure quality children's programing," ABC said. The ACT petition would force the FCC "into prohibitive areas, causing deep ruptures of sound legal standards as well as disastrous practical consequences," the network continued.

A joint filing by the Washington law firm of Pierson, Ball & Dowd for the Association of Independent Television Stations, Gaylord Broadcasting Co., Pittsburgh Telecasting Inc. and Manhattan Cable TV Inc. said the ACT petition gave "no justification" for what the petition said amounted to a reopening of the FCC's 1974 children's television inquiry. Restricting advertising, it said, would have "deleterious effects upon the amount and quality of both adult and children's programing."

"There is no demonstrable reason," the joint filing said, "to assume that the broadcast industry is ignoring the policies set out in the [FCC's] Children's Television Report."

General Mills Inc., a major children's advertiser, said that the "limitations and ultimate ban on advertising posed by the ACT petition present grave constitutional questions."

NBC said that "In order to insure continued growth and innovation in children's programing, broadcasters should not be deprived of the flexibility and independence which has long been considered the wisest course to serve the public interest and safeguard the creative environment."

One group, the Washington Association

Top-20 toppers. The top-20 categories in local television increased their spending in the first quarter by 29% to \$339.1 million, according to a report released today (May 15) by the Television Bureau of Advertising. Using figures compiled by Broadcast Advertisers Reports, TVB said that all 20 categories posted gains of 12% or more. The largest percentage gain was achieved by newspapers, up 97% to \$5.4 million, followed by builders and real estate agents, up 73% to \$12.2 million and appliance stores, up 70% to \$9.2 million.

	Jan.-March '77	Jan.-March '78	% chg.
1. Restaurants and drive-ins	\$ 46,136,000	\$ 56,474,800	+ 22
2. Food stores and supermarkets	28,096,400	35,475,300	+ 26
3. Banks, savings and loans	28,103,400	35,124,900	+ 25
4. Auto dealers*	25,129,200	33,973,600	+ 35
5. Department stores	25,031,900	30,918,000	+ 24
6. Furniture stores	18,599,100	22,970,500	+ 24
7. Movies	16,421,000	21,556,700	+ 31
8. Amusements and entertainment	12,267,300	16,212,700	+ 32
9. Builders and real estate agents	7,009,900	12,150,400	+ 73
10. Radio stations	8,910,200	10,522,000	+ 18
11. Discount department stores	8,557,300	10,441,900	+ 22
12. Appliance stores	5,413,600	9,214,300	+ 70
13. Clothing stores	4,973,300	7,452,800	+ 55
14. Carpet and floor-covering stores	4,332,600	5,672,200	+ 31
15. Home improvement contractors	4,891,900	5,499,700	+ 12
16. Health clubs and reducing salons	4,487,100	5,498,800	+ 23
17. Drug stores	3,931,000	5,406,800	+ 38
18. Newspapers	2,724,800	5,355,100	+ 97
19. Auto repair and service stations	3,766,900	5,107,200	+ 36
20. Schools and colleges	3,510,400	4,024,700	+ 15
Total top 20	\$262,113,100	\$339,052,400	+ 29

*Dealers associations not included

for Television and Children (WATCH), defended the ACT position and said that industry "self regulation has not and cannot be effective in achieving industry compliance with the 1974 guidelines."

In support of its and ACT's position, WATCH said that the FCC should adopt an inquiry "to determine the efficacy of self regulation"; to change the children's programming report form 303 "to elicit additional information on commercial and program practices affecting child viewers and to enable monitoring of the development of age-specific programming"; write a new definition of children's programs that will "reflect the reality of children's TV watching" by defining programs in terms of audience composition, and to "prohibit entirely" all advertising on children's programs.

Mobile plan immobilized

A Mobile, Ala., businessman's plan to delete the commercials of distant stations carried by a local cable television system and replace them with commercials he sells failed to win FCC approval.

The commission has denied the request of Garland B. Pugh for a waiver of the rule that prohibits cable systems from altering or deleting the signals they carry. Mr. Pugh contended that the manager of WTCG(TV) Atlanta had agreed orally to participate in the plan and that the Mobile system that carries the station's programming had agreed that local commercials would increase its subscriber list. However, the waiver request was opposed by a number of stations, including the Motion Picture Association of America and WTCG, which claimed Mr. Pugh had misunderstood its manager.

The commission said that insofar as the rules prohibit the substitution of commercials, they prevent the loss of revenues to local broadcasters, which might result in reduction of service to the public. And since Mr. Pugh had not shown why the concerns were not applicable in this case, the commission said, it was denying his waiver request.

Banks and radio: a good advertising combination, according to RAB's David

The increasing use of radio advertising by banks was stressed last week by Miles David, president of the Radio Advertising Bureau, in a speech to the Bank Marketing Association in New York. Mr. David noted that 10 years ago about two out of three banks used radio and today 90% of them use the medium. He predicted that by 1980 virtually every bank of any size will use radio. "Radio, with its ability to reach divergent life styles, is a perfect match-up for banks, which are reaching out in their new services to the widest range of people types in our society," Mr. David said.

Department stores dropping stitch—Rice

TVB president offers figures to show that other retailers are getting upper hand by greater use of TV

The need for department stores to participate more fully in television's splurge in the general retail field emerged as a highlight of the Television Bureau of Advertising's Retail Orientation Workshop in New York.

This thought was raised by Roger Rice, president of TVB, and was discussed by speakers in the retail field. Mr. Rice contended that the department stores are adhering to the tradition of investing heavily in newspaper advertising and keeping down their expenditures in television, while other retailers and specialty stores are increasing their TV budgets.

He noted that while department-store spending in TV in 1977 climbed only 3% over 1976, expenditures by clothing stores climbed 11%; furniture stores, 18%; shopping centers, 22%; jewelry stores, 29%; drug stores, 30%, and appliance stores, 44%.

"I'm concerned about that because TV sales are growing so fast that when major department stores are ready to commit a major part of the advertising budget to television, it may be too late," Mr. Rice

warned. "Specialty stores, which are heavy users of television, may have carved out franchises and have the know-how to use TV."

More than 100 persons in attendance at the workshop heard Peck Klose, vice president, sales promotion, Frederick Atkins Buying Office (Wanamaker's, B. Altman and The Broadway), point out that over the past decade the ratio of newspaper advertising to gross sales has remained the same. She added that advertising in other media, including television, has increased but not in all stores.

Ms. Klose indicated that if TV budgets are to be increased, department stores must have help from stations and other television sources. She said stores need help in reducing costs, in producing effective TV commercials and in buying time.

"If television is to become more than a support medium," Ms. Klose counseled, "it will have to develop the capability of effectively delivering a message to a specific target audience. Total coverage is no longer the answer. We need much better demographic information."

Paul Leblang, senior vice president—marketing, Saks Fifth Avenue, New York, stressed the importance of timing in preparing an advertising campaign. He said retailers operate on a calendar year budget from Feb. 1 to Jan. 31, with planning starting in September and approval coming in October or November. He advised retailers to include television as a possibility during the campaign design period.

"The sponsors were just swamped, I mean just incredibly swamped by people..."

HARRY SUMMERFIELD, Promotion Director, K-101, SAN FRANCISCO



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FCC approves settlement in Comsat rate case

Commission OK's agreement in 13-year-old case that would see satellite company refund about \$125 million and lower its charges by nearly 48%

An FCC proceeding kicked off 13 years ago when the commission decided to investigate the rates charged by the then-new Communications Satellite Corp. ended last week with commission acceptance of a settlement that had been worked out earlier this year (BROADCASTING, Feb. 27).

Essentially, it provides for a refund to Comsat customers of some \$100 million and an agreement by the company to file new tariffs to reduce its charges by 48%.

The commission order provides that the refund to the customers—all international common carriers—are to “flow through” to the ultimate users.

Thus, broadcasters using satellites for international service will be among the beneficiaries. But since they are relatively small users of the satellite, the refunds they ultimately receive will not be large. Broadcast industry representatives estimate that the commercial networks, the European Broadcast Union and other broadcasters account for 1% to 2% of the money to be paid back.

Furthermore, the refunds are not automatic. The order permits the carriers to show why part or all of the reduction should not be passed on to the ultimate user. Thus it seems likely further proceedings will be held before the benefits that users will ultimately realize are known.

The commission said acceptance of the settlement is in the public interest, since it terminates long-pending litigation and paves the way for immediate and substantial refunds and rate reductions. The settlement, the commission said, is “a significant and necessary step toward ultimately making the economic benefits of satellite technology available to the public.”

The commission's action—which came on the same day as Comsat's annual shareholders meeting—was applauded by Comsat Chairman Joseph McConnell. He said the settlement “is in the best interest of the company as well as in the interest of the customers for international communications services.” Comsat's board approved the settlement on March 17.

The settlement was negotiated by representatives of the commission's Common Carrier Bureau and Office of General Counsel, Comsat and other parties after the U.S. Court of Appeals in Washington last October affirmed in the main a commission rate-making decision handed

down in 1975.

In that decision, the commission held that Comsat's rates were excessive and ordered the corporation to reduce them to a point where they would produce a 10.8% level of return on a rate base about one-half that claimed for its international operations.

The refund is to be of funds held in escrow after the appeals court stayed the effectiveness of the commission order following Comsat's appeal. The commission required Comsat to place in escrow an amount equal to the difference between the level of the corporation's earnings under existing rates and those prescribed by the commission, through the filing of informational tariffs.

Under the settlement, Comsat will base its new tariffs for services through the International Satellite Consortium system on revenue requirements that feature a number of modifications from the 1975 decision. Among them:

- Intelsat capital contributions will be allowed as rate-base additions as they are paid.

- Other plant construction work together with accrued interest during construction will continue to be allowed in the rate base when it is placed in service.

- Comsat may include 76% of the investment in its laboratories in its rate base.

- The corporation's allowed return on equity will be 12.2%—13.2% if Comsat acquires debt equal to 45% of the rate base.

- Until debt reaches that point, debt will be imputed against the 12.2%, and the allowed rate of return will be 11.48%.

Debate at the FCC on lower levels of noise for UHF

Broadcasters accuse manufacturers of holding back technology; set makers say it's just not there

On May 19, according to FCC Chairman Charles Ferris, the commission is going to try to come up with some kind of decision on UHF receiver noise levels. Whether the commission will side with broadcasters, who are asking it eventually to allow no more than 10 db noise, or with manufacturers, who contend that they cannot economically produce a set with consistently less than 14 db noise, remains a question.

Last Wednesday (May 10), the full commission held a day-long conference with representatives of both sides. The broadcasting interests accused the set manufacturers of “holding back” technology that they already had. The manufacturers, on the other hand, warned that the FCC cannot “create an invention” that has not been perfected.

The commission held the session as part of its deliberation on a petition filed last year by the Council of UHF Broadcasters asking that the FCC require manufacturers

to begin making sets with a 14 db noise level. The CUB petition also suggested that the FCC set up a timetable for eventually reducing noise levels to at most 10 db.

In his opening remarks, Chairman Ferris said that the commission “wishes to improve UHF reception in every practicable way.” He said that the purpose of the meeting last week was to give the commissioners a “clearer picture of this highly complex subject.”

Commissioner James Quello appeared sympathetic to the broadcasters' position when, during the discussion, he said the commission should proceed “post haste” with the job of reducing noise levels.

But, said Leonard Dietch, vice president of product development for Zenith Radio Corp., “there is no way to get down to 14 db” with present technology. Although, he said, a significant number of sets are produced now with such a level, quality control on most production lines is such that a mandated level would be difficult to maintain. In order to assure compliance, Mr. Dietch said, each set would have to be individually tested—a prohibitively expensive undertaking.

There was some interest shown by the commissioners and the other participants in the possibility that color sets could be made to conform with the reduced levels while less expensive black-and-white sets could not. According to Mr. Dietch, sales of the monochrome models are more cost sensitive and the added expense of new tuners could force the black-and-white sets out of the market.

Philip Rubin, director of engineering research and development for the Corporation for Public Broadcasting, said he felt that would be unfair to people with lower incomes.

“It's the commission's turn,” Mr. Rubin said, to help CPB and UHF broadcasters improve their product. Citing what he called the present “crisis in UHF television” and suggestions that more UHF channels be allocated, Mr. Rubin said “we need better UHF more than we need more channels that can't be received.”

FCC reopens book on rates for newswires

The FCC has revived its inquiry into the question of whether it should authorize preferential press rates for domestic private line services used by newswires. The inquiry—began in October 1975 to determine the impact of nonpreferential rates and of high- and low-density rates proposed by AT&T on dissemination of news—was suspended a year later to await stabilization of domestic private line service tariffs. In reinstating the inquiry, the commission said it would focus on two issues: (1) whether AT&T's elimination of Telpak end links, on Jan. 23, and possible termination of other Telpak service and private line rates would impair the dissemination of news, and (2) whether the FCC should prescribe reasonable rates.

The Broadcasting Playlist May 15

Contemporary

<u>Last This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Night Fever</i> □ Bee Gees	RSO
4 2	<i>The Closer I Get to You</i> □ R. Flack/D. Hathaway	Atlantic
3 3	<i>With a Little Luck</i> □ Wings	Capitol
7 4	<i>Too Much . . .</i> □ Methis & Williams	Columbia
2 5	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
14 6	<i>Shadow Dancing</i> □ Andy Gibb	RSO
9 7	<i>You're the One That I Want</i> □ Travoita/Newton-John	RSO
6 8	<i>If I Can't Have You</i> □ Yvonne Elliman	RSO
5 9	<i>Dust in the Wind</i> □ Kansas	Kirshner
10 10	<i>Feels So Good</i> □ Chuck Mangione	A&M
12 11	<i>Count on Me</i> □ Jefferson Starship	Grunt/RCA
15 12	<i>Disco Inferno</i> □ Trammps	Atlantic
19 13	<i>Dance With Me</i> □ Peter Brown	DR-TK
13 14	<i>Staying Alive</i> □ Bee Gees	RSO
18 15	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
26 16	<i>On Broadway</i> □ George Benson	Warner Bros.
16 17	<i>Flashlight</i> □ Parliament	Casablanca
17 18	<i>Goodbye Girl</i> □ David Gates	Elektra
20 19	<i>Baby Hold On</i> □ Eddie Money	Columbia
27 20	<i>Baker Street</i> □ Gerry Rafferty	United Artists
8 21	<i>Jack and Jill</i> □ Raydio	Arista
25 22	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
11 23	<i>Lay Down Sally</i> □ Eric Clapton	RSO
31 24	<i>You Belong to Me</i> □ Carly Simon	Elektra
28 25	<i>Werewolves of London</i> □ Warren Zevon	Asylum
21 26	<i>Emotion</i> □ Samantha Sang	Private Stock
42 27	<i>Only the Good Die Young</i> □ Billy Joel	Columbia
22 28	<i>Running on Empty</i> □ Jackson Browne	Elektra/Asylum
38 29	<i>Deacon Blues</i> □ Steely Dan	ABC
35 30	<i>Take a Chance on Me</i> □ Abba	Atlantic
32 31	<i>The Groove Line</i> □ Heatwave	Epic
29 32	<i>More Than a Woman</i> □ Bee Gees	RSO
23 33	<i>We'll Never Have to Say Goodbye</i> □ Dan & Coley	Atlantic
41 34	<i>Because the Night</i> □ Patti Smith	Arista
33 35	<i>Movin' Out</i> □ Billy Joel	Columbia
36 36	<i>Two Out of Three . . .</i> □ Meatloaf	Epic
45 37	<i>Love is Like Oxygen</i> □ Sweet	Capitol
30 38	<i>Our Love</i> □ Natalie Cole	Capitol
44 39	<i>This Time I'm in It for Love</i> □ Player	RSO
46 40	<i>Use To Be My Girl</i> □ O'Jays	Phila. Intl.
43 41	<i>Bluer Than Blue</i> □ Michael Johnson	Eml America
47 42	<i>Always and Forever</i> □ Heatwave	Epic
- 43	<i>Still the Same</i> □ Bob Seger	Capitol
34 44	<i>Sweet Talkin' Woman</i> □ Electric Light Orchestra	UA/Jet
37 45	<i>Love is Thicker Than Water</i> □ Andy Gibb	RSO
24 46	<i>Ebony Eyes</i> □ Bob Welch	Capitol
- 47	<i>Fantasy</i> □ Earth, Wind & Fire	Columbia
39 48	<i>Thank You for Being a Friend</i> □ Andrew Gold	Asylum
40 49	<i>Fooling Yourself</i> □ Styx	A&M
- 50	<i>More Than a Woman</i> □ Tavares	RSO

Playback



Seger

Mixed reactions. Bob Seger "can sing my grocery list and it will go to number one," says Ray Williams of WISE(AM) Asheville, N.C., where the artist's new single *Still the Same* (Capitol), came on strong. "It's a hit," says Pat Martin of WSPT(FM) Stevens Point, Wis. "I think it's a real good, traditional Bob Seger song like *Main Street* and *Night Moves*, except there are more female vocals than you'd expect." Chris Curtis of WZUU(AM) Milwaukee concurs: "The vocal back-up group is excellent." Entering "Playlist" at 43 this week, *Still the Same*, from the soon-to-be-released *Stranger in Town* LP, has almost unanimous support. But not quite. Johnny Velchoff of WGRQ(FM) Buffalo, N.Y., calls the single "Still Big Drag." Others, like Chris Miller of WODR(FM) Raleigh, N.C., and Jack Robertson of WYDD(FM) Pittsburgh say the flip side, *Feel Like a Number*, is much better. **Clean comeback.** Seals and Crofts are "making a nice comeback after an awful lot of schmaltz," says WYDD's Mr. Robertson, referring to the duo's new single, *You're the Love* (Warner Bros.). Drawn from the album, *Takin' It Easy*, "it's the best they've done in a long, long time," says WZUU's Mr. Curtis. The song will be played on "MOR, top 40, AOR and adult contemporary" he adds. Chris Hansen of WAVZ(AM) New Haven, Conn., agrees that *You're the Love* is "theoretically perfect [it should appeal to] AOR, MOR and R&B." "It can't go wrong," says Johnny (Red Mtn.) Michaels of KCBN(AM) Reno, Nev. "It meets every criteria—a message, easy listening, good production."

Country

<u>Last This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
2 1	<i>She Can Put Her Shoes . . .</i> □ Johnny Duncan	Columbia
1 2	<i>Every Time Two Fools Collide</i> □ Rogers & West	UA
4 3	<i>It's All Wrong But It's All Right</i> □ Dolly Parton	RCA
8 4	<i>Always on a Mountain</i> □ Merle Haggard	MCA
9 5	<i>I'll Never be Free</i> □ J. Brown & H. Cornelius	RCA
7 6	<i>Do You Know You Are My Sunshine</i> □ Statler Bros.	Mercury
11 7	<i>Come on In</i> □ Jerry Lee Lewis	Mercury
19 8	<i>Georgia on My Mind</i> □ Willie Nelson	Columbia
3 9	<i>Hearts on Fire</i> □ Eddie Rabbitt	Elektra
20 10	<i>Red Wine and Blue Memories</i> □ Joe Stampley	Epic
18 11	<i>The Power of Positive Drinking</i> □ Mickey Gilley	Playboy
14 12	<i>No, No, No</i> □ Rex Allen Jr.	Warner Bros.
5 13	<i>Someone Loves You Honey</i> □ Charley Pride	RCA
10 14	<i>We Believe in Happy Endings</i> □ Johnny Rodriguez	Mercury
- 15	<i>Whiskey Trip</i> □ Gary Stewart	RCA
24 16	<i>Maybe Baby</i> □ Susie Allanson	Warner Bros.
6 17	<i>Sweet, Sweet Smile</i> □ Carpenters	A&M
15 18	<i>Softly as I Leave You</i> □ Elvis Presley	RCA
- 19	<i>Gotta Quit Looking at You Baby</i> □ Dave & Sugar	RCA
- 20	<i>Cowboys Don't Get Lucky . . .</i> □ Gene Watson	Capitol
- 21	<i>Putting in Overtime at Home</i> □ Charlie Rich	UA
- 22	<i>Two More Bottles of Wine</i> □ Emmylou Harris	Warner Bros.
25 23	<i>This is the Love</i> □ Sonny James	Columbia
12 24	<i>Ready for the Times to Get Better</i> □ C. Gayle	UA
13 25	<i>I Cheated on a Good Woman's Love</i> □ B. Craddock	Capitol

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.

Fates & Fortunes

Media



Osborn

Frank D. Osborn, director, organization development and employment, NBC, New York, named VP, administration, NBC Radio Division.

William N. Temple, VP, administration, NBC Television Stations Division, appointed VP, employee relations, NBC, New York.

Albert E. Kaff, director, personnel relations, United Press International, New York, named VP and general manager UPI/Asia.

Dennis R. Israel, VP-general manager, WMCA(AM) New York, named executive VP of Straus Communications, owner of WMCA.

Gary Lewis, VP-general sales manager, WMCA(AM) New York, joins WDVRFM Philadelphia as general manager.

Robert S. Tyrol, executive VP and general manager of WTIC-AM-FM Hartford, Conn., named president and chief executive officer, succeeding **Leonard J. Patricelli**, who becomes board chairman after 49 years with sta-



Tyrol



Patricelli

tions. **Perry S. Ury**, vice president, sales, named executive VP, general manager and chief operating officer of WTIC-AM-FM. **Roger M. Freedman**, executive VP of Chase Enterprises, Hartford, named chairman of executive committee of The Ten Eighty Corp., licensee of stations.

Jack Hitchcock, VP and manager of Orlando facilities, and **Ken Smith**, VP and operations manager, WESH-TV Orlando, Fla., elected senior VP's. **John E. Evans**, WESH-TV public affairs and public relations director and editorialist; **Robert M. Fowler**, sales director; **Nile M. Hunt**, director of engineering, and **L. W. Scott**, creative director, elected VP's.

Positions announced in reorganization of General Electric Broadcasting's WRGB(TV)-WGY(AM)-WGF(M) Schenectady, N.Y.: **Ray Schonbak**, marketing manager and general sales manager, WRGB, named manager; **Randy Bongarten**, sales manager, WGY-WGF(M), named manager; **David Lynch**, manager of operations

analysis, General Electric Broadcasting, Lynchburg, Va. named manager, business affairs, WGY-WGF(M).



Bolton

Gary Richard Bolton, sales manager, WPGH-TV Pittsburgh, named VP of Roy H. Park Broadcasting of Utica-Rome, N.Y., and general manager of company's WUTR(TV) Utica, N.Y.

David R. Ross, general sales manager, KEZK(FM) St. Louis, appointed general manager and VP of Metroplex Communications of Missouri, owner of station.

Richard Fraim, account executive, WTAR(AM) Norfolk, Va., named general manager. **Thurman Worthington**, manager of co-owned WKEZ(FM) there, named general manager. They succeed **Larry Saunders** who was general manager of both stations. He has purchased WVEC(AM)-WVIR(FM) in Hampton, Va.

Richard A. Moran, VP-general manager, WGIC(AM)-WBZI(FM) Xenia, Ohio, elected president of Baker Broadcasters, owner of stations. **C. David Richley**, assistant general manager, elected VP of Baker.

Garry L. Jarrett, station manager, WKYK(AM) Burnsville, N.C., appointed general manager, WZOD(AM) Asheboro, N.C.

Thomas F. Cannon, from Houston law firm, Dowman, Jones, Granger, joins noncommercial WYES-TV there as assistant station manager.

Noian Quam, VP-general sales manager, KCCI-TV Des Moines, named to additional post of assistant station manager.

William (Beau) Sanders, VP-general manager of Mid-Carolina Communications, Sumter, S.C., which owns WSSC(AM) there, elected president-general manager.

Faye M. Graves, general manager, KOOO-AM-FM Omaha, Neb., returns to KFRM(AM) Salina, Kan., and co-owned KICT(FM) Wichita, Kan., as general manager. He was general sales manager for Salina-Wichita stations until 1974 when he joined KOOO.



Levy

Gerald J. Levy, VP-finance and administration, Miller-Wohl Co., Secaucus, N.J., elected senior VP and chief financial officer of Outlet Co., Providence, R.I.

Colleen M. Roach, budget analyst, Dun & Bradstreet, New York, joins subsidiary Corinthian Broadcasting Corp. there as financial manager.

Richard G. Loutach, Arthur Anderson & Co., Washington, joins Public Broadcasting Service, Washington, as director, financial analysis. **Mary E. Pitman** and **Orlean A. Ward**, accountants, PBS, named assistant controllers.

Dolly Gingras, assistant to manager of personnel and community relations, WMAL(AM)-WRQX-FM Washington, named manager of personnel. She assumes personnel duties formerly held by Ernest D. Fears Jr., now VP-general manager of WRQX-FM (BROADCASTING, March 6).

Broadcasting Advertising

Marvin Korman, VP, advertising and promotion, NBC-TV, New York, named VP and creative director, advertising, promotion and design. **W. Watts (Buck) Biggers**, VP and account supervisor, Dancer Fitzgerald Sample, New York, appointed VP, advertising operations, NBC-TV, New York.

Roger John Salzman, data processing project director, Benton & Bowles, New York, named VP.

Suzanne Sack, administrative assistant, marketing services, CBS/Broadcast Group, New York, appointed sales promotion manager, CBS Radio Network, New York.

Michael E. G. Kirby, senior VP, Needham, Harper & Steers, New York, joins Xerox Corp., Stamford, Conn., as manager, corporate advertising.

David Margulis, senior VP and member of council of directors, Ogilvy & Mather, New York, elected executive VP and chief operating



Bill Hedges remembered. Accepting "Pioneer of the Year Distinguished Service Award" of the Broadcast Pioneers in New York is Meg Hedges, widow of William S. Hedges, long-time NBC executive who was honored for his contributions to broadcasting and to the Pioneers. Grouped around Mrs. Hedges are Norman E. Cash (l), vice chairman of the Television Bureau of Advertising and president of Broadcast Pioneers and Scott Cutlip of the University of Georgia, which administers Peabody Awards at whose luncheon the Pioneers' award was made.

officer. **Donald Carpenter**, account supervisor, and **Thomas Sassos**, assistant media director, Ogilvy & Mather, New York, named VP's.

Newly elected VP's, Grey Advertising, New York: **Susan J. Ackerman**, associate director, marketing and research department; **Guy Danforth**, **Donald L. Goodman**, **John Grace** and **Frank A. Sampogna**, all account supervisors.

Gregg E. Brumm, VP-treasurer of U.S. offices of D'Arcy, MacManus & Masius, Bloomfield Hills, Mich., elected to additional post of assistant secretary of corporation. **John B. Taylor**, account executive, Kelly, Zahndt & Kelly, St. Louis, joins DM&M there as public relations coordinator and editor of company's in-house publication. **Shirley K. Greenwood**, creative coordinator, Noble-Dury, Nashville, named broadcast production coordinator for DM&M, St. Louis. **Sumner Charles**, account executive, DM&M, St. Louis, named account supervisor with company's New York office. He is succeeded by **Peter Christian Smith**, writer for DM&M, St. Louis.

Edwin R. Dyer, national sales manager, WZTV(TV) Nashville, appointed VP-sales and elected to board of directors.



Dyer



Bench

Mark Bench, national sales manager, WRFM(FM) New York, named general sales manager.

Craig H. Bland, national sales coordinator, KHTV(TV) Houston, named national sales manager.

Warren G. Bodow, local sales manager, WMCA(AM) New York, appointed sales manager, WQXR-AM-FM there. **Robert L. Krieger**, WQXR VP-sales and assistant general manager, announces his retirement effective Jan. 1, 1979, after 41 years with company.

Julle K. Blackburn, communications specialist, Chicago Urban League, joins WMAQ-TV Chicago as coordinator of sales promotion and advertising. She will work in station's newly created advertising group with Bob Casazza, graphics director.

Kathleen Bold, research assistant, State of Illinois, Chicago, joins WBBM-TV there as manager of sales research.

George Chirogene, general manager, Federated Stores Realty Inc.'s Riverside Square, Hackensack, N.J., named market development manager, KYW-TV Philadelphia.

Paule Landon, local sales manager, KOIT(FM) San Francisco, named general sales manager and assistant station manager.

Lonnie Gibbons, local account executive, KTHV(TV) Little Rock, Ark., named general sales manager.

Joe Killebrew, local sales manager, WLEX-TV

Richmond (Petersburg), Va., named general sales manager. **Eric Zitron**, account executive, succeeds Mr. Killebrew.

Bill Newman, associate sales manager, KCMO(AM) Kansas City, Mo., named sales manager.

Cynthia Lowery, assistant account executive, WABC(AM) New York, named account executive.

Bill Kehlbeck, account executive, WALL-AM-FM Middletown, N.Y., joins WRKO(AM) Boston in same capacity.

Jody Duke, account executive, WJJD(AM) Chicago, joins WFYR(FM) Chicago in same capacity.

Jay Friesel, account executive, Katz TV Continental, Silver team, New York, transferred to Bronze group. **Nancy Aeschbach**, salesperson, Katz Radio, New York, replaces Mr. Friesel on Silver team.

Winslow E. Uebel, VP of Katz Radio in Los Angeles, assigned supervision of radio and TV sales activity in religious advertising field.

Burton S. Shavitz, account executive, Storer TV Sales, Chicago, joins Television Bureau of Advertising as marketing sales executive in Midwest office, Chicago.

Thomas G. McDonough, Blair Television trainee in Chicago, appointed to Minneapolis sales staff.

Frank S. Kelly, account executive, RKO Radio Sales, New York, appointed to sales staff of Blair Radio, New York.

Sherrie Sutton, account executive, WINS(AM) New York, joins Metro Radio Sales there in same capacity.

Susan Love, account executive, ABC Spot Sales New York, joins The Christal Radio Networks there as sales representative. **Robert D. Gould**, sales manager, WCFL(AM) Chicago, joins Chicago office of The Christal Co. as account executive. **Keith Issitt**, sales representative, KNUS-FM Dallas, joins Christal's Dallas office as account executive.

Programming

Jack V. Arbib, VP-marketing, Don Fedderson Productions, Hollywood, joins Columbia Pictures Television in newly created position of VP of special marketing for domestic syndication.

John Doscher, director of national sales, SFM Media Service Corp., New York, elected VP.



Indelli

Joseph D. Indelli, national sales manager, Metromedia Producers Corp., New York, named VP, domestic sales there.

Donald R. Neff, assistant program director, WCCO-TV Minneapolis-St. Paul, named production manager.

Sal Campo, account executive, licensing and

executive, licensing and merchandising division, Viacom, New York, named account executive, Northeast region, first-run syndication division there.

David Stern, associate producer, NBC Sports,

New York, named producer.

John R. Calvetti, president of Television Entertainment, Honolulu, named president of Prism, pay TV network, Philadelphia. He succeeds **Lou Scheinfeld**, who becomes senior VP of Spectacor, parent company of Philadelphia-based entertainment conglomerate which owns 50% of Prism. Other half of Prism owned jointly by United Artists and 20th Century-Fox Film Corp.

Dan O'Day, publisher of radio comedy services, has bought Kaleidoscope News Service, Baton Rouge, and name will be changed to Galaxy. **Ross Brittain** named managing editor.

Ron Tillery, director of station development, KRGV-TV Weslaco, Tex., named director of programming, research and development.

Lloyd L. Peterson, account executive, WBAY-TV Green Bay, Wis., named program and operations manager, WMBD-TV Peoria, Ill.

Phil Roberts, director-producer, Western Video Systems, San Diego, named **Michael Kurtz**, staff director, Northwest Teleproductions, Minneapolis, joins Western Video as producer-director.

John Knically, sports assistant, WOWT(TV) Omaha, Neb., named sports director.

Garth Gentilin, from Nationwide Video Services, New York, named account executive in charge of post production, Unitel Production Services there.

Rick Sklar, VP, programming, ABC Radio Division, New York, named recipient of St. John's

Risk jockey.

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University President's medal. Mr. Sklar is adjunct professor in communications arts on faculty at Jamaica, N.Y., school.

News and Public Affairs

Mark Landsman, director, editorial assignments, NBC News, New York, named to newly created position of director of news, Europe, based in London, effective in June. He'll have responsibility for news bureaus in Middle East and Africa as well.

Bob Harris, field producer in Chicago for *CBS Morning News*, named CBS News producer in Johannesburg, South Africa. He succeeds **Doug Sefton** who has been reassigned to Cairo bureau as reporter.

Leonard Pratt, radio news correspondent for NBC based in Hong Kong, named manager, news, Hong Kong.

Jim Allday, news director, WRCB-TV Chattanooga, joins KTHV(TV) Little Rock, Ark., in same capacity.

Frank Warlick, news assistant, KDKB-AM-FM Mesa (Phoenix), Ariz., named news director. He succeeds **Mark Nykanen** who joins news department of noncommercial KAET(TV) Phoenix.

Mary Jo Melone, from WEBR(AM) Buffalo, N.Y., joins KYW(AM) Philadelphia as news anchor.

Paul Ryan, anchorman, KRON-TV San Francisco, named bureau chief of station's new Sacramento office.

Gregg W. Ramshaw, assignment editor, ABC-TV, Washington, joins noncommercial WETA-TV there as producer for news and public affairs.

Walt Dean, newscaster, WOWT(TV) Omaha, Neb., named assistant to news director in charge of production. **Byron Wood**, news anchor, KVUE(TV) Austin, Tex., succeeds Mr. Dean.

Renee Carpenter, news and public affairs director, WVOT(AM) Wilson, N.C., joins WITN-TV Washington, N.C., as weekend anchor and general assignment reporter. **Tom McQuaid**, reporter, WNCT-TV Greenville, N.C., joins WITN-TV as field reporter.

T. J. Beer, from WOI-TV Des Moines, Iowa, joins WHO-TV Des Moines as reporter-anchor.

Jack McKenna, weatherman, WDIO-TV, Duluth, Minn., joins KGUN-TV Tucson, Ariz., in same capacity.

Edward Hanna, senior producer for news and public affairs weekly series, noncommercial WNET(TV) New York, named executive producer.

Leah Keith, graduate, University of Georgia, Athens, joins WTLV(TV) Jacksonville, Fla., as general assignment reporter. **Margaret Darden**, from noncommercial WKAR-TV Mich., East Lansing, joins creative department of WTLV.

Newly elected officers, Oklahoma Associated Press Broadcasters: **Foster Morgan**, news director, KOCO-TV Oklahoma City, president; **Kevin Lynch**, KEBC(FM) Oklahoma City, **Neal Kennedy**, KVOO(AM) Tulsa, **Ed Monray**, KTM(AM) McAlester, and **James Baum**, KTE(TV) Ada, directors.

Promotion and PR

Tom Wilhite, director of television publicity, Walt Disney Productions, Burbank, Calif., named director of publicity for motion pictures and television. He succeeds **Tom Jones**, who retires to Spain after 25 years with company. Mr. Jones will continue to handle Disney shooting in Europe on a freelance basis. **Bill Latham**, former studio press manager and West Coast publicity director, Warner Bros., Burbank, named assistant publicity director, Disney.

Joel Cohen, director of sales development, ABC Television Network, named to new post of VP, special projects, creative services.

William C. N. Bowman, writer-producer-director, WNEP-TV Scranton, Pa., named audience promotion manager, KYW-TV Philadelphia.

Ann Speakman, manager of press relations, WCVB-TV Boston, joins WGBH Educational Foundation, Boston, as director of press relations for its noncommercial WGBH-TV, WGBX-TV and WGBH(FM), all Boston.

Gary R. Beier, manager of promotion and programming, Cablevision, Jericho, N.Y., named promotion manager, WCPO-TV Cincinnati.

Joan E. Guck, project director for advertising, noncommercial WNET(TV) New York, joins Public Broadcasting Service, Washington, as director of advertising.

Cable

Miklos B. Korodi, new business services VP for Warner Cable, named operating VP and general manager of Warner's Qube two-way cable service in Columbus, Ohio.

Gary L. Mizga, central Michigan branch manager, Burroughs Corp., Lansing, named manager of Continental Cablevision of Lansing, Mich. **Ed Fischhoff**, graduate, Ohio University, Athens, named operations manager, Continental Cablevision, Springfield, Ohio. **John Dawson Jr.**, from Jerrold Electronics, Hatboro, Pa., joins Continental in Springfield as chief technician. **Ronald Fenton**, chief video technician for company's Springfield origination channel, named field engineer for Continental.

George Carman, in-house construction manager, UA-Columbia Cablevision, Oakland, N.J., named construction manager.

Equipment & Engineering

Louis R. du Trier, with Jules Cohen & Associates, Washington, elected president, Association of Federal Communications Consulting Engineers. **John F. X. Browne** of John F. X. Browne Associates, Bloomfield Hills, Mich., elected VP; **Robert E. Rich** of Silliman, Moffet & Kowalski, Silver Spring, Md., elected secretary, and **Frederick G. Griffin** of Frederick G. Griffin Inc., Lynchburg, Va., elected treasurer.

Jim King, sales representative, Anixter-Pruzan Mining and Industrial, Salt Lake City, named manager of parent company's new office and warehouse there. **Jerry Jensen**, inside sales manager, Newark Electronics, Salt Lake City, joins Anixter's new office in same capacity. **Don Widaman Jr.**, inside sales and operations manager, St. Louis office of Anixter-Pruzan, named

to outside sales position there.

Aloysius J. Shanley, from special accounts department of Jerrold Electronics Corp., Hatboro, Pa., named manager of customer service. He succeeds **Thomas F. McMinn** who moves to sales department.

Clyde J. Schultz, VP-marketing, Switchcraft, Chicago, appointed director-special market development, Belden Corp., Geneva, Ill.

R. Dennis Fraser, general manager of broadcast equipment division, NEC America, Elk Grove, Ill., appointed VP.



Fraser



Brown

William S. Brown, VP-manufacturing, Spectral Dynamics Corp., San Diego, elected VP-manufacturing, Scientific-Atlanta, Atlanta. Companies recently merged.

Gary E. Lieblach, chief engineer-program director, WVOT(AM)-WKYY(FM) Wilson, N.C., joins WSPA(AM) Spartanburg, S.C., as chief engineer.

Raymond A. Goudreau, assistant chief engineer, WWLP(TV) Springfield, Mass., named assistant director of engineering.

Allied Fields

Allen H. Neuharth, president and chief executive of Gannett Co., Rochester, N.Y., publisher of 77 newspapers and owner of two AM and one TV station, elected chairman and president of American Newspaper Publishers Association. Gannett is currently planning merger with Combined Communications Corp. (see "Top of the Week").

William D. Appler, partner, Bonner, Thompson, O'Connell & Gaynes, Washington, joins Borkland, Margolis & Adler, communications law firm there, as counsel.

Larry Baunach, VP, ABC Records, Nashville, appointed VP-special projects for Halsey Co., Tulsa-based artists management firm. Mr. Baunach will be based in Los Angeles. Among his duties will be working with **John Randall**, general manager of Halsey-owned KTOW(AM) Sand Spring, Okla. and KGOW(FM) Broken Arrow, Okla., in directing acquisition of radio stations.

Barbara Kurka, conference coordinator for International Conference Group, New York, named administrative assistant, International Radio and Television Society there.

New directors, Newspaper Advertising Bureau: **Dan Burke**, president of Capital Cities Communications, New York; **Harry R. Horvitz**, publisher of Horvitz Newspapers, Valley View, Ohio; **Davis U. Merwin**, president and publisher of *Bloomington* (Ill.) *Pentagraph*, and **William P. Taylor**, president, publisher and general manager of *Boston Globe*.

Deaths



Rubicam

Raymond Rubicam, 85, co-founder in 1923 of Young & Rubicam, New York, died in his Scottsdale, Ariz., home May 8 of heart ailment. Mr. Rubicam started as copywriter with F. Wallis Co., and with N. W. Ayer & Son, both Philadelphia. With late John Orr Young, also with Ayer, he started Young & Rubicam in Philadelphia. Firm moved to New York headquarters in 1926 and Mr. Rubicam served initially as president and later as chairman until his retirement in 1944. Mr. Rubicam was chairman of American Association of Advertising

Agencies in 1935 and was named to Hall of Fame of American Advertising Federation in 1974. Y & R today leads all agencies with U.S. billings of about \$675 million and has worldwide billings of estimated \$1.1 billion, second only to J. Walter Thompson Co., New York. He is survived by his wife, former Bettina Hall; son, Steven, and daughter, Joan.

Craig Gordon Allen, producer-director at NBC-TV in New York on programs including *Today* and dramatic series and specials in late 1940's and early 1950's, died of brain tumor last Monday (May 8) at his home in Mobile, Ala. For past 10 years Dr. Allen has taught communications arts at schools including Hunter College in New York and Spring Hill College in Mobile. He is survived by wife, Virginia, five children by former marriage.

Martin Tobin, veteran radio announcer and newsmen, died April 7 in Seattle after long illness. He began his career in radio in 1938 with

WOR(AM) New York and Mutual Broadcasting there. He went to Seattle in 1953 and worked for KIRO(AM) and KIXI-FM. He is survived by his wife.

Robert A. Jellison, 55, International Communication Agency officer stationed in West Berlin, died May 4 of heart attack while on vacation in Norfolk, England. Mr. Jellison worked as reporter in Midwest, Canada and England before joining old U.S. Information Agency in 1957 as foreign service information officer. He was editor of USIA press and publications service in Washington during early 1960's and was branch public affairs officer for ICA since 1977. He is survived by his wife, Mary Ellen, and two daughters.

Tom Dunn, 48, air personality, KOB(AM) Albuquerque, N.M., died April 30 of cancer. He was 30-year broadcast veteran, spending last 11 with KOB. He is survived by his wife, Audrey, one son and three daughters.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period May 1 through May 5.

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

TV applications

■ North Pole (Fairbanks). Alaska Evangelistic Missionary Fellowship seeks VHF ch 4 (66-72 mhz); ERP 18.66 kw vis., 2.8 kw aur., HAAT 1619.8 ft.; ant. height above ground 191 ft. Address: P.O. Box "O" North Pole, Alaska 99705. Estimated construction cost \$225,087; first-year operating cost \$83,722. Principal: Applicant is non-stock, non-profit corporation for religious broadcasting headed by Gorden K. Peterson. Applicant in licensee of KJNP-AM-FM North Pole. Mr. Peterson is vice president of KCCV(AM) Independence, Mo. Ann. April 28.

■ Aurora, Ill. Largo Grande Television Co. seeks UHF ch 60 (746-752 mhz); ERP 2690 kw vis., 183 kw aur., HAAT 1460 ft. Address: C/o R. V. Anselmo, 250 Park Ave., New York, N.Y. 10017. Estimated construction cost \$1,060,000; first-year operating cost \$925,000; revenue \$560,000. Principals: Spanish International Communications Corp. owns 90% of Largo Grande, 14 individuals own remaining 10%. SICC's principal owners are Reynold V. Anselmo, president, with 22.97%; Lavra M. de Azcaraga, with 20%. Fouce Amusement Enterprises with 24.4%; 12 others own remainder. SICC is licensee of following UHF stations; WLTW Miami, WXTV Paterson, N.J.; KFTV Hanford, Calif.; KMEX-TV Los Angeles, KWEX-TV San Antonio, Tex. Several officers and directors also have interests in KDTV(TV) San Francisco and numerous other broadcast stations. Ann. April 21.

■ New York, N.Y. True Witness Ministries Inc. seeks UHF ch 31 (572-578 mhz); ERP 2300 kw vis., 465 kw aur., HAAT 1382 ft., ant. height above ground 1411 ft.

Address: 2341 Third Ave. No. 2, New York 10035. Estimated construction cost \$46,000; first-year operating cost \$109,800; revenue \$278,400. Principal is non-stock corporation operated by Thomas Streitferdt Sr., his wife Lucille and their son Thomas Jr. They also publish "The Christian Outlook" magazine and operate the Kings' Chapel Assembly, a religious educational organization. Ann. April 17.

■ Tulsa, Okla. David Livingstone Missionary Foundation seeks UHF ch 47 (668-674 mhz); ERP 344 kw vis., 62.7 kw aur., HAAT 638 ft.; ant. height above ground 486 ft. P.O. address: c/o Lonnie Rex, 6555 South Lewis, Tulsa 74136. Estimated construction cost \$229,000; first-year operating cost \$120,000; revenue \$150,000. Principal: A non-stock, non-profit religious corporation headed by evangelist Billy James Hargis, who is also chairman of the board of American Christian College, licensee of KBJH(AM) Tulsa, Okla. Applicant has also purchased, subject to FCC approval, KSUZ(AM) Port Nachez, Tex. Ann. April 17.

AM grant

■ Newport, Tenn.—Broadcast Bureau granted Newport Broadcasting Co. 1060 khz, 1 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$31,560; first-year operating cost \$32,600; revenue \$40,000. Format: Easy listening/MOR/C&W. Principals: Millard V. Oakley (51%) and Edward M. Johnson (49%) own WCSV(AM) Crossville, Tenn. Action April 28.

FM grants

■ *Dodge City, Kan.—Broadcast Bureau granted Dodge City Community College 91.9 mhz, 10 w. HAAT 73.94 ft. P.O. address: 14th and Bypass 50, Dodge City 67801. Estimated construction cost \$10,893; first-year operating cost \$19,800. Format: mixed. Principal: Applicant is state educational institution. Action April 26

■ Marshfield, Mass.—Broadcast Bureau granted Marshfield Broadcasting Co. 95.9 mhz, 2 kw., HAAT 365 ft. P. O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$68,203; first-year operating cost \$36,468; revenue \$60,000. Format: MOR. Principals: Edward F. Perry Jr. (84%) is broadcast consultant and has interest in applicants for AM in Middleborough Center and FM in Amherst, both Massachusetts. William C. Blackmoor (16%) is audiovisual coordinator for public school system. Action April 26.

■ Olean, N.Y.—Broadcast Bureau granted Great Dane Broadcasting Corp. 100.9 mhz, 1.55 kw, HAAT 405 ft. P.O. address: 344 Main St., Penn Yan, N.Y. 14527. Estimated construction cost \$11,638; first-year operating cost \$4,500; revenue \$9,000. Format: Standards. Principal: Applicant is buying, subject to FCC approval,

WMNS(AM) Olean. Principals are Robert W. Burns and Kenneth Pedersen. Mr. Burns has interest in WSWF-AM-FM Seneca Falls, N.Y. Action May 1.

■ Pauls Valley, Okla.—Broadcast Bureau granted Garvin County Broadcasting 97.7 mhz, 2.75 kw, HAAT 303 ft. P.O. address: Box 610, Pauls Valley 73075. Estimated construction cost \$24,400; first-year operating cost \$17,800; revenue \$45,000. Format: easy listening. Principals: Luther W. Martin (26%), Mary P. Casey (24%), Ronald R. Casey and Jeanne F. Martin (25% each). Martins (husband and wife) have printing and electronics interests and partial ownership of KALV(AM) Alva, Okla., and KVLH(AM) Pauls Valley. Caseys have ownership in KVLH. Action May 1.

■ *Coventry, R.I.—Broadcast Bureau granted Coventry Public Schools 91.5 mhz, 10 w. P.O. address: Reservoir Road, Coventry 01816. Estimated construction cost \$3,063; first-year operating cost \$1,000. Format: educational. Applicant is public school system; Kenneth J. Grady, faculty advisor. Action May 1.

FM applications

■ Ruidoso, N.M.—Triple R Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT 6925 ft. P.O. address: Box 89, Comanche, Tex. 76442. Estimated construction cost \$45,500; first-year operating cost \$90,750; revenue \$50,000. Format: mixed. Principals: Ralph D. Copeland, president/treasurer holds 25% of stock. His mother Esther Lou, The Reverend Richard G. Copeland (his brother) and Gayle C. Atchley (his sister) 33.25% each Triple R also owns KIKZ(AM) Seminole, Tex. (CP). Ann. April 10.

■ Augusta, Ark.—Service Communications Inc. seeks 97.7 mhz, 3 kw, HAAT 300 ft., P.O. address: 704 North 9th, Augusta 72006. Estimated construction cost \$5,100; first-year operating cost \$10,000; revenue \$18,000. Format: C&W gospel. Principals: Gloria Ritter, Jim Singleton, Jim Ford each own 25% of applicant. Patsy, Gary and Carlton Garner are minority stockholders Ms. Ritter has banking and retail interests in Arkansas. Mr. Singleton has in theater owner, owner of Dixie Films, Memphis, Tenn. film distributors. Mr. Ford is attorney with banking and farming interests. Applicant is also owner of KMCW(AM) Augusta. Ann. April 12.

■ Fort Myers Beach, Fla.—Lee Broadcasting Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 2121, Ft. Myers 33902. Estimated construction cost \$82,451; first-year operating cost \$75,460; revenue \$120,000. Format: Easy listening. Principals: Shawnee Broadcasting Co. owns 50.2% of applicant. Ronald E. Pierce and Helen R., his wife, own 25.1% and 24.7% respectively. Shawnee is licensee of WBEX-AM-FM Chillicothe, Ohio; 33% owner of WWAB(AM) Lakeland, Fla.; 63.75% owner of Wheeling Radio Inc.,

licensee of WHLC(AM) Wheeling, W. Va. Ann. April 17.

■ *Farmington, N.M.—Navajo Missions Inc. seeks 88.9 mhz., 016 kw, HAAT 355.5 ft. Address: 2103 West Main St., Farmington 87401. Estimated construction cost \$30,095; first-year operating cost \$23,100; Format: variety-religious. Principal: Is non-profit organization for education of Navajo native Americans. It's president is Mr. Jack Drake. Ann. April 24.

■ Lake Placid, N.Y.—WIRD Inc. seeks 95.3 mhz, 3 kw, HAAT-233 ft. Address: P.O. Olympic Arena, Lake Placid 12946. Estimated construction cost \$35,843; first-year operating cost \$8,430; revenue \$60,000. Format: Light classical, easy listening. Principals: Applicant is partnership of Donald A. Nardiello and his wife Kathryn and licensee of WIRD(AM) Lake Placid. Ann. April 24.

■ *Oklahoma City, Okla.—Oklahoma Christian College seeks 88.9 mhz, 3 kw, HAAT 300 ft. PO address: c/o Gary Rayburn, Rt. 1, Box 141, Oklahoma City. Estimated construction cost \$49,643; first-year operating cost \$6,500. Format: variety. Principal: Non-profit, private school Ann. April 12.

■ Walla Walla, Wash.—Capricorn Communications Corp. seeks 95.7 mhz, 100 kw, HAAT 1400 ft. Address: P. O. Box 513 Walla Walla 99362. Estimated construction cost \$95,551; first-year operating cost \$52,624; revenue \$60,000. Format: MOR. Principal: Applicant is owned (100%) by James C. Nelly who also owns KUJ(AM) Walla Walla. In the past he worked for Honolulu and Tacoma, Wash. radio stations. Ann. April 24.

■ Pineville, W. Va.—Wyoming Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 300 ft. PO address: Box 549, Pineville, W. Va. 24874. Estimated construction cost \$46,120; first-year operating cost \$33,200; revenue \$18,000. Format: Top 40, easy listening. Principals: R. D. Bailey Jr., Pineville lawyer and president of applicant owns 20.3% of stock. His son R. D. Bailey III is executive vice president and 64% owner of applicant. There are nine minority stockholders. Wyoming Broadcasting is also licensee of WWYO-AM Pineville. Ann. April 12.

■ WYXI(FM) Sun Prairie, Wis. FM: 92.1 mhz, 3 kw)—Seeks transfer of control of Sun Broadcasting Inc. from Messrs. Tuterin, Andre and Gilling (100% before; none after) to The Patten Corp. (none before; 100% after). Consideration \$75,000. Principals: Seller is owned by Carl C. Tuterin (40%) Melvin J. Andre (40%) and Earl Gilling (20%). Buyer is principally owned by Myron P. Patten (71.2%) and 12 others. Patten Corp. is also licensee of WMPX(AM) Midland, Mich.; WKHM(AM)-WJOX-FM Jackson, Mich., recently acquired KCLN-AM-FM Clinton, Iowa. Ann. April 26.

■ WAWA-AM-FM West Allis, Wis. (AM: 1590 khz, 1 kw-D; FM: 102.1 mhz, 50 kw) Suburbanair Inc. seeks assignment of license to All Pro Broadcasting for approx. \$1.5 million. Principals: Seller owns four AM's and four FM's, is owned by James A. McKenna, Washington communications lawyer; Neil Searles, stations' president and general manager, and Isabel D. Mount (32% each), and Jack Krause, stations' chief engineer (4%). Buyer is principally owned by Willie D. Davis who also owns KACE-FM Inglewood, Calif. Ann. May 1.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 990

khz, 500w-D; FM: 107.1 mhz, 2.6 kw).—Taylor Electric Co. seeks assignment of license to Voss Radio Inc. for \$275,000. Principals: Seller is owned by James J. Taylor Sr. (96.6%) and sons James Jr. and John W. (1.7% each). They have no other broadcast interests. Buyer is partnership of Mr. Gary H. Voss, former general manager of WNB(AM)-WQYT(FM) Binghamton, NY, and his wife. They have no other broadcast interests. Ann. April 18.

Craig and Kyle Sudbrink trust (83.33%) and Richard D. Casper. Mr. and Mrs. Richard W. Sudbrink are partners with 51% and 24.84% ownership respectively, in Sudbrink Broadcasting Co. licensee of four small market AM's, three large market FM's and four large market AM's. Sudbrink has sold, pending FCC approval, WLYF(AM) Miami, WEZW(FM) Milwaukee, WLAK(FM) Chicago and WNWS(AM) South Miami, Fla. Ann. April 27.

■ WSMJ(FM) Greenfield, Ind. FM: 99.5 mhz, 50 kw)—Seeks assignment of license from WPFB Inc. to Heftel Broadcasting Corp. for \$1.3 million. Seller: A partnership of Paul F. Braden and his wife Ruth. It is also licensee of WPFB-AM-FM Middletown, Ohio. Buyer is owned by Joyce Heftel and children. Her husband Cecil, U.S. Representative from Hawaii, is president of Heftel Broadcasting which is owner of KGMD-TV Hilo, KGMB(AM) Honolulu and KGMV(TV) Wailuku, all Hawaii. Ann. May 3.

■ WSCV(AM)-WSLE(FM) Peterboro, N.H. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 140 w)—Shannon Communications Corp. seeks assignment of license to 1590 Broadcasting Corp. for \$285,000. Principals: Seller is principally owned by Francis X. Dealy with no other broadcast interests. Buyer is principally owned by D. Alan Rock who also owns WSMN(AM) Nashua, N.H. Ann. May 3.

■ KLLL-AM-FM Lubbock, Tex. (AM: 1460 khz, 1 kw-D; FM: 96.3 mhz, 54 kw)—Seeks assignment of license from Corbin Broadcasting Inc. to Lubbock Broadcasting Co., Inc. for \$1,490,000. Seller: Larry W. Corbin owns 80% of stock, Gerald M. Coleman 20%. Buyer is owned by Thrash Broadcasting Co. (92%) and John Frankhouser (8%), who is general manager of WZGC-FM Atlanta. Thrash Broadcasting is 100% owned by James Thrash of Blackburn & Co. media brokers, Atlanta and of Turner Communications Corp. Ann. April 21.

■ KBUS(AM) Mexia, Tex. (AM: 1590 khz, 500w-D)—Seeks transfer of control of Limestone Broadcasting Inc. from Bill J. and Sara F. Collins (100% before; none after) to G.E.T. Corp. (none before; 100% after). Consideration: \$150,000. Principals: Seller is owned by Mr. and Mrs. Collins (equal partners). Buyer is owned by B. W. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair and Isadore E. Roosth. Ms. Irby and Mr. Fair are both stockholders of KZAK(AM)-KTYL(FM) Tyler, Tex.

■ KSVN(AM) Ogden, Utah (AM: 730 khz, 1 kw-D)—Seeks transfer of control of Weber Broadcasting Co. from Orin G. and Helen M. Geesey and Dureen Gunter (100% before; none after) to Wendell T. and Elaine K. Winegar (none before; 100% after). Consideration: \$30,000 and assumption of liabilities. Principals: Seller is owned by Orin G. Geesey (48%) Dureen Gunter (2%) and her daughter Sharon Ziegler (50%) Mrs. Gunter also owns 98% of Lincoln Broadcasting's KMER(AM) Kemmerer, Wyo. Buyer is partnership of Mr. and Mrs. Winegar who also own KYDL(AM) Tooele, Utah. Ann. April 24.

Ownership Changes

Grant

■ KNET(AM) Palestine, Tex. (1450 khz; 1 kw-D, 250 w-N) Broadcast Bureau granted transfer of control of KNET Inc. from the Edgar B. Younger trust, Tolbert Foster and Ben L. Slack (100% before; none after) to Trinity Broadcasting Co. (none before; 100% after). Consideration: \$395,000. Principals: Seller is owned by Tolbert Foster, president, with 30% of stock; Ben L. Slack, vice president, with 30% and W. E. Dyche secretary/treasurer with 20% and 20% as administrator of the Edgar Younger trust. Mr. Foster owns 34% of Tex; is president of KOGT(AM) Orange Tex. Messrs. Slack and Dyche are minority stockholders in KVue-TV, officers of KOGT. Buyer is non-stock, non-profit corporation for religious broadcasting owned by Trinity Church. It is also the licensee of KHIM(FM) also of Palestine.

Applications

■ KYAK(AM)-KGOT(FM) Anchorage KIAK(AM) Fairbanks, Alaska (AM: 650 khz, 50 w-D, 25w-N; 970 khz, 5 kw-U respectively; FM: 101.3 mhz, 26 kw)—Seeks transfer of control of Big Country Radio Inc. from Messrs. Cruver, Miller and Fleming (100% before; none after) to Prime Time of Alaska (None before; 100% after). Consideration: \$2,850,000 and covenant not to compete. Principals: Seller is owned by Richard C. Cruver, Glenn S. Miller and Robert W. Fleming, who have no other broadcast interests. Buyer is owned by Robert J. Brown, George W. Akers, William H. Lucas and Martin J. Hamstra. Messrs. Brown and Hamstra each own 28.33%, Mr. Akers 26.67% and Mr. Lucas 16.67%. Brown and Hamstra are equal partners in Mr. Akers, secretary for licensee of KWYZ(AM) Everett, Wash. Ann. April 24.

■ WNTU(FM) Naples, Fla. (FM: 99.7 mhz, 3 kw)—Sterling Communication Corp. seeks assignment of C.P. to Tallahassee Broadcasting Co. for \$20,000. Principals: Seller is principally owned by Abe Voron, executive vice president of government relations, National Radio Broadcasters Association. Buyer is principally owned by B.F.J. Timm who owns three AM-FM's, two AM's in Florida and Georgia. Ann May 2.

■ WORL(AM) Orlando, WORJ-FM Mount Dora, Fla. (AM: 1270 khz, 5 kw-D; FM: 107.7 mhz, 100 kw)—Seeks assignment of license from Orlando Radio & Television Broadcasting Corp. to CKK Broadcasting Co. for approximately \$1.2 million. Orlando is wholly owned by Osceola Broadcasting Corp. which is principally owned by Walter Beinecke. Buyer is owned by

Facilities Changes

TV application

■ *WEIQ Mobile, Ala.—Seeks CP to change ERP to vis. 1,186 kw, aur. 118.6 kw; and change type trans. Ann. May 4.

AM application

■ WTMC Ocala, Fla.—Seeks CP to increase nighttime power to 1 kw and make changes in DA ant. system. Ann April 28.

AM actions

■ KBOI Boise, Idaho—Broadcast Bureau granted license covering permit covering changes (BL-14,462). Action April 27.

■ WIRE Indianapolis—Broadcast Bureau granted license covering permit for changes (BL-14,440). Action April 27.

■ KWSL Sioux City, Iowa—Broadcast Bureau granted license covering permit for aux. trans. (BL-14,458). Action April 27.

■ WEEP Pittsburgh—Broadcast Bureau granted CP for changes in aux. ant. system (BP-21,123). Action April 27.

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FM applications

- WSIV-FM Pekin, Ill.—Seeks CP to change TL, make changes in ant. system. Ann. May 1.
- *WKMS-FM Murray, Ky.—Seeks CP to change TL, type trans., type ant., make changes in ant. system. Ann. May 4.
- KLUK-FM Las Vegas—Seeks CP to change TL, change type trans. and make changes in ant. system. Ann. May 1.
- WPMO Pascagoula, Miss.—Seeks CP to change type trans. and ant. Ann. May 1.
- WFAH-FM Alliance, Ohio—Seeks CP to change TL, SL, add remote control, install new trans. and make changes in ant. system. Ann. May 1.

FM actions

- *WRMB Boynton Beach, Fla.—Broadcast Bureau granted mod. of CP to change freq., type trans. and type ant. (BMPED-1545). Action May 1.
- KHUI-FM Honolulu—Broadcast Bureau granted mod. of CP to change TL, ERP and ant. height (BMPH-15242). Action April 19.
- KFNV-FM Ferriday, La.—Broadcast Bureau granted license covering changes (BLH-7622). Action April 26.
- WMDM-FM Lexington Park, Md.—Broadcast Bureau granted license covering permit for changes (BLH-7627). Action April 28.
- WCAR-FM Detroit—Broadcast Bureau granted mod. of permit to change TL, SL, change type trans., ant. and make changes in ant. system (BMPH-15459). Action April 28.
- KDXT-FM Missoula, Mont.—Broadcast Bureau granted CP to install new ant., make changes in ant. systems (BPH-10939). Action April 19.
- KCBW-FM Sedalia, Mo.—Broadcast Bureau granted license covering changes in ERP and ant. height (BLH-7620). Action April 26.
- KGRD-FM Las Cruces, N.M.—Broadcast Bureau granted license covering permit for changes in ERP and ant. height (BLH-7573). Action April 28.
- WNOZ-FM Cortland, N.Y.—Broadcast Bureau granted CP to install new trans., ant., change ant. height, transmission line, TPO, ERP (BPH-10957). Action April 20.
- *WRIU Kingston, R.I.—Broadcast Bureau granted mod. of permit to change TL, make changes in ant. system (BMPED-1541). Action April 27.
- KZZY-FM San Antonio, Tex.—Broadcast Bureau granted license covering changes (BLH-7637). Action April 26.
- KROZ-FM Tyler, Tex.—Broadcast Bureau granted CP to install new ant. and make changes in ant. system (BPH-10985). Action April 21.
- WYXE-FM Sun Prairie, Wis.—Broadcast Bureau granted license covering changes (BLH-7693). Action April 26.
- *KUWR Laramie, Wyo.—Broadcast Bureau granted license covering changes (BLED-1735). Action April 26.

In Contest

Procedural rulings

- Fort Pierce, Fla., WTVX-TV, **TV revocation proceeding:** (Doc. 21496)—ALJ Thomas B. Fitzpatrick continued hearing from June 13 to June 20 there. Action May 2.
- Atlanta, WIGO Inc., **AM revocation proceeding:** (Doc. BC 78-53)—ALJ John H. Conlin set certain procedural dates and scheduled hearing for July 11 there. Action April 27.
- Greenville, Ohio, Lewel Broadcasting and Korin Broadcasting, **FM proceeding:** (Docs. 21267, BC 78-91)—ALJ John H. Conlin extended to May 22 time to respond to petition to enlarge issues, cancelled May 30 prehearing conference, continued hearing from July 11 to Sept. 19 there and set certain other procedural dates. Action April 27.
- Mount Holly, N.J., West Jersey Broadcasting (WJZZ[AM]) and Mount Holly Broadcasting, **AM proceeding:** (Docs. 20738-9)—Chief, Office of Opinion and Review, granted joint motion to extend to

June 14 time for filing exceptions to April 13 initial decision. Action May 2.

■ Media, Pa., Alexander S. Klein Jr., et al., **FM proceeding:** (Docs. 20567-9)—ALJ David I. Kraushaar granted motion by Greater Media Radio Co. for summary decision and reinstated initial decision of April 14, 1977. Action May 1.

Petitions to deny

- New York—New Jersey Coalition for Fair Broadcasting petitioned to deny license renewal of WABC-TV, WCBS-TV, WNBC-TV, WPIX(TV), WOR-TV and *WNET(TV) (Newark, N.J.). Similar petitions were also filed by Governor and Legislature of New Jersey. Ann. May 1.
- Rochester, N.Y.—Metro-Act of Rochester petitioned to deny renewal of WPXY(FM) and WEZO(FM) there. Ann. May 1.
- Paterson, N.J.—Paterson Coalition for Media Change petitioned to deny license renewal of WPAT-AM-FM there. Ann. April 28.

Fines

- KXXV(AM) Colorado Springs—Broadcast Bureau notified licensee of apparent liability for \$350 for repeated operation at times other than those specified. Action April 24.
- KZOO(AM) Honolulu—Broadcast Bureau notified licensee of apparent liability for \$200 for failure to make daily checks of tower lights. Action April 26.
- WSEB(AM) Sebring, Fla.—Broadcast Bureau notified licensee of apparent liability for \$500 for repeated failure to perform weekly calibration of remote ant. base current meter. Action April 26.
- WMTL-AM-FM Leitchfield, Ky.—Broadcast Bureau notified licensee of apparent liability for \$300 for failure to check tower lights. Action April 26.
- KMIR-TV Palm Springs, Calif.—Broadcast Bureau notified licensee of apparent liability for \$2,000 for issuing affidavits of performance that failed to set out true nature of its agreement with local advertisers. Action April 28.
- KTVF-TV Fairbanks, Alaska—Broadcast Bureau notified licensee of apparent liability for \$1,350 for repeated failure to perform timely and complete visual reflectometer power calibrations. Action May 1.
- KDBC-TV El Paso, Tex.—Broadcast Bureau notified licensee of apparent liability for \$200 for failure to broadcast weekly EBS tests. Action May 1.
- WOKW(AM) Brockton, Mass.—Broadcast Bureau notified licensee of apparent liability for \$2,000 for repeated violation of sponsor identification rule. Action May 1.
- KIVA-TV Farmington, N.M.—Broadcast Bureau notified licensee of apparent liability for \$350 for failure to log results of visual trans. power calibrations. Action May 3.
- KSHO(TV) Las Vegas—Broadcast Bureau notified licensee of apparent liability for \$200 for failure to perform measurements of visual carrier freq. and intercarrier separation at specified time. Action May 3.
- WTOP(AM) Washington—Broadcast Bureau notified licensee of apparent liability for \$250 for failure to have authorized operator at remote control point. Action May 3.

Allocations

Actions

- El Dorado, Ark.—Broadcast Bureau proposed assigning 95.9 mhz as community's third FM in response to petition by Inspirational Radio Service. Comments due June 23, replies July 13. Action April 24.
- Yermo and Mountain Pass, both California—Broadcast Bureau proposed assigning 98.1 mhz to Yermo and 99.5 mhz to Mountain Pass as their first FM's in response to petitions by Howard Anderson. Comments due June 27, replies July 17. Action April 28.
- Lewiston, Idaho—Broadcast Bureau proposed assigning TV ch. 5 for noncommercial use there in response to petition by State Board of Education and

Board of Regents of University of Idaho. Comments due June 20, replies July 10. Action April 21.

■ Ottumwa, Iowa—Broadcast Bureau proposed deleting 92.5 mhz and substituting 92.7 mhz there in response to petition by KBIZ Inc. Comments are due June 27, replies July 17. Action April 28.

Rulemaking

Actions

- Lewiston, Idaho—Chief, Broadcast Bureau, granted request by 4-K Radio Inc. to extend from May 1 to May 19 time for filing comments in matter of amendment to FM table of assignments there (Doc. BC 78-25). Action April 28.
- Casper, Wyo.—Chief, Broadcast Bureau, in response to request by Chrysostron Corp., extended from April 25 to May 25 time for filing replies to opposition in amendment of TV table of assignments (Doc. RM-3073). Action April 28.
- Commission, on request by National Telecommunications and Information Administration, extended from May 2 to May 22 time for filing responses to comments on petition to establish policy and promote broadcast ownership by minorities (RM-3055). Action May 2.
- Commission on request by National Radio Broadcasters Association extended from May 5 to June 2 time for filing comments and from May 25 to June 23 time for replies in matter of amending rules concerning FM radio broadcast translators (Doc. 19918). Action April 28.

Cable

Certification actions

- Rancho San Diego, Carriage Hill, both California—Chief, CATV Bureau, granted certificates of compliance for existing operations to Rancho Transmission Co. and Range Cable TV Co., respectively, denying opposition by Midwest Television Inc., KCST-TV Inc. and McGraw-Hill Broadcasting Co. (CAC-07802, 10561). Action April 17.
- Cobb county (Marietta), Ga.—CATV Bureau granted certificate of compliance for new cable system to Marietta Cable TV, dismissing opposition by Combined Communications Corp. (CAC-07112). Action April 17.
- West Fargo, N.D.—CATV Bureau granted certificate of compliance for existing operation to Sheyenne Cable TV Association, denying opposition by KTHI-TV Fargo (CAC-10633). Action April 17.
- Van Wert, Ohio—CATV Bureau denied certificate of compliance to add signal to existing system by TeleMedia Co. of Van Wert (CAC-12271). Action April 17.
- Donegal borough, Pa.—CATV Bureau dismissed application for certification of compliance by Indian Creek Valley Cable TV (CAC-11737). Action April 21.
- Medina, Wash.—CATV Bureau granted petition to reconsider denial of application to add signals to Crystal Cablevision's system (CAC-07074). Action April 20.
- Yakima county, Wash.—CATV Bureau granted certificate of compliance for interim authorization to West Valley Cablevision Inc., denying opposition by Apple Valley Broadcasting Inc. (CAC-10722). Action April 20.

Other actions

- Colby, Kan.—CATV Bureau denied petition by KAYS Inc. (KLOE-TV Goodland, Kan.) for waiver of rules concerning crossownership between TV and CATV within grade B contour area (CSR-1221). Action April 12.
- Chicopee, Mass.—CATV Bureau granted mod. of certificate of compliance to add signal to existing system of Greater Chicopee Cablevision Inc., denying opposition by The WHYNN Stations Corp. and Post-Newsweek Stations, Connecticut Inc. (CAC-10167). Action April 20.
- Jackson, Mo.—Review Board upheld order that Jackson Cable TV stop unauthorized carriage of three distant network affiliated stations (Doc. 21262). Action April 25.

Call letters

Applications

Call	Sought by
*KTOO-TV	New TV's Capital Community Broadcasting, Juneau, Alaska
KQWT	National Group Television, San Jose, Calif.
WBTI	Butord Television of Ohio, Cincinnati
*KWET	Oklahoma Educational Television, Cheyenne, Wyo.
	New AM's
WMRK	Alexander Broadcasting, Selma, Ala.
KDAO	MTN Broadcasting, Marshalltown, Iowa
WYAK	Lower Grand Strand Broadcasting, Surfside Beach-Garden City, S.C.
	New FM's
*KSCU	Santa Clara College, Santa Clara, Calif.
*KCLB	Christian Life Center, Santa Rosa, Calif.
KJCO	Can-Ten Productions, Yuma, Colo.
*WLVN	Stand, Derby, Conn.
*WERB	Board of Education, Berlin, Conn.
WHLG	HGL, Jensen Beach, Fla.
KWJM	Union Broadcasting, Farmerville, La.
WBZN	Benzie County Communicators, Frankfort, Mich.
*KRPC	Pillsbury Baptist Bible College, Owatonna, Minn.
*KMOJ	Center for Communication & Development, Minneapolis
WKNZ	Covington County Broadcasters, Collins, Miss.
KLDN	Eldon Broadcasting, Eldon, Mo.
KEMM-FM	Webster County Broadcasting, Marshfield, Mo.
KTTN-FM	Luehrs Broadcasting, Trenton, Mo.
*WVMC	Mansfield Christian School, Mansfield, Ohio
KKIC	Kilbro Broadcasting, Ashland, Ore.
KTUF	S.S.S. Broadcasting, Terrell Hills, Tex.
KALE-FM	KALE, Richland, Wash.
	Existing TV's
WVIT	WHNB-TV New Britain, Conn.
WDVM	WTOP-TV Washington, D.C.
	Existing AM's
KFLR	KRIZ Phoenix, Ariz.
WVVO	WPCF Panama City, Fla.
WHGI	WAUG Augusta, Ga.
WPIQ	WYNR Brunswick, Ga.
WHUE	WACO Boston
KMJJ	KLUC Las Vegas
WRSI	WDBM Statesville, N.C.
WFUN	WREO Ashtabula, Ohio
WWDE	WVEC Hampton, Va.
WORI	WOKI Oak Ridge, Tenn.
	Existing FM's
KTOO	KLOQ Sulphur, La.
KWCL-FM	KALM Oak Grove, La.

Grants

Call	Assigned to
	New TV's
*WKOH	State Board of Education, Owensboro, Ky.
KQCD-TV	Meyer Broadcasting, Dickenson, N.D.
	New AM's
KNCO	Nevada County Broadcasters, Grass Valley, Calif.
WLLN	Harnett Broadcasting, Lillington, N.C.
WTNR	Kingston Broadcasting, Kingston, Tenn.
	New FM's
KRQK	JWR Broadcasting, Lompoc, Calif.
*KVMR	American Victorian Museum, Nevada City, Calif.
*KCPB	Conejo Public Broadcasters, Thousands Oaks, Calif.
WHBS	Holiday Broadcasting, Holiday, Fla.
KISZ	Sound 74, Cortez, Colo.
WAVW	Rowland Stereo Radio, Vero Beach, Fla.
KSLS	Laurence E. Steckline, Liberal, Kan.
*KEZS	Seward County Broadcasting, Liberal, Kan.
KQID	Centla Broadcasting, Alexandria, La.
*WBSN-FM	Baptist Theological Seminary, New Orleans
WAQA	Edward M. DeMaso & Joanne F. DeMaso, Grasonville, Md.
WJJY	Tower Broadcasting, Brainerd, Minn.
*KYMC	YMCA of St. Louis, Ballwin, Mo.
*KNPR	Nevada Public Radio, Las Vegas
KINN-FM	KINN Inc. Alamogordo, N.M.
*WPLT	SUNY Plattsburgh, N.Y.
KOHU-FM	Hermiston Broadcasting, Hermiston, Ore.
*WVCP	Volunteer State Community College, Gallatin, Tenn.
*KPVU	Prairie View A&M, Prairie View, Tex.
*WNSB	Norfolk State College, Norfolk, Va.
	Existing TV's
WLTX	WNOK-TV Columbia, S.C.
KRIV-TV	KDOG-TV Houston, Tex.
	Existing AM's
KXEG	KHCS Phoenix, Ariz.
KOPA	KSGR Scottsdale, Ariz.
KKKQ	KUPD Tempe, Ariz.
KNSE	KSOM Ontario, Calif.
KLIT	KKAR Pomona, Calif.
WCWR	WEZY Cocoa, Fla.
WNWS	WFUN South Miami, Fla.
WKLS	WIIN Atlanta
KHUE-FM	WTTK-FM Boston
KHDN-FM	KRWS Hardin, Mont.
WGAM	WODW Kinston, N.C.
KDVL	KDLR-FM Devils Lake, N.D.
WOKV	WYCH Hamilton, Ohio
WDJX	WHBM Xenia, Ohio
WLER-FM	WBUT-FM Butler, Pa.
WSCZ	WCRS-FM Greenwood, S.C.
KYTX-FM	KZIP-FM Amarillo, Tex.
WWDE-FM	WVHR Hampton, Va.
KISU	KSNN Pocatello, Idaho
WITS	WMEX Boston
KFIX	KBIL Liberty, Mo.

WWWG	WXAC Rochester, N.Y.
WBBG	WMGC Cleveland
WBZK	WYCL York, S.C.
KAAM	WRR Dallas, Tex.
	Existing FM's
KOPA-FM	KDOT-FM Scottsdale, Ariz.
KNTF	KSOM-FM Ontario, Calif.
KFOX	KKOP Redondo Beach, Calif.
WEZY	WEZY-FM Cocoa, Fla.
WJOK	WIGL Miami
WKLS-FM	WKLS Atlanta
KIKI-FM	KHUI Honolulu
WCFM	WICV Chicago
WABK-FM	WKME Gardiner, Me.
WHRB	WHRB-FM Cambridge, Mass.
WWUN-FM	WBLE-FM Batesville, Miss.
KFIX-FM	KSAB Liberty, Mo.
KSMO-FM	KETU Salem, Mo.
KNIT	KENM-FM Portales, N.M.
WRFr	WFSC-FM Franklin, N.C.
WZXI	WGNC-FM Gastonia, N.C.
WDZK	WCMJ Chester, S.C.
WXGT	WCOL-FM Columbus, Ohio
KXMS	KOPY-FM Alice, Tex.
KMCV	KNRO-FM Conroe, Tex.
KEXX-FM	KSIX-FM Corpus Christi, Tex.
KZOM	KOBS-FM Orange, Tex.
KJKJ	KVWJ Logan, Utah
KZEZ	KDXU-FM St. George, Utah
WVVA	WVVA-FM Yorktown, Va.

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Summary of broadcasting

FCC tabulations as of March 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,490	6	28	4,524	41	4,565
Commercial FM	2,952	1	75	3,028	119	3,147
Educational FM	904	0	43	947	77	1,024
Total Radio	8,346	7	146	8,499	237	8,736
Commercial TV	724	1	2	727	57	784
VHF	513	1	2	516	7	523
UHF	211	0	0	211	50	261
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
Total TV	967	4	16	967	84	1,051
FM Translators	904	0	43	947	77	1,024
TV Translators	3,500	0	0	3,500	453	3,953
UHF	1,082	0	0	1,082	268	1,350
VHF	2,418	0	0	2,418	185	2,603

*Special temporary authorization

**Includes off-air licenses

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RADIO

HELP WANTED MANAGEMENT

Aggressive sales-oriented general manager wanted. Send resumes to: Owner, WUUN-FM, 412 W. Washington St., Marquette, MI 49855.

Motivating General Manager. Deep South metro MOR, news, air traffic promotions. Rapidly expanding group. Must be solid in sales, administration, P.R., A.R.'s, self-starter. Equity situation possible. EOE. References, Resume to Box F-17.

Excellent opportunity for two winners on their way up. Growing small market chain in Arkansas needs two top flight salespersons interested in becoming sales managers. If desired an opportunity for future management and ownership is available with our company. Good pay, benefits, incentive for men or women with proven track records. EOE—Contact Paul Coates at 501-777-3601.

General Manager for newly acquired AM-FM near Denver. A challenging opportunity for sales oriented individual who can put it all together. Salary plus incentive. Group owner. Resume to Lovcom, Inc. Box 5086, Sheridan, WY 82801. EEO.

Fabulous Opportunity in this newly opened Sales Manager's position for the proper person. If you're a young man or lady that wants to work in a top Western market where living is great and opportunity abounds, we want to speak to you! Retail selling and agency experience preferred. Must know difference from paper and real money. Know value of good collections and excellent service. Ability to Sell, plus motivate sales staff and design ingenious promotions. This is not a desk job! Career position with top company that promotes all from within and offers profit sharing, company car, over-rides and the best insurance possible. We start young managers at \$18,200.00 base. Call Mr. Lightfoot at 208-344-8661 or send resume to PO, Box 8087, Boise ID 83702.

HELP WANTED SALES

Sales Manager Mid-Michigan AM and FM. Outstanding opportunity for experienced, aggressive achiever interested in the future. Applications held in confidence. Equal Opportunity Employer. Send resume to Box E-121.

Wanted—Experienced Radio-time Salesperson for growing 3 city area of Central Florida. Small daytime station. Mail resume and personal recommendations to Suite 3, Gables Secretarial Service, Coral Gables, FL 33134. (Equal Opportunity Employer).

FM station acquiring A.M. in same market, looking for experienced account executive (with minimum 3 years experience). Resumes only All replies confidential. Draw commensurate with submitted earnings history. Rely to: Bruce Swearingen, c/o Radio Alamo, Inc., GPM Bldg., S. Tower Plaza Level, San Antonio, TX 78216. E.O.E.

Aggressive salesperson for one of Washington, D.C.'s fastest growing suburban markets. Excellent opportunity to move up. EOE. Resume Box F-25.

Proven local sales success record for 24 hour AM station in Sunbelt. Format adult MOR. Opportunity unlimited. EOE. Send resume to Box F-39.

Sales News position at small market Midwest. Excellent growth potential. Send resume. EOE. Box F-53.

Experienced Broadcast Professional Needed to assume active list. Top rated station in university town in Virginia's beautiful Shenandoah Valley. Good starting pay and excellent growth potential, with aggressive young group. Send resume to Tom Manley, WKCY, PO, Box 1107, Harrisonburg, VA 22801. EOE.

Local Sales. Outstanding "Street Fighter" ... great station, great deal. Minimum 5 years experience. KRUI, Santa Barbara, CA 93101. 805-963-1831.

Experienced Radio Sales person wanted for Southern Californian "Country" AM and "Rock" FM operation. Call or write Mike Thomas, KBBQ/KBBY Radio, Box 5151, Ventura, CA Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

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 PO, Box 216, Fort Myers, FL. An Equal Opportunity Employer.

Morning Personality, program director, minimum five years on air experience, humorous, tight board, for powerful adult leader in Southeastern medium market, major group, big college town. Send resume and salary requirements. EOE Employer. Box E-63.

If you are a communicator, have personality, and believable you are the person we need mid-days on WBHP No 1 ARB adults 18+. Country. Send aircheck, resume, production samples, references, to Rick Warren, WBHP Radio, PO, Box 547, Huntsville, AL 35804. You'll love our beautiful Medium Market in the Mid-South.

P.M. Drive Time for top rated station in Eastern Pennsylvania. If you like the benefits of a major market without the problems of a big city, this is for you. \$225 start. E.O.E seeks applications from minorities. Box E-178.

Radio Announcer II (Classical Music Director). Applicants must have a standard high school diploma and two years radio station announcing experience. A third class endorsed FCC License is also essential. Applicants should have a good working knowledge of classical music and programming. Salary \$9,584. Application Deadline May 19, 1978. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, Florida 33620 The University of South Florida is an affirmative action equal opportunity employer.

Deep South Metro-Progressive MOR with news, air traffic, promotions, needs strong PM driver personality. Flagship station, growing group. Ground floor opportunity for serious professional with format experience, ability to take direction. Send tape, resume, references to Skip Broussard, Bay Broadcasting Corporation, PO, Box 16425, Mobile, AL 36616. EOE.

Immediate opening for air talent in Ohio's fastest growing market. Send tape/resume to Joe London, WMOH, 220 High Street, Hamilton, OH, 45011. EOE.

Modern Country Disc Jockey Music director—with production capabilities. Some news—3rd endorsed. Experience Experience a must—send resume—WOHI. PO. Box 90 E. Liverpool, OH 43920.

Central Virginia ... desires smooth mature announcer for popular Adult Contemporary station .. tape, resume, references to General Manager, WELK, PO, Box 1294, Charlottesville, VA 22902. An Equal Opportunity Employer.

Good Bucks, Security and a rewarding position can be yours at the number one rated Contemporary Music station in Tulsa (the nation's 60th market). We are looking for a creative AM drive air personality ... a one to one communicator who can mix light humor and informational bits and relate to a morning audience. Our format is Rock oriented Pop/Adult. Polished professional air talents from any size market should send tape and resume to: Ken Scott, FM 96 (KRAV), Tulsa, OK 74101. (E.E.O. M/F)

Wanted by Colorado Regional 5000 Watt Radio Station: Strong responsible Announcer and Production Person with PD, potential, capable any shift, varied format. Your experience will get a workout in a quality station. Send tape and resume to General Manager, Box 890, Lamar, CO 81052.

A Progressive Mid Western AM-FM-TV operation is looking for an experienced radio D.J. One year on air experience required. Knowledge of MOR Music, automation, and production experience desirable. An Equal Opportunity Employer. Send resume to Box F-8.

Medium Market Station in Virginia looking for night announcer to join top staff. Must have some experience but attitude and potential also important. Excellent opportunity for advancement. EOE. Box F-52.

Small Market Ohio Adult Contemporary. Future opening for night announcer with Sports interest. Send resume. EOE. Box F-56.

Opening for announcer-operator. Good voice. Tape and resume to Box 958, Statesboro, GA 30458.

Experienced announcer with FCC First Class license. Duties include on the air announcing shift, announcing style 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.

Production Director and copy chief, FM oriented. Top western market. Un-real benefits, solid growth opportunity with our growing company. Send tape, sample live copy and resume to Mr. Fontana, KIDO, PO, Box 8087, Boise, ID 83702.

WTAC Radio—Flint and the Tri-Cities leading contemporary top 40—looking for A.M. drive person. Must have good pipes with tight drop in type humor and production. Good bucks to the right 'crazy'. Send tape and resume now to Fred Brian, WTAC, Box 600, Flint, MI 48501. Equal Opportunity Employer.

Wanted—Announcer with Air Showmanship, 3rd license & dependability. Call for Manager, person to person. 314-586-8577.

Personality wanted minimum two years experience for nights 7 to midnight. Send resume and air check, no phone calls. to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46515. An Equal Opportunity Employer.

Radio Announcer II (Classical Music Director). Applicants must have a standard high school diploma and two years radio station announcing experience, a Third Class endorsed FCC license is also essential. Applicants should have a good working knowledge of classical music and programming. Salary \$9,584. Application deadline May 19, 1978. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer.

WLKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes immediately from experienced staff announcers. Must have moderate to heavy voice with friendly one-to-one delivery. Salary open. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. E.O.E. No phone calls.

HELP WANTED TECHNICAL

Competitive engineer needed for full time directional AM and automated FM in medium Southern market. We need a filther! Salary open. Send resume to Box E-96.

Chief Engineer for AM-FM, First Phone. Complete maintenance background including transmitter and production equipment. Automation and AM Directional experience. Knowledge of FCC Regulations. Equal Opportunity Employer. Reply Box F-62.

Chief Engineer who is strong on maintenance and knows directional systems and FCC. Rules. Excellent facilities. WILS-AM/WILS-FM, 600 W. Cavanaugh, Lansing, MI 48910 Phone 517-393-1320. E.E.O.E.

Chief Engineer, self starter, for non/DA AM/FM, small Midwest market. Eng only. EOE. Resume and salary requirements to Box F-27.

HELP WANTED TECHNICAL CONTINUED

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Chief Engineer—Opening June 1, 1978. Two stick, 500 W, DA-D, Studios on site. Good equipment & facility. Resumes to: M. L. Stauffer, WTCL, 1295 Lane West Rd. S.W., Warren, OH 44481, by May 20th.

Wanted Stable Chief Engineer for East Coast Medium Market quality FM only, chain operation, custom audio, new main transmitter, very strong on maintenance and super audio. Reply Box F-4.

Chief Engineer for Calif. AM-FM. Xmttr and studio maintenance and troubleshooting plus automation experience necessary. Salary open. EOE M/F Reply Box F-50.

Chief Engineer Minimum of 5 years experience with one employer. KRUI, Santa Barbara, CA 93101, 805-963-1831.

AM-FM Chief Engineer—50 KW Ampliphase directional, 30 KW ERP FM, Schafer Automation Systems. Send resume with references and salary requirements to: A. L. Ladage, Dir. of Eng., XYZ Television Inc., P.O. Box 789, Grand Junction, CO 81501, An EOE, M-F.

WMEE/WMEF, Fort Wayne, Indiana, needs Chief Engineer with DA experience and Automation knowledge. Good money and fringe benefits, Call Bob Elliott, GM, at 219-447-5511. EOE

Chief Engineer. All new automated excellently maintained Class C. Overnight hours, pleasant folks, quality standards. Start 10K. K106-FM. Beaumont, TX. 713-769-2852.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Carl Smith, KRAV-KFMJ, PO Box 746, Tulsa, OK 74101. 918-585-5555.

HELP WANTED NEWS

Exciting Challenge—Experienced Newperson wanted to start and head news department. Good salary—good living—good working conditions. Contact Bob Catan—WUPE AM&FM, 73 4th Street, Pittsfield, MA 01201.

Immediate opening for news reporter/news announcer. Morning shift. BA, experience or both. Rush tape and resume, writing samples to Curt Miller, c/o WTRC Box 699, Elkhart, IN 46515. E.O.E.

Morning Drive: We are looking for a newperson for our AM/FM combination in Lexington, Kentucky. Opportunity for newperson with at least one years experience to join active news department. Send tape, resume and salary requirements to: Joe Catt, News Director, WVLC, Radio, P.O. Box 1559, Lexington, KY 40592.

Heavyweight News Director needed at top-rated successful contemporary WQXI Radio, Atlanta. Consideration will be given to all applicants who: have administrative abilities and decision making abilities. News Director will have the authority and responsibility of leading a strong, dedicated News/Sports Staff. If you feel you are qualified for this position, please send tape and resume immediately to: Mr. Gary Corry, Program Director, WQXI AM Radio, 3340 Peachtree Road, N.E., Atlanta, GA 30326.

Immediate Opening Newperson, experienced, Southern market, handle magazine formula news. Equal Opportunity Employer. Send resume Box F-29.

News Director wanted. Must be a leader, organizer, good writer and reader. Presently one full-time reporter and two correspondents. Wis. AM and FM. Send resume and writing samples to Box F-37.

The SDX ... The Headliner ... and an opening on our staff means you can be a part of one of the South's most respected News Stations. If you think you have what it takes on the air and on the street send aircheck, resume and writing samples to: Les Coleman, News Director, WSGN, Penthouse, City Federal Bldg., Birmingham, AL 35203. An Equal Opportunity Employer.

WGST Newsradio is seeking a newscaster, Minimum 2 years experience as a Newscaster. Person should be aggressive and experienced in self starting radio news gathering techniques, proficient in news writing and use of production facilities. College journalism or communication degree helpful but not necessary. Writing, voice and delivery must be of quality suitable to WGST Newsradio standards. No telephone calls accepted. Send tape and resume to: Mike Wheeler, WGST Newsradio, 550 Pharr Rd., N.E., Atlanta, GA 30305. An equal opportunity employer.

Opening immediately for News and Public Affairs Director at 50,000 watt NPR/CPB, University radio station. Experience in a similar role and MA degree required. Salary negotiable. Deadline for applications: June 15, 1978. Send resume and audition tape to Harold S. Baker, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. An equal opportunity M/F employer.

News Editor for major public radio stations. Produce and air heavy schedule of news broadcasts. Some news feature production. Must have fully-developed news editing abilities plus excellent air delivery. Starting salary commensurate with background and abilities to \$13,620. Send resume and air work samples to: Richard Harris, Sr. Producer News and Public Affairs, WOI AM—FM, Iowa State University, Ames, IA 50011. E.O.E.

Newperson. Immediate opportunity to join active news department in Central New Jersey. We place a high value on local news and public affairs. Must have excellent writing and organizational skills. If you're a hard-working professional who can produce top-rated newscasts, Call Chuck Wilson 609-924-3842.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Take Charge Individual needed as Operations Manager/PD. Growth operation provides unique opportunity for the right person with proven track record. Large Market income with the benefits of Small Market living gives you the best of both worlds. Join a winning team today. Send resume, references and salary requirements to, Box E-165.

Articulate, creative, prolific, mellifluous. Continuity writer-production. Backup news-sports helpful also. Small-medium Great Plains market. EOE. Write Box E-177.

Program Director for West Coast Major Market Beautiful Music Station. Must have proven track record and/or association with top syndicators. Looking for someone who will take format to the top, then explore syndication possibilities. Salary commensurate with abilities. Full benefits. Equal Opportunity Employer. Box E-197.

Program Director, S.E. metro, MOR, news air traffic, promotions. Flagship station, group owner. Must have format experience on-air & production talent, administrative ability and ability to get along with people. Ground floor opportunity for serious professional. E.O.E. Please send resume, etc. Box F-20,

Production Director and Copy Chief, FM oriented, Top western market. Un-real benefits, solid growth opportunity with our growing company. Send tape, sample live copy and resume to Mr. Fontana, KIDO, P.O. Box 8087, Boise, ID 83702.

Opening for Director of Operations for an NPR/CPB, University radio station, 50,000 watts FM. Requires MA. Substantial experience in a supervisory role in public broadcasting and knowledge of a wide range of music is highly desirable. Degree in music and sufficient experience in radio also acceptable. Send resume and all supporting data to Harold S. Baker, Box 3, Middle Tennessee State University, Murfreesboro, TN 37132. Deadline for applications: June 15, 1978. Salary negotiable. An equal opportunity M/F employer.

Program Director/Announcer for AM Contemporary. Great opportunity for bright, aggressive, person w/ leadership qualities. Send resume, tape, & requirements to General Mgr., WILS 600 W. Cavanaugh Rd., Lansing, MI 48910. EEOE.

Production Announcer/Copywriter Needed At California large market automated MOR. You must have pleasant, non-rock voice, mature delivery, creative copy skills, minimum 5 years similar experience. Stable, pleasant working environment, Salary commensurate to the right person's skills. Materials to: Scott Henderson, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

SITUATIONS WANTED MANAGEMENT

General manager—of successful major market AM station has had his one year sabbatical as a broadcast consultant. Now, in residence and full-time wants to make a station a winner (or keep it that way) Strong sales background, Prefer larger markets. Sun Belt not mandatory. Potential for making money is. Box E-109.

Never managed a loser. Presently employed. Prefer Oklahoma or New Mexico. Advise salary and fringes. Box E-154.

Broadcast Executive. Solid background in Radio, TV and Agency. Currently employed, major midwest market. Top track record, excellent references. Will consider any management position with decent compensation and incentives. Future growth a must! Equity position important. Will consider all serious inquiries. Box E-159.

Young Dynamic Sales Manager in large market ready for bigger challenge as GM. Box F-15.

Selling General Manager—Small to Medium Market. I must run entire show. Good record, excellent personal references. Am currently operating as General and Sales Manager & part owner in Small Market. Available on or about June 15, 1978. Box F-32.

Management: Presently employed 36 year old GM with 21 years of experience in all phases of radio seeking to make final move, so my family can put down roots. Looking for GM position at any size market in the Midwest, Rockies or West. Would consider GSM at a medium or large market station. Excellent record and references. Box F-35.

AOR AE Billing \$80,000 plus in Boston is ready for big move to management. I'm programming oriented and have Masters Degree. Four years experience. Strong top 10 markets only need reply. I build ratings with organizational skills, and will power. Box F-36.

Attention Phoenix and West Coast—Pittsburgh suburban account executive, 5 years experience, interested in relocating. Strong producer, seeking sales position with top notch station, Reply Box F-45.

Twenty year programming pro ready to learn management. Prefer Florida Coastal or Keys area. Major market experience and leadership in Country Radio. 901-362-0862.

14 Years experience, woman, single, thorough knowledge of radio, FCC, ASCAP, renewals, Washington lawyers, advertisers. Managed medium market station and chain. Well versed in public affairs, sales promotion, programming, accounting, governing regulations and Country Music. Call 602-949-7515.

Sales Manager—determined Account Executive, major market background, has the ability to create a successful sales team. Let's Talk. Box E-130.

SITUATIONS WANTED MANAGEMENT CONTINUED

Hard hitting station manager seeking growth opportunity in Top 50 Market. Several years successful sales and management at major stations plus prior financial and marketing background in computer industry. A professional manager who understands and achieves profitability. Call 801-262-3382.

SITUATIONS WANTED SALES

You want more Money. I can make it for you. Radio or TV. Major or medium market. anywhere. College grad. Box F-33.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed looking for first job. Phone weekdays 716-834-4457.

First Phone, Top 40 air personality desires small market station. Experienced. anywhere. S.H. Green 212-347-5149.

Announcer/First Class Eng. Looking for full time air shift, New England. Easy going, crackjack producing work, immediately. Box D-76.

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.

Nine year professional communicator, first, liberal arts grad, prefer Northwest or West, available May 20. 414-748-8159 leave message for Pete.

Looking to move to Large Market. A/C experienced. Good references. Box F-1.

Adult Contemporary radio personality. Top rated with ability to communicate. Good voice. Seeking Top 50 Market. Box F-7.

DJ, 3rd Endorsed, tight production/board, good news/commercial delivery, ready now anywhere. Box F-31.

Experienced and Employed - 3 years/3rd phone seeking AOR/MOR gig. DJ plus News, Production and some management background. Call Joe, 215-922-2797 or Box F-41.

Professional broadcaster with 14 years experience. Excellent voice and delivery. Proficient at: Interview, talk, telephone talk, production, news delivery, D.J. work. TV. experience also. Left Education for Broadcasting. Ivy M.A. 47 years old with family. Ready for major and medium markets or management. \$16,000 minimum! No Sales! Box F-46.

8 yrs. Contemp. MOR Oldies Jock would like to continue in an MOR format with warm and friendly approach. 30, single 1st Phone. Box F-47.

The Mechanical D.J. - Ira Shimshi. 83-3011 8th St., Kew Gardens, NY 11415. 212-402-6770 or 212-459-0335.

Talented Personality seeking first break, 3rd Endorsed. 3 1/2 years college experience, offers diligence and dedication. Tape and resume available. 201-777-0749.

Experienced Announcer. Broadcasting school graduate. Aggressive, versatile, creative, dependable, Third Class, family man looking for a good position with an excellent radio station and a good salary. Ronald Willis 1084 New York Ave. Brooklyn NY 11203.

Classical format, mature voice, non-stuffy delivery. Knowledge music, languages. Major experience. 305-444-0800.

Anc'r: 25 years exp. Network type. Beautiful Music or MOR. Specialist in "Big Bands." Florida preferred, all considered. Clarke, 207 Elliot, Brattleboro, VT 05301.

Chris Kidd is looking for air shift at Top 40 or Contemporary MOR. Good public relations type person, with professional disco system, and 1st Phone. Call mornings 503-686-9426, 1790 W. 15th, Eugene, OR 97402.

Twelve Year Veteran seeks established MOR to grow with. Talk, production, music. Call 414-384-0160.

Hard working announcer experienced in Music Programming, Production. Good references. Prefer Northeast, desire FT, but P/T or vacation replacement considered. Mitch Zimmer 212-531-4717 after 4PM.

DJ, 3rd endorsed & 5 months experience to work in a radio station within commuting distance from N.E. New Jersey, not necessarily doing DJ's work. Tom 201-943-5816.

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.

Young, energetic, talkative jock, 3rd endorsed, some experience, good production. Adds magic to any station. Magic Mike: 1-401-353-9459. 390 Sunset Avenue, North Providence, RI 02904.

Steve Allen, Hawthorne, Dave Garroway have nothing on me. Radio Entertainer, 1480 6th N.W. Salem, OR 97304, 503-581-5508.

SITUATIONS WANTED TECHNICAL

Broadcast technician seeking position as assistant chief engineer at AM facility in the 'lower 48'; Arizona-Southern California area preferred but not absolutely necessary. Have six years' experience in most phases of AM engineering, except automation, transmitters over 5 kw, and the more elaborate directional antenna systems. Possess Associate Degree in Electronics Technology and First Phone. No air work wanted; just looking for engineering work, first and foremost. Will be available July-August, 1978. Bob Carr, Box 670, Dillingham, AK 99576. 907-842-5281.

Experienced Engineer 7 years AM Directional Antennas (Chief Engineer), Production Engineer, "On the Air" Engineer. Prefer Florida other locations considered. Box F-26.

Young chief engineer wants career. 5 years experience AM/FM, 3 as chief. Familiar with latest technology. 3 years college. Currently employed, available September. Box F-40.

Responsible, hardworking Broadcast Engineer; 12 years AM Directional, FM Stereo, seeks challenge. Box F-55.

SITUATIONS WANTED NEWS

Female sports/news pro. 3 yrs PBR beat reporting, talk-show host, good production. 3rd endorsed. M.A. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

Lawyer-journalist, now in broadcasting to USSR and freelancing from Europe seeks news writing or reporting job with international outlook anywhere. Know German, French. Read Italian, some Swedish. In US in June-July. Box E-150.

Experienced excellent credentials. Seeking large market reporting/anchor position. Box E-160.

Black newscaster, 29, BS, JD, AFRTS and national network experience. No geographical preference. August. 913-864-3409.

Genuine professional, former large market news director now available. Solid journalist. Northeast preferred, not required. Box F-3.

I've been a big fish in small ponds long enough. It's time to find a larger market to grow. Seeking to join your team but emphasis must be news. Or let's talk now about possible future openings. I'm not looking just to move but to expand. Box F-6.

Trained female seeks first announcer, newsreader-rewriter position. Pleasant, friendly announce voice. Crisp, authoritative newscast. College grad. 3rd Endorsed. Tape. Box F-12.

Looking for a sports director and top notch experienced PBP man? Six year news and sports combo wishes to move into full time sports slot. Nine years PBP experience, experienced interviewer. Prefer Midwest location. Box F-24.

Experienced newscaster, College degree, seeks News Director or other administratively-oriented position. Box F-22.

News Oriented Announcer, 3rd Endorsed, seeks first broadcasting position. Male, 22, college degree, graduate credits, photographic experience. Desires Pacific Northwest area but will relocate elsewhere. Box F-28.

Thoroughly Professional, experienced News Director for multiple-member news department. Aggressive. Box F-44.

Is Your Sportscaster going on vacation? Teacher looking for summer work. Is knowledgeable on sports. Broadcast school trained, Third Endorsed. Some experience as DJ with score shows. Andrea Seaman, Pittsburgh, PA. 412-462-3241.

Sports Director six years experience all play by play, looking for medium market, available in September call 305-666-3615.

Young Black newscaster, good voice, authoritative delivery. Three years experience. Total news involvement desired. Jerry Scott 714-282-7277, 3622 Highland, San Diego, CA 92105.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Production Pro., Major Market. 15 yrs., multitrack; write, produce commercials, promos, specs; plus air news. West. Can't afford 15-20K? Save your stamp. Box E-158.

Female, 3rd Endorsed: M.A. Experienced in community-oriented radio. Announcer, writer, producer: sales background, public relations, fundraising. Wants to relocate in D.C. area, apply her skills and move up. For tape & resume write Box E-194.

Top Production and editing with a creative, imaginative mind. 5 years in broadcasting, 3 PBR, some management. 517-224-2273.

Credits: WPGC, WCBM, WTFM WTVW, KNBC, Hair, Lenny, Godspell, JCS, Short Eyes, Vanities, Rainbow, etc. Would like return ticket to broadcasting. Ted Rado, 3650 Ventura Canyon Ave., Sherman Oaks, CA 91423.

Troubleshooter: Heavy programming experience turning losers into winners, from ground up or fine tuning. Country, top 50 markets preferred. Available now. Dave Donahue 901-362-0862.

Experienced multi-station programmer with respected group seeks off-air adult programming or music position with major station or syndicator. College degree and excellent references. 312-445-6149 after 3 PM CDT or Box E-98.

TELEVISION

HELP WANTED MANAGEMENT

Station Manager - MA degree preferred, outstanding experience in television management may be substituted for degree. Minimum 5 years recent TV broadcasting experience; knowledge of production, budgeting, programming, FCC rules/regulations, proven administrative ability. Reports to General Manager. Salary \$20,000. Application period ends June 2, send resume to Personnel, Arizona State University, Tempe, 85281, an equal opportunity/affirmative action employer who complies with Title IX of the education-act amendments act of 1972.

HELP WANTED SALES

Southeastern Ohio group owned CBS affiliate has opening for television account executive. An idea seller is what we are looking for to call on local direct and regional business. Aggressive closer with proven track record. Send resume to Michael Macaluso, WSTV-TV, 320 Market Street, Steubenville, OH 43952. E.O.E.

Immediate opening. Southeastern network affiliate seeking account executive, must be aggressive, experienced, self-starter, interested in becoming a part of a major broadcast group. Limitless opportunity for a salesperson looking to move up the broadcast ladder. Equal opportunity employer, submit resume to Box F-30.

HELP WANTED SALES CONTINUED

Progressive, Growing, Ideally located Northern New Jersey CATV Company requires one aggressive, self-motivated, conscientious and creative time sales person. Call: 672-3081.

HELP WANTED TECHNICAL

Video Technical Operations Supervisor, for quality East Coast Production Studio. Must be experienced in setup, operation, and maintenance of color cameras, quads, and film chains. Supervisory experience a must. Should have an eye for quality and a perfectionist attitude. Resume and salary requirements to Box E-117.

Chief Engineer—ABC Affiliate. Must have 1st phone, experience and ability with studio and transmitter gear. EOE. Manager, KDUB-TV, 1 Duquesne Plaza, Duquesne, IA 52001.

Chief Engineer—immediate opening. CBS affiliate on California Monterey Peninsula. Experienced in studio, transmitter and microwave maintenance. Salary negotiable. Contact S. P. Johnston, KMST-TV, 46 Garden Court, Monterey, CA 93940. 408—649-0460. Equal Opportunity Employer.

Chief Engineer; Group Owned Southeast Network Affiliate seeks person experienced in Management, strong technically, transmitter, studio, ENG. Qualified individuals only. EOE. Send resume and salary requirements to Box E-191.

TV Chief Engineer, position immediately available in New York City. Solid experience W/AE 600's, Pc 70's, RCA Computer Studio Facility, Shift-sleeve. Solid experience required. Salary open. North American Video 212—688-9884. B. Grodin, Home 914—238-9229.

Mature First Ticket Engineer to work early AM at Savannah's only 24-hour TV. Opportunity for advancement, competitive salary, four-day work week, warm weather and the Atlantic Ocean minutes away. Contact Kyle Goodman, PO. Box 8086, Savannah, GA 31402, or call 912—232-0127.

Assistant Chief Engineer—New independent UHF station on channel 20 in Salt Lake City. Must have experience in video tape and all phases of studio operation and maintenance. Write: John A. Fergie, Springfield Television of Utah, Box 2210 Springfield, MA 01101.

A unique opportunity exists for an energetic, self motivated, video engineer in Sunny Southern California. We are a rapidly expanding videotape post production laboratory looking for your experience in State of the Art Engineering. If AVR-3's, Digital Video correction, plumbicons, microprocessors, Helical Scan and some loving operations don't bother you, send your resume and salary requirements to Crest National Videotape & Film Laboratories, 1141 N. Seward, Hollywood, CA 90038. Could move you up to CE. EOE.

Broadcast Engineer with FCC First Phone License. Television control-room operations experience desired. Contact Darrell Hunter, WKFF-TV, 513—263-2662. An Equal Opportunity Employer M/F.

Operating Technician opening for progressive large market TV station. Minimum one year experience and First Class License required. An Equal Opportunity Employer. Call or Write T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, RI. Telephone 401—438-7200.

TV Technician—summer vacation position. First phone & video tape experience desirable. Send resume to Personnel Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. An Equal Opportunity Employer.

Supervisory Engineer II. Reports to Chief Engineer; responsible for all aspects of operation and maintenance of remote unit and technical operations. Required: 1st Class FCC; 5-7 years experience in broadcast color production; 1-3 years supervisory; major market experience desirable. Salary \$15,246/17,076. Application period ends June 2, 1978. Send resume to Personnel Arizona State University, Tempe AZ 85281. An equal opportunity/affirmative action employer who complies with Title IX of the educational amendments act of 1972.

Engineering Manager WETA-TV Channel 26. Primary management responsibility for the WETA-TV air and production operation which will encompass in-plant production and remote pick up assignments. Minimum of 5 years experience in TV production with 2-4 years supervisory experience. Must possess valid FCC First Class Radio TV license and have thorough knowledge of audio/video broadcast systems and audio production techniques. Salary \$22,500-\$30,000. Please contact: Darnell Barber, Personnel Manager, WETA-TV/Channel 26, P.O. Box 2626, Washington, DC 20013.

Creative Electronic Engineer. For East-Tennessee based VT production company with RCA TKP-45's/ TR600 recorder, all-mobile operation with small studio facility. Excellent opportunity for engineer capable of maintaining professional equipment, troubleshooting in field. Also requires creative production talent for contributing to quality image for which company is known throughout Southeast. Interested in moving ahead with a growing company? Contact: Ross Bagwell, Sr., Cinetel Productions, Inc., 2 Forest Court, Knoxville, TN 37919; or call 615—584-2232.

Technician WETA-TV Channel 26. Responsible for remote and in-studio production of programs, and maintenance of equipment. A.S. Degree in Electronics or Broadcast Technology or equivalent experience in broadcasting required, plus valid FCC. First Class Radiotelephone Operator's license. Salary Union Scale. Please Contact: Darnell Barber, Personnel Manager, WETA-TV/Channel 26, P.O. Box 2626, Washington, DC 20013.

HELP WANTED NEWS

News director Midwest commercial television (network affiliate) with journalism school faculty appointment. Must be willing to take active leadership role in newsroom operation. Work with youthful staff and experienced editors. News program is dominant in market. Applicants should have distinguished background in broadcast journalism. Advanced degree desirable. Teaching and administrative background helpful. Excellent salary. EOE. Box E-101.

Wanted aggressive, news person who wants to break into small market Western V.H. F. Television Station. Box E-126.

News Director for expanding operation in single station market. Must be an experienced broadcast journalist ready to direct and motivate a young staff of dedicated reporters. Some anchor duties. Tape and resume to Harold Wright, WVIR-TV, P.O. Box 751 Charlottesville, VA 22902. An Equal Opportunity Employer.

Reporter to do Environmental Feature reporting and On-Air Weather presentation for 6 & 11 PM Newscasts. Equal Opportunity Employer. Box E-180.

Reporter/Weekend Anchor: In medium Eastern market for dominant network affiliate. Minimum two years reporting experience. \$14,000 plus. An Equal Opportunity Employer M/F Box E-195.

Documentary Producer: Weekly half-hour documentary unit needs energetic producer-writer with extensive journalistic and production skills. Must have produced three shows in the past year. High productivity and a willingness to work long hours a must. Send show reel and resume to: Moore On Sunday, WCCO-TV, 50 South Ninth Street, Minneapolis, MN 55402.

General Assignment Reporter with minimum two years experience. Send resume to WSM-TV News Director, P.O. Box 100, Nashville, TN 37202. WSM, Inc. is an Equal Opportunity Employer.

Two asst profs needed for Radio-Television Dept. Ph.D. required, commercial or public broadcasting experience helpful. Both will teach general R-T courses; one should additional know ENG/film, one should know broadcast writing. Minorities and women actively encouraged. Resume, references, full information to Charles T. Lynch, Dept of Radio-Television, Southern Illinois University, Carbondale, IL 62901 by May 20. Positions begin August 15th. No Phone Calls. Salary negotiable.

Sportscaster: In medium Eastern market for dominant network affiliate. Minimum two years reporting experience. \$12,000 plus. An Equal Opportunity Employer M/F Box F-11.

Sports Announcer. For medium-sized radio and television market in Northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and potential for limited play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and video tape to Program Director, WSYR TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Reporter for General assignments at top rated station in Southwest. No beginners. Should be strong on features. EOE. Send resume to Box F-16.

Producer. For late evening news, Mond-Fri. for medium market in Southwest. Must be experienced in producing newscasts, and may do specials as well. Solid news judgement required. All ENG and microwave, group-owned. Box F-18.

Assignment Editor for top rated station in Southwest. Need creative newswoman with strong administrative capabilities. EOE. Send resume to Box F-19.

Assignment Editor. For medium-market CBS affiliate in Southwest. Must have experience in enterprising news stories and in managing people. All-ENG, group-owned. Box F-21.

Sports Director wanted for medium market station in the sunny Southwest. Applicants must have at least one year of on air sports anchoring experience. Must be a take charge person and someone who will get involved in the community. Send resume only to Box F-23.

All around News Person: Assignment Editor who knows news and how to direct staff; back up anchor on air, some ENG field work. ABC affiliate, small market, Sun Belt. EOE. Box F-54.

Sportscaster: Experienced, feature oriented sports reporter to anchor and do ENG field work. We're bored with big league scores and reporting numbers, prefer off-beat, the unusual and the colorful in sports. EOE, Sun Belt, ABC affiliate in small market. Box F-58.

Public affairs producer experienced in all phases of studio and remote production. Knowledge of Washington D.C. desirable. Send detailed resume to Darnell Barber, WETA-TV, Box 2626, Washington, DC. 20013.

Magazine Show Host and Feature Reporter—For five day a week top rated show in top 25 markets. Person should have minimum three years in television, and hosting and reporting experience required. Send resume/tape to Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814.

Wanted: Meteorologist/Commercial Talent. Must be able to present entertaining-exciting weathershow, and strong on commercial ability. You will be working for number one news station in highly competitive market. Send tapes and resumes to News Director Dennis Anderson, WDIO-TV, 10 Observation Road, Duluth, MN 55811.

ENG Editor—Must be familiar with all aspects of 3/4" ENG News editing. Sony systems. Send resume to News Director, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. Equal Opportunity Employer.

ENG Photographer for TV Station documentary unit. Should have experience shooting Television News (ENG experience preferred). ENG editing experience desirable. College preferred. Samples of work necessary. Send resume and cassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Field Reporter/Back-up Anchor—will cover, write and edit daily news assignments, do on-camera stand-ups and audio voice-overs and substitute for regular anchor talent during vacations, illness etc. Must have exceptional ability to communicate on-camera. Previous experience in Television or Radio News is preferred. Send resume and video tape to Richard Graham, Business Manager, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

TV News Photographer/Editor: Two years experience shooting and editing film and ENG. No beginners. Send resume to News Director, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

TV and Radio Reporter—street work, potential for some anchoring. Able to package with ENG. Looking for solid, experienced journalist. Equal Opportunity Employer M/F. Resumes and tapes to: Frank Deaner, News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Executive Director for non-profit PTV corporation in Southeast. Will work in tandem with general manager of UHF ITV/PTV station licensed to school system. Duties include corporate management, budget making, establishing, implementing and evaluating development, programming, and promotion activities. Experience in public television, administration, and seeking grants essential. Salary negotiable; starting date July 1. Submit resume with salary history. Box E-119.

Copywriter/Producer: VHF network affiliate is seeking self-motivator with creative ideas for retail advertisers. Must have thorough background in TV production as well as writing ability. Lots of client contact required. Send resume and salary requirements to: Box E-189.

Producer, Top Ten Market. Must be creative idea person for new daily show. Must be experienced and have track record. An equal opportunity employer. Send resume to Box F-42.

Traffic Director. Duties include preparation of daily program log, continuity coordination, facilities scheduling and program guide coordination. Candidates should have previous broadcast experience or two years of college work in broadcasting. Salary, \$7680. Send resume to Rod Zent, Program Director, KAMU-TV, Texas A&M University, College Station, TX 77843. EO/AAE.

Manager of Production Operations. KQED (San Francisco PBS) needs innovative manager to assume direct responsibility for supervising, evaluating, and developing a full range of production services. Prior experience as a production expeditor for a major market television production facility is essential. Fast-paced, variety position. Call Steven Sosin at 415-864-2000.

Photographer for production oriented Gulf Coast Market. Creative and personable work with 35mm Photography, both E-6 and black and white, as well as graphic arts products. Contact Mrs. Beneke, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512-423-3910. We are an Affirmative Action, Equal Opportunity Employer.

Wanted: 1 Wizard. Generalist-Engineer to teach College RTV courses half-time, maintain FM, TV, AV equipment other half. First, maintenance, on air experience required. Tinkerer, builder preferred. Send resume to: Mrs. Kay Gillis, Centenary College, 400 Jefferson Street, Hackettstown, NJ 07840. An Equal Opportunity—Affirmative Action Employer.

Production assistants needed for daily childrens TV program during summer. No money but great opportunity to learn by doing. Volunteers Contact Mr. Selas, KNOE TV, Box 4067, Monroe, LA 318-322-8155.

We're looking for a few good people for our new videotape production facility in Denver. If you're a Director with heavy commercial experience—send us your reel (2" or 3/4"). If you're a Lighting Director/Cameraperson with heavy commercial experience—send us your reel. We are looking only for self-starters that are eager to join a growth company. No phone calls please—pictures are worth a thousand words. Mike Thels, Operations Manager, Telemation Productions, Inc. 3200 W. West-Lake Ave, Glenview, IL 60025.

Radio/Television Instructor. To teach courses in a comprehensive radio/television broadcasting program, and manage the 3000 watt FM radio/color television station. Work experience in radio/television broadcasting and production required, with a Master's degree and work experience preferred. Deadline for applications: 5-31-78. Letter and resume to be sent to Dean of Instruction, Central Wyoming College, Riverton, WY 82501. CWC is an equal opportunity employer.

Manager of Scheduling. KQED (San Francisco PBS) needs innovative and experienced professional to manage Scheduling Dept. of major production and broadcast facility (two licensed television stations). Qualified applicant will have implemented efficient scheduling procedures suitable for major production facility. Salary negotiable. Call Steven Sosin at 415-864-2000.

SITUATIONS WANTED MANAGEMENT

Television Operations, Manager experienced in running day to day operation with expertise in programming, promotion, and news. Strong administrator with emphasis on FCC requirements, client and community relations. Box F-48.

Knowledgeable GM or Manager. 25 years hands-on experience in every department, announcer thru GM, plus ad agency, FCC renewals, applications, creative local programming and commercial development. A leader who can do. Challenge me. 803-448-4377.

SITUATIONS WANTED SALES

Ultimate TV Spot Producer to zoom retail sales. Writes, photographs, records and directs on location. Plus Sales/Promotion veteran too. Box F-51.

SITUATIONS WANTED ANNOUNCERS

Hard working announcer seeking first TV position. Three years radio-medium market. Excellent references. Earliest available—August. Box E-182.

Former L.A. radio personality wants to move to television as host/writer for magazine or talk program. Strong writing and interviewing experience. Excellent knowledge of TV. College Graduate. Box E-196.

SITUATIONS WANTED TECHNICAL

First phone tech, 7 years major market exp. seeks position in FL or S.E., will travel. Presently employed, hard worker will do anything. Write Box: E-185.

Responsible Broadcast Engineer; 12 years high-power AM Directional, FM Stereo. Digital background. Seeks TV opportunity, Box F-57.

1st Phone desires entry level position in Engineering or Production. Any Market—call 215-588-0142.

Top Ten Chief Engineer seeks new location. Prefer working for decisive manager. Box E-97.

SITUATIONS WANTED NEWS

Trained in Major Market. Looking for street reporting assignment at medium or small station. Experienced, aggressive. TV Radio degree from large university. Great references, will relocate. Contact: Mark Weller, 3400 N. Maryland Ave., Milwaukee, WI 53211, 414-963-7114.

Television Reporter—Female 27 years old, ENG experience, mini-docs, general assignments. For resume and tapes write: Box E-168.

Currently employed as TV sports director/anchor at one of the smaller medium markets. Seeking better job in TV sports. Smooth pro. Box E-176.

Versatile Journalist who can act as Assignment Editor, Producer, Investigative Reporter and more, seeks large or medium market position. Can shoot and edit film. Seven years experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

Meteorological Personality: Television is a visual media, and I do a very visual weathercast. I am looking for quality, if you are too, lets get together. Box F-9.

Medium Market Weekend Sports Anchor seeks sports anchor position in small or medium market. Perfect for one man sports operation. Box F-10.

News-Director/Producer/Editor/Writer 17 years NY major network staff. Willing to relocate. Request impressive resume. Box F-49.

News and/or sports reporter. Two years experience in large and medium markets. Journalism degree. Hungry. Matthew. 315-797-5220.

Presently Driving a Truck ... Left major market job six months ago (sports producer, part time news reporter). Seeking full time news and/or sports reporting job ... but with no connections I can't find anyone to even look at my tapes. 28, eight years broadcasting experience, masters degree in journalism, extensive ENG training, will relocate, am affordable. Get me off the road and back on the air. Bob Elliott, 122 Grant Street, Portland, ME 207-799-2560.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Program Director—Nine years experience as PD, twenty-four total in Television. Desires relocation, new challenges. Now in Midwest, however new area is no problem. Best references. Write Box F-38.

Available Immediately—Creative, hardworking male BA high honors communications seeks start with production opportunity. Versatile, motivated. Will relocate. Excellent references. Mike Shapiro, 3 Allison Drive, Old Bethpage, NY 11804 516-249-7752.

Production/Operations Specialist, Producer—Director. Seven years extensive professional experience. If you care about quality television, we should talk. Graham Brinton, 215-664-3346.

I'd like to boast about Your station. I'll do this with small market on-air and print promotion experience in both Radio and TV. If interested, call 716-266-5946.

Creative Producer/Writer; news, ads, continuity. CATV, FM and film experience. Radio/TV B.A. degree, Third endorsed. Ambition, imagination, talent. Available immediately: Rory O'Farrell, 4531 Shippee, Stockton, CA 95212; 209-931-3544.

WANTED TO BUY EQUIPMENT

Wanted 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.

TK-27 Film Chain and TR-60 Videorecorder. 901-458-2521 C.E.

SRL-7C & SRL-7G Klystron Tubes for 2 KMC microwave equipment ... contact: Gene Monday 605-996-7501.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Church Ministry Seeks donation of used radio broadcast equipment for production and recording studio. We need: reel decks, microphones, turntables, cart deck and a studio production console. A cassette duplicator is especially needed. Tax deductible receipt available to donors. Write or call: Bethany Church, Box 76, Wyckoff, NJ 07481. 201-891-7494.

Wanted: O'Connor Heads—Revox Audio Recorders. Call: 312-236-5535. Ask for Kathy.

Want High Band VTR, Ampex 2000 or 1200 B preferred. Call Bob Pritchard 215-546-4634.

Wanted to buy: One audio driver transformer for a BC5-B or BC10-B Gates transmitter. Will accept defective unit that can be rewound if new or used unit not available. Call Ken Harmon, WBSC Radio, 803-479-7121.

FOR SALE EQUIPMENT

5" Air Helix—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs 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: 312-263-0800x447.

Panasonic, U-Matic, 3/4" video cassette player/recorder/timer/remote-control. NV-2125. Call: 206-464-2386. 322-7369. Write A. Blethen, The Seattle Times, P.O. Box 70, Seattle, WA 98111.

FM Transmitters (Used): 20 KW, 15 KW, 10 KW, 7.5 KW, 5KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FOR SALE EQUIPMENT CONTINUED

Make an Offer: Two Bell and Howell TV projectors with spare parts, Sarkstarzian slide projector, Multi-Plexer film Camera, and two IO cameras. 209-527-3060.

6 IVC Video Recorders—3 Model 760's; 2 Model 800's; 1 Model 825. Good condition. Make offer. Contact Brad Blake, Glen Glenn Sound, 6624 Romaine Street, Hollywood, CA 90038. 213-469-7221.

AM Transmitters (Used): 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Two Visual VA-50 Quad. High Band recorders Shibaden Amtec, colortec, val comp, 3M DOC and Ampex 1200 Signal system. Recorders are now on the air with Ampex 1200s with comparable pictures. \$20,000 each. John Wilson, C.E., KEYT, Santa Barbara, CA. 805-965-8533.

Ampex VR 1200 OH. Autochroma, AFC, Framer, Bearing and Venturi Air 32,000, Ampex VR 1000, Intersync, Amtec, Colortec, Color Proc, Editor, Allen Mod-Demod, Bearing and Venturi Air 6,000. D. Zulli, 213-466-5441.

3 Studio Color Cameras and color film island. Excellent condition, 3-5 years old. 2 CEI model 280 cameras with electric zoom, 1 lens extender, extra camera cables, \$18,000 each. Also 1 Norelco Phillips LHD-1 plumicon color camera, self contained sync. 6 to 1 zoom, large viewfinder, \$6,500. Film island package 1 ZEI Mark 4-way multiplexer, 1 Athena 16mm projector, Shibaden Color film island camera with filter wheel, complete film island package \$11,000. Call Al Eicher, Magnetic Video Corporation, 313-477-6066.

For Sale—Six PC-70s Norelco cameras, one PCP-70 Norelco, audio, monitors, custom 35-ft. Gerstenslager mobile unit with distribution, etc. We are expanding to triax and a trailer. Also one PCP-90 with film-lens adapter, one VR-3000, one DMI disc. All equipment well maintained by one of most highly regarded technical staffs in US. Jefferson Productions, Charlotte, NC, 704-374-3823.

CBS Automax, Cart Machines, Turntables, Time Announcer. Call 404-487-9559.

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"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.

357 sharp DJ gags. Only \$4. (Refundable). Hanlon, 3736-A No. Pennsylvania, Indianapolis, IN 46205.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO. Box 9787, Fresno, CA 93794.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

Bumper Bucks, exciting new radio promotional gang, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Time Salesmen!! Increase your sales with supergrade jingles and tags from the midwest's oldest quality production house. Sell direct to you or your client. Convenient terms. Castle Productions, PO 628, Lake Geneva, WI 53147. "Our business is to Increase Your Business!"

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Free Details/ Custom Scripts for audition tape. On-Cue, Box 10203, Pittsburgh, PA 15232.

Want to Buy excess or surplus records. Knickerbocker Music Co., 371 S. Main street, Freeport, NY 11520, call George Hoch, 212-895-3930.

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 INTSTITUTE, 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, PO. Box 45765, Dallas, TX 75245, 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 19 and July 31. Student rooms at each school.

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RADIO Help Wanted Announcers

RADIO TALK HOST

... with program management experience, who is adult, well read and well spoken, opinionated. Must have endorsed third class ticket. Send resume and salary requirements to Box E-184. EOE.

Help Wanted Sales

Account Executive

Do you want to move up to a major market, major facility, and a major list? WLKW AM & FM, No. 1 in Providence, has an account executive opening now. Our last three A/Es have doubled their income in one year. Send resume ASAP to Pete Vincelette. EOE.

Help Wanted News

Immediate opening

for a creative newperson. At least 3-years experience. Must be able to write conversational news and deliver it in a person to person manner. Excellent opportunity to join top-notch air staff at a Capital Cities' Communication station. Send tape and resume to Henry Brach, News Director, WKBW-Radio, 1430 Main St, Buffalo, NY 14209. An equal opportunity employer.

Major Station, Major Market Needs News Anchor. Good journalist, good writer with strong and individualistic delivery. A person who can make news come alive.

Major Station, Major Market Needs Talk Artist. A person who can take full responsibility for preparing, producing and delivering 25/30 hours of exciting talk radio every week.

Reply: Box F-60.

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, increase revenue and aren't intimidated by success—we want to join your family. 609-737-1421.

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Medium to Major Market MOR. I have a unique skill that will quickly bring listeners and clients. 20-year pro. Mature, creative, funny, neat. Well worth your inquiry. Box F-5

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with over twenty years in metro markets, including management, sales and programming. Achievement through planning, setting and attaining goals, motivation, training and hard work. Now available. Outstanding references. 713-687-7471

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Aggressive, hardworking MBA (top 20 school) is looking for results oriented, broadcasting related employment. Diversified experience in broadcasting and computer systems, emphasizing a professional approach to problem solving.

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Pittsburgh, PA 15232

TELEVISION Help Wanted Management

A CALL TO SERVE

We have continuing and varying needs for experienced Broadcast Management, Engineering, Production, and other personnel. More professional people are wanting to make their lives and talents count for something worthwhile with eternal consequences. If you feel a call to serve and can be happy with hard work, sacrifice and modest remuneration, you could become a part of one of the world's most exciting happenings. Send resume to Personnel Division, Dept. B, Christian Broadcasting Network, Virginia Beach, VA 23463. CBN, Producer of "The 700 Club," is an Equal Opportunity Employer.

Help Wanted News

THE WORLD'S BEST

Local TV News operation, having successfully expanded once, is doing it again. We need creative, self-starting reporter/photo's and assign. ed./producers. This midwest net. aff. "V" is an equal opportunity employer. Reply Box F-43.

TV NEWS PEOPLE

Sunbelt television station is building a number one news team. We're looking for experienced anchors, producers, reporters and photographers. Send resume to Box E-186.

EVENING ANCHOR

For dominant TV in smaller Southern Market. Want experienced, authoritative air personality. All inquiries confidential. Need resume and video cassette. Tapes promptly returned. P.O. Box 4430, Carrollton Sta., New Orleans, La., 70178

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 Sales

SALES OPPORTUNITY

"Pro" needed to introduce new disco show to national market already scheduled in New York and other Major markets. Must be well known to trade and conversant with top management. Some travel necessary. Opportunity unlimited for right person. Substantial salary plus generous incentive. Reply to Box F-61.

Help Wanted Programing, Production, Others

TV PRODUCER/ DIRECTOR/WRITER

KXTV Sacramento needs an experienced Producer/Director/Writer for a new local program series to start on the air in September. Should have a solid background in local program production; be imaginative, energetic, enthusiastic, well organized and a motivator of people. Will head up a production unit of 4-people and be working with the latest ENG broadcast equipment. KXTV is an Equal Opportunity Employer. Contact: Cal Bollwinkel (916) 441-2345.

Do You LOVE Making Things Work Right?

If so, you're just the person to be the production manager of our new syndicated program service. Production Management, Directing, VTR editing desirable. Send resume pronto. Box F-13.

Assistant Commercial Producer

Shoot on location and edit commercials, promos, special programming features. Will work under direction of Commercial Producer using ENG, film, stills. Must have good working knowledge of ENG equipment, 16mm film equipment, lighting and sound. Will take care of all commercial production gear. Will maintain ENG specifically, but should be able to trouble shoot on location.

Box F-64.

Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**
324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. **\$12.50**
332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **\$14.50.**
307. **CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. **\$8.95**
312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout, to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Help Wanted Technical

BROADCAST ENGINEER—Ball State University has an opening for a broadcast engineer who must be able to operate and to maintain 3/4 inch VTR's and formal cameras and related electronic equipment. 3 years experience with 1st Class FCC license preferred. Application deadline: 5/31/78. Send resume and salary requirements to Personnel Services Office, Ball State University, Muncie, IN 47306 An Equal Opportunity/Affirmative Action Employer

Audio/Video Maintenance Technicians—Top 35 market, in Southeast. Need two persons for routine and emergency repairs of all technical equipment used at a television station. Persons must be able to diagnose equipment troubles using test equipment and must be proficient in both analog and digital circuitry. Must have FCC First Class. Send resume to Box E-157 EEO M/F

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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.

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FREE monthly news/feature interviews with national magazine authors. Available in two forms: eight 3 1/2 minute interviews and/or 30 minute newsreel. Contact: Cynthia Allen, Select Magazines, Inc. 229 Park Avenue South, New York, N.Y. 10003 800-221-4048

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Nationally respected talk programmer available for personal consultation. Experience includes programming of number one rated O&O in major market. Recipient of dozens of awards. Consultation not limited to market size. Impeccable credentials and top recommendations. Improve your ratings and demographics at an affordable fee. For details please write to Box F-59.

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One 55-minute weekly program of Big Band Sounds with host Jim Bolen.

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Phone (501) 378-0135

For Sale Equipment

DEMONSTRATION EQUIPMENT FROM NAB, NRBA & DEMO STUDIO

All items sold as is, F.O.B. Quincy, Illinois. Contact Don Winget, Harris Corporation, Box 4290, Quincy, Illinois 62301. 217/222-8200.

Two Crown D-60 dual channel 60-watt monitor amplifiers. 740-0098-000. **\$239.00 ea.**

TD1A Audiolab bulk tape eraser. 732-0223-000. **\$49.00.**

Two Harris M6108 transistorized monitor amplifiers. 117V, 8 watts. 994-6108-001. **\$225.00 ea.**

Revox A77 tape recorder/reproducer. Two track stereo, 3-3/4/7 1/2 ips, 50/60 Hz. Rack mount. 730-1489-000. **\$795.00.**

Two Harris Criterion II cartridge playbacks, stereo. 1000 Hz cue, 60 Hz, 117v. Desk mount, or purchase as pair with rack mounting. 994-7872-001. **\$645.00 ea.**

Two Harris Criterion I cartridge playbacks, mono. 1000 Hz cue. 60 Hz, 117V. Desk mount. 994-7875-001. **\$545.00 ea.**

Two Harris Criterion I cartridge playbacks, stereo. 1000 Hz cue. 60 Hz, 117V. Desk mount, or purchase as pair with rack mounting. 994-7876-001. **\$625.00 ea.**

Harris Criterion 90-2 cartridge playback, stereo. 1000/150 Hz cues. 60 Hz, 117V: Desk mount. 994-7996-001. **\$725.00.**

Two Harris M6600 all-purpose amplifiers. Battery operated. 8-3/4" x 2 1/2" x 3". 994-6600-001. **\$60.00 ea.**

All items sold as is, F.O.B. Quincy, Illinois. Contact Don Winget, Harris Corporation, Box 4290, Quincy, Illinois 62301. 217/222-8200.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

For Sale Equipment Continued

TRANSMITTER SITE & TOWER

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Thirteen acre transmitter site with seven-hundred foot guyed tower available. Easy terms, low downpayment. \$150,000. Also available already installed: 20 KW transmitter, 12 Bay FM antenna.

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EXPERIENCED RADIO PRO

Wants to purchase Radio station. 80 mile radius N.Y.C. Principals only. Box F-14.

AM and/or FM

Wanted: AM and/or FM Radio Station located in Western States, up to \$500,000. Contact: John Schuyler, 9440 Santa Monica Blvd, Beverly Hills, CA 90210. (213) 273-4407.

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Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

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NEW ENGLAND EXCLUSIVES . . . AM plus power FM, in single station market. Profits plus good growth potential. Real estate included. Asking \$820,000 with 29% down, up to 10 years on balance.

Daytime AM in medium market with 29% down and 10 years on balance. Good owner/operator opportunity at a low \$225,000 asking price. Contact New England associate Bob Kimel for details. Phone 802-524-5963.

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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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SW	Small	AM	\$350K	\$101K
W	Medium	FM	\$475K	Cash

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- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- 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

Stock Index

Stock symbol	Exch.	Closing Wed. May 10	Closing Wed. May 3	Net change in week	% change in week	High	Low	1977-78	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ARC	N	46 7/8	44 7/8	+ 2	+ 4.45	46 7/8	35 3/8	9	18,152	850,875
CAPITAL CITIES	CCB	N	66 1/4	67 3/4	- 1 1/2	- 2.21	69	44 3/4	12	7,426	491,972
CBS	CBS	N	52	52 3/4	- 3/4	- 1.42	62	43 7/8	8	28,100	1,461,200
CUX	CCA	N	39 1/4	39 5/8	- 3/8	- .94	39 5/8	25 1/2	10	6,185	242,761
GROSS TELECASTING	GGG	A	16 7/8	18 1/2	+ 3/8	+ 2.02	18 7/8	13 5/8	9	900	15,100
KINGSTIP COMMUN.	KTVV	U	11 1/2	11 3/4	- 1/4	- 2.12	11 3/4	3 7/8	21	462	5,313
LIN	LINB	U	32 7/8	32 3/4	+ 1/8	+ .38	32 7/8	16 1/2	11	2,745	90,241
MOONEY	MOON	J	3	2 5/8	+ 3/8	+ 14.28	3	1 7/8		425	1,275
RAHALL	RAHL	U	20 1/4	20 1/4			20 1/4	8 5/8	22	1,264	25,596
SCRIPPS-HUWARD	SCRP	U	44 1/2	37	+ 7 1/2	+ 20.27	44 1/2	30 1/2	10	7,539	115,210
STARR	SFG	M	13	13 1/8	- 1/8	- .95	13 1/8		12	1,487	19,331
STOKER	SPK	N	31 1/2	27	+ 4 1/2	+ 16.66	31 1/2	19 3/8	12	4,876	153,594
TAFT	TFB	N	42 1/4	42 1/4			42 1/4	24 5/8	9	4,119	174,027
TJTAG									79,630	3,646,495	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 3/8	8 1/8	+ 1/4	+ 3.07	8 3/8	3 3/4	9	1,249	10,292
JOHN BLAIR	BJ	N	24 3/8	23 3/8	+ 1	+ 4.27	24 3/8	11 1/8	7	7,427	59,158
CHRIS-CRAFT	CCN	N	9 3/8	9 1/4	+ 1/8	+ 1.35	10 1/4	4 1/2	23	4,451	41,728
CUMINED COMM.	CCA	N	42 1/2	39 1/8	+ 3 3/8	+ 8.62	42 1/2	19	13	6,920	294,100
COWLES	CWL	N	22 5/8	21 5/8	+ 1	+ 4.62	22 5/8	12 1/2	25	3,969	89,798
DUN & BRADSTREET	DNB	N	32 1/2	31 1/2	+ 1	+ 3.17	32 1/2	26 1/4	16	24,339	656,017
FAIRCHILD IND.	FEW	N	26 1/2	24 7/8	+ 1 5/8	+ 6.53	26 1/2	9 1/2	16	5,708	151,262
FUQUA	FQA	N	11 5/8	11 1/8	+ 1/2	+ 4.49	13	8	7	9,396	109,228
GANNETT CO.	GCI	N	40 1/2	42 1/4	- 1 3/4	- 4.14	42 1/4	32 3/4	16	22,430	908,415
GENERAL TIRE	GY	N	25 1/4	25 7/8	- 5/8	- 2.41	29 1/4	22 3/8	5	22,692	572,973
GLOBE BROADCASTING	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		7,777	13,167
GRAY COMMUN.	U	U	15 1/2	15 1/2			16	8	7	475	7,362
HARTE-HANKS	HHA	N	39 3/8	38 3/4	+ 5/8	+ 1.61	39 3/8	26	14	4,477	176,281
JEFFERSON-PILUT	JP	N	30 3/8	29 3/4	+ 5/8	+ 2.16	32 3/8	26 5/8	10	23,946	727,359
MARVIN JOSEPHSON	MRVN	U	14 1/2	15 1/4	- 3/4	- 4.91	17 1/4	10 1/4	7	1,978	26,881
KANSAS STATE NET.	KSN	U	12 5/8	13 1/4	- 5/8	- 4.71	13 1/4	4 3/4	12	1,727	71,803
LEE ENTERPRISES	LNT	A	28 5/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	29	28 3/8	+ 5/8	+ 2.20	29	18	9	6,762	196,098
MCGRAW-HILL	MHP	N	23	21 1/2	+ 1 1/2	+ 6.97	23	15 5/8	12	24,637	567,686
MEDIA GENERAL	MED	A	18 1/4	18	+ 1/4	+ 1.38	20	13 5/8	8	7,451	135,980
MEREDITH	MDP	N	35 1/4	34	+ 1 1/4	+ 3.67	35 1/4	17 3/8	8	3,074	108,358
METROMEDIA	MET	N	45	47	- 2	- 4.25	47	25 1/4	9	6,630	298,350
MULTIMEVIA	MMED	U	21 3/4	21 1/2	+ 1/4	+ 1.16	27 1/2	16 1/4	12	6,594	143,419
NEW YORK TIMES CO.	NYKA	A	24 7/8	24 7/8			24 7/8	15 3/4	10	11,422	284,122
OUTLET CO.	UTU	N	26 5/8	24 3/8	+ 2 1/4	+ 9.23	26 5/8	16 5/8	10	7,290	60,971
POST CORP.	POST	U	29 1/2	29 1/4	+ 1/4	+ .85	30 1/2	16 1/4	9	893	26,343
REEVES TELECOM	RPT	A	2 7/8	3	- 1/8	- 4.16	3 1/8	1 3/4	48	2,381	6,845
ROLLINS	ROL	N	18 1/8	16	+ 2 1/8	+ 13.28	24 1/4	14 7/8	9	33,000	598,125
RUST CRAFT	RUS	A	24	23 3/4	+ 1/4	+ 1.05	24	8 1/2	14	2,297	55,128
SAN JUAN RACING	SJR	N	11 1/2	11 1/2			11 7/8	7 5/8	17	2,509	28,853
SCHERING-PLUGH	SGP	N	33 1/4	33	+ 1/4	+ .75	44 3/4	26 3/8	11	54,084	1,798,293
SUNDERLING	SDB	A	19 7/8	19 5/8	+ 1/4	+ 1.27	19 7/8	8 3/8	9	1,105	21,961
TECH OPERATIONS	TC	A	4 1/4	4 3/8	- 1/8	- 2.95	4 3/4	2 3/8	17	1,344	5,712
TIMES MIRROR CO.	TMC	N	29	28	+ 1	+ 3.57	29	20 3/4	11	34,760	1,008,040
WASHINGTON POST CO.	WPC	A	40 3/4	39 3/4	+ 1	+ 2.51	40 3/4	21 3/4	11	8,476	345,397
WOMETCO	WCM	N	15 1/8	15 1/4	- 1/8	- .81	15 1/4	10 7/8	10	8,554	129,379
TOTAL									364,174	10,026,572	

Cablecasting

ACTON CORP.	ACT	A	9 3/8	10 1/2	- 1 1/8	- 10.71	10 1/2	3 1/8	11	2,710	25,406
AMECO	ACU	U					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	47 1/4	47 1/2	- 1/4	- .52	47 1/2	19 3/4	24	3,883	182,526
ATHENA COMM.*	U	U	3/3	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	U	5 3/8	4 7/8	+ 1/2	+ 10.25	5 3/8	3 1/8	24	8,370	44,988
CABLE INFO.*	U	U	1 1/2	1 1/2			1 1/2	1/2	8	683	994
COMCAST	U	U	9 1/4	9 1/4			9 1/4	3 3/4	16	1,451	15,271
COMMUN. PROPERTIES	COMU	U	14 3/4	14 7/8	- 1/8	- .94	14 7/8	3 5/8	27	4,839	71,375
ENTRON	ENT	J	3 1/2	3	+ 1/2	+ 16.66	3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	27 1/4	26 7/8	+ 3/8	+ 1.39	27 1/4	17 5/8	10	7,408	204,593
GENEVE CORP.	GENV	D	14 1/4	14 5/8	- 3/8	- 2.56	14 5/8	7 1/2		1,121	15,974
TELE-COMMUNICATIONS	TCOM	U	16 3/8	15 5/8	+ 3/4	+ 4.80	17 3/4	2 7/8	82	5,281	86,476
TELEPHONTER	TP	N	12 1/2	12 3/8	+ 1/8	+ 1.01	12 1/2	10 3/4	29	16,922	211,525
TEXSCAN	IFAS	U	1 5/8	1 5/8			2	1 1/4	10	786	1,277
TIME INC.	TL	N	46	46 3/8	- 3/8	- .90	46 3/8	31 3/4	11	20,371	937,066
TUCOM	TUCM	U	7 1/8	6 7/8	+ 1/4	+ 3.63	7 1/8	2 1/4	15	894	6,369
UA-COLUMBIA CABLE	UACC	U	31 3/4	29 1/2	+ 2 1/4	+ 7.62	31 3/4	15 1/2	21	1,679	53,308
UNITED CABLE TV	UCTV	U	15 7/8	15	+ 7/8	+ 5.83	15 7/8	3 7/8	29	1,915	30,400
VIACOM	VIA	N	21 3/4	21 1/8	+ 5/8	+ 2.95	21 3/4	9 1/2	16	7,764	81,867
TOTAL									36,641	1,973,637	

Stock symbol	Exch.	Closing Wed. May 10	Closing Wed. May 3	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programing											
COLUMBIA PICTURES	CPS	N	19 1/2	18 3/8	+ 1 1/8	+ 5.12	20 1/2	7 3/8	6	6,748	131,586
DISNEY	DIS	N	37 3/8	36 7/8	+ 1/2	+ 1.35	47 5/8	32 1/2	15	32,360	1,210,202
FILMWAYS	FWY	A	12 7/8	12 5/8	+ 1/4	+ 1.98	12 7/8	6 7/8	10	2,579	33,204
FOUR STAR*			1 1/8	1 1/8			1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	14 5/8	13 3/4	+ 7/8	+ 5.36	19 3/8	10 1/4	6	48,215	705,144
MCA	MCA	N	46 3/8	46 3/4	- 3/8	- .80	46 3/4	32	10	18,558	860,627
MGM	MGM	N	36 3/4	35 3/4	+ 1	+ 2.79	36 3/4	16	16	14,609	536,880
TRANSAMERICA	TA	N	15 5/8	15 3/4	- 1/8	- .79	16 1/2	13 1/4	6	66,781	1,043,453
20TH CENTURY-FOX	TF	N	31 3/4	32	- 1/4	- .78	32	10	5	7,786	247,205
VIDEO CORP. OF AMER*	U		5 1/4	5 1/4			6 1/2	3 1/2	10	973	5,108
WARNER	WCI	N	40	38	+ 2	+ 5.26	40	25 3/4	8	14,458	578,320
WRATHER	WCO	A	11 5/8	10 3/4	+ 7/8	+ 8.13	11 5/8	4 1/2	11	2,243	26,074
TOTAL									215,996	5,378,552	

Service

BBDO INC.	BRDO	U	34 1/2	32 1/4	+ 2 1/4	+ 6.97	34 1/2	22 1/2	10	2,513	86,698
COMSAT	CO	N	40 5/8	40 1/8	+ 1/2	+ 1.24	40 5/8	28 3/4	11	10,000	406,250
DOYLE DANE BERNBACH	DOYL	J	20 1/2	20 1/8	+ 3/8	+ 1.86	22	16 3/4	6	1,776	36,408
FOOTE CONE & BELOING	FCB	N	21 1/8	21	+ 1/8	+ .59	21 1/4	14 3/4	9	2,304	48,672
GREY ADVERTISING	GREY	O	32	34	- 2	- 5.88	34	16 1/2	6	716	22,912
INTERPUBLIC GROUP	IPG	N	33 1/4	32 1/4	+ 1	+ 3.10	39 1/4	22 1/2	9	2,387	79,367
MCI COMMUNICATIONS	MCIC	U	4 1/2	4	+ 1/2	+ 12.50	4 1/2	7/8	50	20,137	90,616
MOVIELAB	MOV	A	1 5/8	1 3/8	+ 1/4	+ 18.18	3	1	11	1,410	2,291
MPO VIDEOTRONICS	MPU	A	5	5			9	4	6	520	2,600
A. C. NIELSEN	NIELB	J	27 1/2	27 1/2			27 1/2	18 7/8	14	10,832	297,880
OGILVY & MATHER	OGIL	J	49 3/4	49 1/4	+ 1/2	+ 1.01	49 3/4	31	10	1,805	89,798
J. WALTER THOMPSON	JWT	N	26 1/4	26 1/4			26 1/4	15 1/8	9	2,649	69,536
TOTAL									57,049	1,233,028	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8	7 3/4	+ 1/4	+ 3.22	8 1/4	2 3/8	9	1,672	13,376
AMPEX	APX	N	14 1/2	14 5/8	- 1/8	- .85	14 5/8	7 3/8	14	10,928	158,456
ARVIN INDUSTRIES	ARV	N	19 7/8	20 3/8	- 1/2	- 2.45	20 3/4	14 1/2	4	5,959	118,435
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	5	4 1/2	+ 1/2	+ 11.11	5	1 3/4	15	1,654	8,270
COHU	COH	A	4	4			4 1/2	2 1/8	13	1,779	7,116
CONRAC	CAX	N	23 1/2	23 1/8	+ 3/8	+ 1.62	27 1/4	19 1/4	8	1,803	42,370
EASTMAN KODAK	EASKO	N	51 1/2	52	- 1/2	- .96	86 3/4	42	13	161,370	8,310,555
FARINON	FAKN	J	13 1/2	12 1/2	+ 1	+ 8.00	13 1/2	8	14	4,635	62,572
GENERAL ELECTRIC	GF	N	51 3/8	51 3/8			56 5/8	44 1/2	11	184,581	9,482,848
HARRIS CORP.	HRS	N	53	50 3/4	+ 2 1/4	+ 4.43	53 1/2	28	14	12,236	648,508
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	U	1 7/8	1 7/8			2 3/8	1/4		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	36 7/8	39	- 1/8	- .32	41 3/4	20 1/4	15	1,320	51,315
3M	MMM	N	51 1/2	50 5/8	+ 7/8	+ 1.72	57	43 1/2	14	115,765	5,936,147
MOTOROLA	MOT	N	44 5/8	44 5/8			56 7/8	34 1/4	13	28,544	1,273,776
N. AMERICAN PHILIPS	NPH	N	28 1/8	28 1/2	- 3/8	- 1.31	36	24 3/4	6	12,033	338,428
OAK INDUSTRIES	OAK	N	26 3/4	25 3/4	+ 1	+ 3.88	26 3/4	9 5/8	30	1,716	45,903
RCA	RCA	N	27 1/2	28	- 1/2	- 1.78	31 3/4	22 3/4	9	74,810	2,057,275
ROCKWELL INTL.	RDK	N	33 1/4	33 3/8	- 1/8	- .37	36 3/4	28 1/4	7	33,600	1,117,200
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	2 7/8	1 5/8	11	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	27 1/4	27	+ 1/4	+ .92	27 1/4	16 3/4	15	2,426	66,108
SUNY CORP.	SNE	N	8	8 1/8	- 1/8	- 1.53	10 3/8	7	12	172,500	1,380,000
TEKTRONIX	TEK	N	40 5/8	41	- 3/8	- .91	68 1/2	28 1/4	14	17,804	723,287
TELEMATIION	TLMT	O	2 1/4	2 1/4			2 1/4	1/2	3	1,050	2,362
VARIAN ASSOCIATES	VAR	N	16 5/8	16 1/4	+ 3/8	+ 2.30	21	14 3/4	10	6,838	113,681
WESTINGHOUSE	WX	N	19 3/8	19 3/4	- 3/8	- 1.89	22	16 1/4	6	87,329	1,691,999
ZENITH	ZE	N	15 3/4	15 7/8	- 1/8	- .78	28	11 3/8	21	18,818	296,383
TOTAL									967,438	33,961,431	
GRAND TOTAL									1,769,928	56,219,715	

Standard & Poor's Industrial Average

95.9 96.2 - .3

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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Viacom's Ave Butensky: a mover, even while he was staying in place

Ave Butensky had always said it would take a derrick to get him out of Dancer Fitzgerald Sample. It's no wonder.

By the time he moved over to Viacom International about a month and a half ago as president of the newly created Viacom Television Program Group, he had chalked up some 20 years with DFS; not a record, but in the agency business where movement is more the rule than the exception, it was more than a modest accomplishment in tenure.

Not that there weren't offers as Mr. Butensky scaled the agency ladder from the mailroom through the traffic and media departments to the presidency of the DFS subsidiary, Program Syndication Services. But none was the right one. "It had to have both things to make a marriage," Mr. Butensky said—meaning not only money but challenge as well.

Only weeks into his new job, Mr. Butensky is unwilling to get down to particulars about the challenge offered by his new post and instead leans more toward general and philosophic discussions. Viacom is an expanding firm (sales up 34% in the first quarter), so he talks of the need for "increased management control" and his own role as an administrator and coordinator.

There are sure to be changes and new directions—but they will be gradual. "I'm not in a position to say, 'OK, fellas, beginning tomorrow we're going to do this,'" he explains. "That's not it at all. After we get input from everybody we'll reach decisions."

His first weeks with Viacom, Mr. Butensky says, were primarily concerned with learning "who does what" and "how do they do it, 'and keeping a keen eye out for where improvements can be made. Among the things on Mr. Butensky's mind: "How we look at research" (automation possibilities fit in here, he explains); "how we take care of creative services; the kind of programs this company has been acquiring; where the thrust should be for future acquisitions; what the future holds for certain kinds of programs and sales; how those sales should be made."

Mr. Butensky's new job is a beginning for Viacom as well as for him; his post is an addition to the Viacom International corporate structure. Reporting to Mr. Butensky are Henry Gillespie, Viacom Enterprises president; Elliot Abrams, vice president-feature films acquisition, and Art Zeiger, vice president-program acquisition. Mr. Butensky reports to Ralph



Avram Butensky—president, Viacom Television Program Group; b. Oct. 12, 1933, Brooklyn, N.Y.; BA, economics, University of Wisconsin, Madison, 1955; U.S. Army, 1956-58; joined Dancer Fitzgerald Sample in 1955 in mailroom, then traffic, 1956; buyer, media department, 1959; supervisor, 1961; associate media director, 1962; vice president, 1965; senior associate media director, 1966; senior vice president, 1972; general manager, DFS's Program Syndication Services, 1974; president, PSS, 1977; present position since March 1978; president, International Radio Television Foundation; m. Barbara Hodkin, Dec. 15, 1957; children—Gail, 17; Debra, 15; Steven, 11.

Baruch, Viacom International president and chief executive officer.

Mr. Butensky doesn't believe that his agency experience per se was the prime factor in Viacom's decision to approach him. "Certainly my knowledge of agency, syndication, barter and time banks is helpful," he says. But he adds that his administrative experience probably was the trump card among his credentials.

"My experience with PSS and with spot buying has been in a parallel area. We made programs; we sold programs; we got involved with stations. We did all the things that are done here although to different degrees," he says.

Ave Butensky's introduction to the advertising world came during his student days at the University of Wisconsin. The prospects of a 15% commission from selling space for the campus newspaper proved more attractive than the other ways he had for working his way through college: carry-out boy for Piggly Wiggly's supermarket, market surveyor for an agri-

cultural lab ("I didn't even know what a market survey was; I was just adding up numbers") and then work in a psychology lab on tests with monkeys.

By his senior year, he recalls, he had the biggest list of accounts for the *Daily Cardinal* in addition to writing a column, primarily movie reviews. A college placement bureau recommended that he stop in at DFS when he return to New York.

DFS took him on in 1955. And, except for a stint in the U.S. Army in 1956-58 as a troop information specialist at the White Sands (N.M.) missile range, he remained at the agency until Viacom called.

It's unlikely that Mr. Butensky would have remained as long as he did if DFS hadn't continuously offered him opportunities to broaden his experience. In the early days, he says, the satisfaction came from getting the difficult plans approved by both the agency and the client. Later it was seeing the results of "having faith in a property for syndication."

A DFS vice presidency came in 1965, a senior vice presidency in 1972, capping other titles that already had led to senior associate media director. He became the PSS subsidiary's general manager in 1974; its president last year.

What Mr. Butensky's move after 20-odd years will mean to himself and to Viacom remains to be seen. (Some things remain the same; just as he did at DFS, Mr. Butensky says, he takes home a brief case full of work every night.)

Amidst his early analysis of company operations and the drawing of input from various new colleagues, he admits, there have also been "enough seeds planted" and "things in the works that can start to materialize any time now."

One of those outside Viacom who is confident that things soon will be materializing is Stan Moger, executive vice president of SFM Media Service Corp. "He's a doer," Mr. Moger says. "There are not that many people in this business who make things happen. Ave's one of them."

Mr. Moger also made it clear that he wasn't just referring to Mr. Butensky's accomplishments at DFS, but also to his fund-raising efforts as president of the International Radio Television Foundation; his work as director of the International Radio and Television Society, and his support as a trustee of the American Friends of Haifa University in Israel.

Jay Walters, president of Harrington, Righter & Parsons, who has known Ave Butensky since the time they were both assistant buyers at DFS, claimed it was clear even then that Mr. Butensky's "career would be an exciting one." The move to Viacom Mr. Walters takes as another piece of evidence bearing out that contention.

Squeaking wheel of fortune

FCC Chairman Charles D. Ferris is reported to be considering a lottery of some kind as an alternative to the Alice-in-Wonderland process now in effect for choosing a winner among rival applicants for unoccupied broadcast facilities ("Closed Circuit," May 8). FCC Commissioner Margita White is on public record with like aspirations (BROADCASTING, May 1). Former FCC Chairman Richard E. Wiley came out with a similar proposal two years ago (BROADCASTING, March 29, 1976).

The latest interest in the subject is aroused, understandably, by the FCC's obligatory reconsideration of a decision reached five years ago in a comparative case that has been going on for 14 years. As reported a week ago, the seven surviving contenders for 1110 khz in Pasadena, Calif., now occupied by a "temporary" custodian as KRLA(AM), have been ordered back—at the direction of the U.S. Court of Appeals—to an "expedited" hearing. If history is any guide, lawyers' children yet unborn could argue the ultimate resolution of this case.

It all started when the FCC kicked the original licensee of KRLA off the air for a number of alleged transgressions and put the facility up for grabs. As a "public service," however, it put an interim operator in charge on the condition that profits would go to noncommercial broadcasting and other charities.

At one point there were 19 applicants for the facility. Attrition has narrowed the field to the seven that now find themselves beginning another exercise in the inherently futile pursuit of proving that one is clearly superior to all the others.

Meanwhile, back at the station, the FCC has another problem on its hands. A year ago the interim operator, Oak Knoll Broadcasting, came under investigation for alleged misappropriation of funds. The charge was that officials diverted revenues to their private use. As was noted on this page at the time, what else was the FCC to expect from a management that was under no compulsion to produce profits for stockholders?

No wonder Mr. Ferris is looking for alternatives. He is faced with an extended hearing in a case his predecessors thought they had decided five years ago. The case is complicated by the unresolved question of what to do about the interim operator that stands accused of squandering its revenues. The criteria by which the commission made a choice among the seven applicants five years ago have been riddled by the court of appeals. How is the next decision to be made without the prospect of another reversal by the court?

Investment note: Under the circumstances don't buy a station; buy a law school.

A logical union

The first response to news of the merger of Combined Communications with Gannett predictably included cries of alarm from those who believe anything big is bad. The hope here is that more sophisticated minds will prevail as this transaction proceeds through government corridors.

Those who react with horror to the enlargement of media ownerships are thinking back to the days of the William Randolph Hearsts who dictated editorial policy for newspaper chains by intensely personal and autocratic standards. More recent experience proves that newspapers fare best in the marketplace if they retain individual identities. Broadcast stations owe their existence to the ascertainment of local wants and needs.

When the new company completes its spin-off of broadcast properties, it will be in full compliance with the FCC's multiple-

ownership rules. That will put it on no different footing from any other group owner with a full or nearly full portfolio. Even with the assets of the two companies combined, the new corporation will be smaller than other licensees already in the field. Indeed it could be argued that the emergence of another major economic force in broadcasting will increase competition among the larger enterprises.

The only other merger of comparable size to be attempted in broadcasting was that of ABC into International Telephone & Telegraph nearly 10 years ago. That was attacked by the Justice Department—not in a trial court under the antitrust laws but before the FCC and appellate court under the infinitely vaguer standard of the "public interest." While the government proceedings dragged on and on, market conditions changed and ITT bailed out.

It would be unjust if the bureaucratic process in ABC-ITT were to repeat itself. As separate enterprises, Combined Communications and Gannett have conducted their affairs honorably. There is no reason to believe that their characters will change after marriage.

Both ways

The U.S. House of Representatives is slowly accepting the presence of television. It is installing cables that will connect the Capitol and House offices with the outside world. It is buying color sets for members. Before long the apparatus of a modern communications system will be operational.

That brings up the question of what is to be done with it. If Speaker Thomas P. O'Neill (D-Mass.) has his way, the proceedings on the House floor may eventually be televised, both for current monitoring and for the record. But the televising will be done by House employees under House control.

Broadcast journalists continue to oppose that concept. They want to operate the television system themselves in the interests of journalistic objectivity. Fair enough, but it strikes us that they are asking to assume a role of which they would soon tire. Why should the commercial broadcasters foot the bill for hour-after-hour, day-after-day coverage of proceedings of little or no news value?

As has been suggested here before, there ought to be room for compromise. Let the House run its own full-text television coverage for its own record and convenience. That system would also be of at least some value as a source of action shots for use in broadcast news. Beyond that, let the broadcasters bring in cameras and crews to cover events of above-average news importance. There would be nothing incompatible in that.

Does it have to be either/or?



Drawn for BROADCASTING by Jack Schmidt

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